

TLL THE LICENSING LETTER

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MOVIE LICENSING 2016-2020: Star Wars Demonstrates Power of Franchises for Licensing, Theaters

As this story was being written and *The Licensing Letter's* semi-annual chart of movies with licensing potential compiled, *Star Wars: The Force Awakens* was breaking advance ticket sales records two months ahead of its Dec. 18 opening. Online ticketing sites Fandango and MovieTickets.com reportedly crashed for some users under the heavy traffic when tickets went on sale Oct. 19. Fandango reported the film outsold its previous record holder, *The Hunger Games*, eight times over, and the film also broke every Imax record, selling \$6.5 million in tickets to Imax screenings, more than six times the early take of any other film, according to *Variety*.

It's testament to the power of what may be the world's most recognizable franchise, but also to the power of franchises in general, which maintain their dominance in this issue's chart of upcoming movies with licensing potential. (pg. 3)

In September Disney launched a licensing campaign for *The Force Awakens* unmatched in its scope and duration—it began 15 weeks ahead of the new movie's release and prompted Macquarie Securities analyst Tim Nollen to predict that sales of licensed products for the film could reach \$5 billion worldwide in their first year. Disney has four more *Star Wars* films on our list—one per year through 2020—suggesting a theatrical and licensing juggernaut for years to come.

Sequels, Reboots and Adaptations Dominate

Our list is stacked with other power franchises as well, including James Cameron's *Avatar 2, 3 and 4* and numerous titles from Marvel. In total, we identified 56 sequels and 18 reboots, accounting for a whopping 60% of films in the pipeline. Other known franchises come from books (18% of titles), toys and TV (about 7% each).

From a licensing perspective, it is important to recognize that the most licensable titles are

those with a history of past success, and that film sequels, reboots, and those inspired by books, TV, video games and toys all can fall into this area.

There are 34 comic-inspired movies on our chart, accounting for a muscular 28% of the 122 films on the list, about the same as when we published our last chart in May. The increase is overwhelmingly due to the aggressive development schedule Disney, Fox and Sony have established for Marvel-based movies, as well as the development of films based

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FAST-FOOD

Are Licensed Toys in Fast-Foods Kids' Meals an Endangered Species?

Wendy's recently announced that it will no longer offer licensed toys as part of its kids' meals. In so doing, Wendy's became the third fast-food chain since 2011 to discard the proven business model of using licensed toys in kids' meals to generate buzz and restaurant traffic. What's going on?

Licensing Toys for Kids' Meals

In 1973, the now defunct Burger Chef became the first chain to introduce a kids' meal. In addition to a burger and fries, the "Funmeal" featured riddles, puzzles and small toys. Six years later, McDonald's launched the "Happy Meal" with Burger King and other chains quickly following suit. The strategy: Get the kids and the parents and families will inevitably follow.

For decades, the strategy has worked. Kids' meals are big business for the fast-food chains, generating revenues of over \$1.2 billion per year, according to the Federal Trade Commission. Essential to the strategy is including toys

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IT'S ALL IN THE NAME

The outbound licensing division of American Greetings Corporation changed its name from American Greetings Properties to **American Greetings Entertainment**. ANZ-based agency Wild Pumpkin rebranded as **WP Brands**. And in the U.K., **Koko Rose Media** is a new joint venture from Lisa Hryniewicz of Koko Media and Deer Little Forest's creator Jo Rose which will handle management of worldwide rights to Deer Little Forest.

SCANDAL COSTS VW \$10 BILLION IN BRAND VALUE

Earlier this year, the **Volkswagen** brand was calculated to be worth \$31 billion, the third most valuable auto brand in the world. But the recent emissions scandal has tarnished the "people's car" company's longstanding reputation for reliability and trust. By the time the dust settles, VW is expected to lose an estimated \$10 billion in brand value, according to brand valuation firm Brand Finance. Those losses are much greater than those suffered by **Toyota**, the world's most valuable auto brand, following a series of recalls from 2009 to 2011.

NIKE MESSES WITH TEXAS

Nike declined to exercise its exclusive option to renew its \$17 million, seven-year apparel contract with the **University of Texas** by October 1, leaving the door open for **Under Armour** and **Adidas**. Nike had 15 days to match any bid under the terms of the current deal. The Collegiate Licensing Co. ranks Texas as the richest college athletic program in the country and a new deal could be worth more than \$15 million per year, surpassing the \$169 million 15-year deal Nike made with the **University of Michigan** this summer.

EONE TAKES CONTROL OF PEPPA PIG

Entertainment One paid a reported £140 million to up its co-ownership of the billion-dollar **Peppa Pig** pre-school franchise from 15% to 85%. The goal: To reach \$2 billion

in global sales within five years. In addition to the million in royalties they've already earned, Peppa's original creators will each retain a 5% ownership interest in the property. Peppa Pig, which first aired in the U.K. in 2004, is broadcast in over 180 territories and has been licensed for more than 12,000 branded products ranging from ice cream to theme parks.

SOCIAL MEDIA EXTENSIONS

The emoji Co., owner of the trademarks to the word **emoji** and a portfolio of almost 1,000 icons, has appointed **Global Merchandising Services** as its agent for the U.S., the U.K. and Ireland. Other agents include Exim Group (Latin America: Brazil, Mexico, Argentina, Colombia), Haven Licensing (ANZ), Studio Licensing (Canada) and Universal Music with Bavaria Sonor Licensing (Iberia).

LUCKY BRAND JOINS BANDS

With its recent deal to develop a national apparel and accessories program around classic rock bands, apparel company **Lucky Brand** is plugging into a harmonious spot in the more generally discordant market for music licensed products. Lucky's deal with **Epic Rights** will put music brands **KISS**, **Journey**, **Def Leppard**, **Billy Idol**, **The Doobie Brothers**, **Jefferson Airplane** and **CBGB** on a line of tops and headwear hitting stores next year. The deal is somewhat unique in that it spans a variety of acts otherwise unrelated but for their representation by Epic and classic rock bent.

LITTLE FIGURES HEADED TO THE BIG SCREEN

Europe's **ON Entertainment** and its partners are in production on a \$75 million movie called **Playmobil: Robbers, Thieves & Rebels**, based on the venerable German toy brand. **Variety** reported that the film was snatched up by a flurry of international distributors at the Toronto International Film Festival, including **Cross Creek**, which plans a wide release in the U.S. The first film in a planned trilogy is expected to be released by late 2018. U.S. licensing is on the upswing for **Playmobil**, with new merchandising programs appealing to teens/adults and children expected at retail beginning next year.

FAVORITE U.S. AUTHORS LIGHT ON LICENSING

Turns out that America's favorite authors aren't those with the biggest licensing businesses. While the J.K. Rowling-created world of **Harry Potter** has been licensed for everything from pajama pants to theme parks, the powerful author ranks only third on the list of the 10 most popular authors with U.S. readers. **J.R.R. Tolkien**, whose **The Hobbit** and **Lord of the Rings** franchises have also been heavily licensed, is tied for 7. According to **The Harris Poll**, Americans' favorite authors—most of them more likely to grace a **Café Press** T-shirt or **Zazzle** mouse pad than a major licensing program—and their publishers are:

1. **Stephen King** (Simon & Schuster)
2. **James Patterson** (Hachette)
3. **J.K. Rowling** (Bloomsbury)
4. **John Grisham** (Doubleday)
5. **Dean Koontz** (Bantam Dell)
6. **Nora Roberts/J.D. Robb** (Penguin)
7. **J.R.R. Tolkien** (HarperCollins)
8. **Mark Twain** (Public domain/UC Press)
9. **Nicholas Sparks** (Grand Central)
10. **Danielle Steel** (Delacorte Press)



Editor

Karina Masolova
karina@plainlanguagemedia.com

Managing Editor

Barbara Manning Grimm
barb@plainlanguagemedia.com

Contributing Editor

Glenn Demby
glensdemby@gmail.com

Contributing Editor

Marcy Magiera
marcy@plainlanguagemedia.com

Business Development

Randy Cochran
randy@plainlanguagemedia.com

Marketing Director

Michael Sherman
michaels@plainlanguagemedia.com

Customer Service

customerservice@plainlanguagemedia.com

General Manager

Jim Pearmain

CEO

Mark Ziebarth

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

Star Wars Demonstrates Power of Franchises

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on DC Comics at Warner Bros. In fact, the percentage of comic movies will be even higher. Disney has slated three additional Marvel films for 2020, on May 1, July 10 and Nov. 6, but since these films are essentially “placeholders,” about which there are no details available, we have left them off the chart.

The chart includes nine titles that are original to the film medium, representing 7% of titles on the list, down from 9% earlier this year.

All of the release dates for movies on the list have been checked against multiple sources, but there is still a high probability that dates will change. The further in the future a film is, the more likely its release date is to move.

SOURCE OF LICENSABLE FILMS PROJECTED FOR RELEASE, 2016–2020

| SOURCE | NUMBER | % TOTAL |
|--------------------|--------|---------|
| Sequels | 56 | 45% |
| Comic books/strips | 34 | 28% |
| Book adaptations | 22 | 18% |
| Reboots | 18 | 15% |
| Original | 9 | 7% |
| Television | 8 | 7% |
| Toys | 8 | 7% |
| Video games/apps | 7 | 6% |

Note: A film can appear in multiple categories.
SOURCE: THE LICENSING LETTER

Planned Feature Films with Licensing Potential, 2016–2020

| FILM | PLANNED RELEASE | FILM COMPANY | SUMMARY | SEQUEL | REBOOT | BOOK | GAME | TOY | COMIC | ORIGINAL | TV |
|--|-----------------|---------------------|---|--------|--------|------|------|-----|-------|----------|----|
| Captain America: Civil War | 5/6/16 | Walt Disney Studios | The third Captain America film will be rooted in the Civil War story line from Marvel's comic books. | X | | | | | X | | |
| Friday the 13th Reboot | 5/13/16 | Paramount Pictures | Reboot is being teased as answering the decades-old question of why slasher Jason Voorhes can't be killed. Michael Bay is a producer. | | X | | | | | | |
| Angry Birds | 5/20/16 | Sony Pictures | 3D animated film developed, produced and financed by IP rights owner Rovio Entertainment. Licensing partners for the game include Commonwealth (toys), Penguin (publishing) and Calego (bags). | | | | X | | | | |
| Neighbors 2: Sorority Rising | 5/20/16 | Universal Pictures | This time, a sorority moves in next door. Zac Efron returns to help Seth Rogen and Rose Byrne battle the raucous sisters. | X | | | | | | | |
| X-Men: Apocalypse | 5/27/16 | 20th Century Fox | Third sequel in the Origins series and eighth film in the X-Men franchise. | X | | | | | X | | |
| Alice Through the Looking Glass | 5/27/16 | Walt Disney Studios | Johnny Depp and Mia Wasikowska reprise their roles in the sequel to 2010's Alice in Wonderland. Tim Burton again directs. | X | | X | | | | | |
| Teenage Mutant Ninja Turtles 2 | 6/3/16 | Paramount Pictures | This \$1 billion licensing brand is back with the pizza-loving Turtles in a new adventure. | X | | | | | X | X | |
| Warcraft | 6/10/16 | Universal Pictures | Duncan Jones directs Colin Farrell in a film based on Blizzard Entertainment's popular action/fantasy series. | | | | X | | | | |
| Finding Dory | 6/17/16 | Walt Disney Studios | Albert Brooks and Ellen DeGeneres reprise their voicing roles in Finding Nemo sequel. Licensees for the original film include Zak Designs, Random House. | X | | | | | | | |
| Independence Day: Resurgence | 6/24/16 | 20th Century Fox | Director Roland Emmerich is behind the camera again for this sequel to 1996 blockbuster Independence Day. | X | | | | | | | |
| Tarzan | 7/1/16 | Warner Bros. | Live action 3D film featuring the Edgar Rice Burroughs character, starring Alexander Skarsgaard, Samuel L. Jackson, Margot Robbie, Christoph Waltz. | | | X | | | | | |
| The BFG | 7/1/16 | Walt Disney Studios | Steven Spielberg helms this adaptation of the Roald Dahl book about a young girl on an adventure with a benevolent giant. | | | X | | | | | |
| The Secret Life of Pets | 7/8/16 | Universal Pictures | Illumination Entertainment created an original 3D animated movie about the daily lives of pets after their masters leave home. Featuring the voices of Louis C.K., Eric Stonestreet and Kevin Hart. | | | | | | | X | |
| Ghostbusters | 7/15/16 | Sony Pictures | Reboot of the 1984 action comedy, this time with women (including Melissa McCarthy and Kristen Wiig) as the Ghostbusters. | | X | | | | | | |
| Ice Age: Collision Course | 7/22/16 | 20th Century Fox | Fourth sequel in the CG-animated film series about animals traveling during the Ice Age. Previous licensees for the series include Bioworld (apparel), Activision (video games), Gameloft (mobile games). | X | | | | | | | |
| Star Trek Beyond | 7/22/16 | Paramount Pictures | Third film in the new Star Trek series. Chris Pine and other key cast members reprise their roles. The Fast & Furious franchise's Justin Lin directs. | X | | | | | | | X |
| Knights of the Roundtable: King Arthur | 7/22/16 | Warner Bros. | Guy Ritchie's retelling of the King Arthur story, which the studio hopes to make a new franchise of multiple installments. | | | X | | | | | |

Continued on page 4

Planned Feature Films with Licensing Potential, 2016–2020 *Continued from page 3*

| FILM | PLANNED RELEASE | FILM COMPANY | SUMMARY | SEQUEL | REBOOT | BOOK | GAME | TOY | COMIC | ORIGINAL | TV |
|--|-----------------|---------------------------------|---|--------|--------|------|------|-----|-------|----------|----|
| Bourne 5 (untitled) | 7/29/16 | Universal Pictures | Star Matt Damon and director Paul Greengrass reteam for latest installment in the spy series. | X | | X | | | | | |
| Suicide Squad | 8/5/16 | Warner Bros. | In this DC Comics property, a group of supervillains is recruited for duties deemed too dangerous for superheroes. Will Smith, Margot Robbie, Jared Leto and Jesse Eisenberg are part of the squad. | | | | | | X | | |
| Pete's Dragon | 8/12/16 | Walt Disney Studios | Live action, non-musical reimagining of the 1977 film about orphan Pete and his best friend Eliot, who is a (CGI) dragon. | | X | | | | | | |
| Sausage Party | 8/12/16 | Sony Pictures | R-rated animated film based on a story by Seth Rogen and Jonah Hill, who also lend their voices. With Kristen Wiig and James Franco. | | | | | | | X | |
| Mechanic: Resurrection | 8/26/16 | Millennium Films/ Lionsgate | Jason Statham reprises his title role as a master assassin. | X | | | | | | | |
| Bridget Jones's Baby | 9/16/16 | Universal Pictures | Renee Zellweger once again plays Bridget, this time in her 40s and attempting to have a baby before it's too late. | X | | X | | | | | |
| The Magnificent Seven | 9/23/16 | MGM Studios | Remake of the 1960 classic about seven gunmen who join forces to defend a Mexican village. | | X | | | | | | |
| Storks | 9/23/16 | Warner Bros. | Animated adventure featuring the voices of Andy Samberg and Kelsey Grammer. | | | | | | | X | |
| Gambit | 10/7/16 | 20th Century Fox | Channing Tatum stars in this X-Men spinoff. | | | | | | X | | |
| Monster High | 10/7/16 | Universal Pictures | Based on the Mattel toy line, children of famous monsters experience high school in this live action musical. | | | | | X | | | X |
| Inferno | 10/14/16 | Sony Pictures | Tom Hanks returns as Harvard symbologist Robert Langdon in this adaptation of the Dan Brown novel. | X | | X | | | | | |
| Underworld: Next Generation | 10/21/16 | Sony Screen Gems | Last chapter in the battle between supernatural races. | X | | | | | | | |
| Jack Reacher 2 | 10/21/16 | Paramount Pictures | Tom Cruise reprises the title role in the sequel to the 2012 film; based on the 18th book in the Jack Reacher series. | X | | X | | | | | |
| Dr. Strange | 11/4/16 | Walt Disney Studios | Benedict Cumberbatch stars as the brilliant but arrogant surgeon who is trained by a sorcerer to defend the world against evil. | | | | | | X | | |
| Trolls | 11/4/16 | DreamWorks Animation | Animated film based on the classic dolls tells the stories of how the Trolls came into their colorful hair. | | | | | X | | | |
| Fantastic Beasts & Where to Find Them | 11/18/16 | Warner Bros. | This Harry Potter spinoff, by J.K. Rowling, is based on the Hogwarts text book and follows the adventures of author Newt Scamander. | | | X | | | | | |
| Moana | 11/23/16 | Walt Disney Studios | A bold teenage girl travels through the ancient South Pacific world of Oceania. | | | | | | | X | |
| Chicken Soup for the Soul | 12/16/16 | Warner Bros. | Drama drawn from the inspirational book series created by Jack Canfield and Mark Victor Hansen in 1993, which has sold 100 million-plus copies in North America. | | | X | X | | | | |
| Star Wars: Rogue One | 12/16/16 | Walt Disney Studios | The first Star Wars "anthology film" (aka spinoff), Rogue One is set between Episodes III and IV. Directed by Gareth Edwards. | X | | | | | | | |
| Assassin's Creed | 12/21/16 | 20th Century Fox | Based on the Ubisoft video game series, plot centers on a man played by Michael Fassbender who learns his ancestors were trained assassins and travels back in time to retrieve historical artifacts. | | | | X | | | | |
| Illumination Animation Project (untitled) | 12/21/16 | Illumination/Universal Pictures | Matthew McConaughey voices a koala named Buster who creates a singing competition to save his empty theater. | | | | | | | X | |
| Jumanji | 12/25/16 | Sony Pictures | Remake of the 1995 Robin Williams film based on the Chris Van Allsburg storybook. | | X | X | | | | | |
| Popeye | TBA 2016 | Sony Pictures | Sony Pictures Animation revives the comic character controlled by Hearst's King Features Syndicate. Originally set for a fall 2014 release. | | X | | | | X | | |
| The Adventures of Tintin: Prisoners of the Sun | TBA 2016 | Paramount Pictures | Steven Spielberg produces and Peter Jackson directs this sequel about a young Belgian reporter and world traveler, and his canine companion. | X | | X | | | | | |
| The Dark Tower | 1/13/17 | Sony Pictures | Russell Crowe stars in the adaptation of the Stephen King book series about Mid-World's last gunslinger. Directed by Ron Howard. | | | X | | | | | |
| Power Rangers | 1/13/17 | Lionsgate | A group of high school kids harness their superpowers to save the world in the newest take on this Saban brand. | | X | | | | | | X |
| Resident Evil: The Final Chapter | 1/27/17 | Sony Screen Gems | Humanity is on its last legs in Alice's (Milla Jovovich) most difficult adventure. | X | | | X | | | | |
| Fifty Shades Darker | 2/10/17 | Universal Pictures | Sequel to bondage blockbuster Fifty Shades of Grey, based on the E.L. James novels. Officially licensed goods for the first film included adult toys from Lovehoney. | X | | X | | | | | |
| The LEGO Batman Movie | 2/10/17 | Warner Bros. | Spinoff of the 2014 LEGO Movie, based on DC Comics' Batman character. Will Arnett voices the Caped Crusader. | | | | X | X | X | | |
| Bad Boys 3 | 2/17/17 | Sony Pictures | Another sequel to the action comedy series about two loose cannon cops. Past films were in 1995 and 2003. | X | | | | | | | |
| Maze Runner: The Death Cure | 2/17/17 | 20th Century Fox | Based on the third novel in the series by James Dashner. Sequel to the 2015's The Maze Runner: The Scorch Trials. | X | | X | | | | | |

Continued on page 5

Planned Feature Films with Licensing Potential, 2016–2020 *Continued from page 4*

| FILM | PLANNED RELEASE | FILM COMPANY | SUMMARY | SEQUEL | REBOOT | BOOK | GAME | TOY | COMIC | ORIGINAL TV |
|--|-----------------|----------------------|---|--------|--------|------|------|-----|-------|-------------|
| Wolverine sequel (untitled) | 3/3/17 | 20th Century Fox | Hugh Jackman will don the claws one last time in this sequel. | X | | | | | X | |
| Boss Baby | 3/10/17 | DreamWorks Animation | A 7 year-old must overcome his jealousy to work together with his baby brother to preserve love in the world. Alec Baldwin and Kevin Spacey provide voices. | | | X | | | | |
| Kong: Skull Island | 3/10/17 | Universal Pictures | Action/adventure story centered on King Kong's origins. | | X | | | | | |
| Beauty and the Beast | 3/17/17 | Walt Disney Studios | Another live-action Disney adaptation of its own animated film. Emma Watson plays Belle. | X | X | | | | | |
| The Mummy | 3/24/17 | Universal Pictures | A reboot of The Mummy franchise, set in the present day. | | X | | | | | |
| The Divergent Series: Ascendant | 3/24/17 | Lionsgate | Fourth and final film in The Divergent Series. Shailene Woodley and Theo James star. | X | X | | | | | |
| Ghost in the Shell | 3/31/17 | Walt Disney Studios | Scarlett Johansson stars in this adaptation of the Japanese comic and anime films about a member of a covert ops unit that fights technology related crime. | | X | | | | X | |
| Get Smurfy | 3/31/17 | Sony Pictures | Mandy Patinkin voices Papa Smurf in this all-animated film focusing on the origins of the Smurfs. | | X | | | | X | |
| Ferdinand | 4/7/17 | 20th Century Fox | Blue Sky Studios' adaptation of the classic Munro Leaf children's book. | | | X | | | | |
| Furious 8 | 4/14/17 | Universal Pictures | Vin Diesel returns in the eighth film in the franchise. | X | | | | | | |
| Blazing Samurai | 4/14/17 | Open Road Films | Animation, loosely based on 1974's Blazing Saddles. On his quest to become a samurai, scrappy young dog Hank fights to save a town from a feline warlord. | | | | | | | X |
| Guardians of the Galaxy Vol. 2 | 5/5/17 | Marvel/Disney | Sequel to 2014's Marvel tale of oddball superheroes. | X | | | | | X | |
| Terminator: Genisys 2 | 5/19/17 | Paramount Pictures | Untitled sequel to 2015's Terminator: Genisys. | X | | | | | | |
| Star Wars: Episode VIII | 5/26/17 | Walt Disney Studios | Picks up where 2015's Episode VII: The Force Awakens leaves off. Second film in Disney's new Star Wars sequel series since acquiring Lucasfilm. | X | | | | | | |
| Barbie | 6/2/17 | Sony Pictures | Live-action film based on the toy line. Screenplay by Diablo Cody. | | | | | X | | |
| The Fantastic Four 2 | 6/9/17 | 20th Century Fox | Sequel to Fox's 2015 reboot of the Fantastic Four series. | X | | | | | X | |
| World War Z 2 | 6/9/17 | Paramount Pictures | Brad Pitt continues to battle zombie hords. | X | | | | | | |
| Cars 3 | 6/16/17 | Walt Disney Studios | Cars threequel. | X | | | | | | |
| Wonder Woman | 6/23/17 | Warner Bros. | An Amazon princess becomes the greatest of DC superheroines. | | | | | | X | X |
| Despicable Me 3 | 6/30/17 | Universal Pictures | Third sequel and fourth film (including Minions) in the Despicable Me series from Illumination Entertainment. | X | | | | | | |
| Uncharted | 6/30/17 | Sony Pictures | Video game spin-off follows a descendant of Sir Francis Drake on his quest to find the golden city of El Dorado. | | | | X | | | |
| Pirates of the Caribbean: Dead Men Tell No Tales | 7/7/17 | Walt Disney Studios | Johnny Depp swashbuckles again for producer Jerry Bruckheimer. | X | | | | | | |
| War of the Planet of the Apes | 7/14/17 | 20th Century Fox | Sequel to 2014's Dawn of the Planet of the Apes. | X | | | | | | |
| Spider-Man reboot (untitled) | 7/28/17 | Sony Pictures | Sony will reboot the Spider-Man franchise without Andrew Garfield and with help from Disney's Marvel Studios. | | X | | | | X | |
| Pitch Perfect 3 | 8/4/17 | Universal Pictures | Another a capella adventure. | X | | | | | | |
| Ninjago | 9/22/17 | Warner Bros. | Big-screen animation based on LEGO's popular ninja-inspired building sets and figures. | | | | | X | | X |
| Jungle Book: Origins | 10/6/17 | Warner Bros. | Andy Serkis directs this live action tale of an orphan boy raised by animals in the jungle. Animal voices by Benedict Cumberbatch, Christian Bale, Cate Blanchett. | | | X | | | | |
| Thor: Ragnarok | 11/3/17 | Walt Disney Studios | Chris Hemsworth and Tom Hiddleston are again Thor and Loki. In this third Thor installment they deal with the Norse apocalypse. | X | | | | | X | |
| Justice League: Part 1 | 11/17/17 | Warner Bros. | The DC gang's all here in this story focused on the original incarnation of the Justice League: Batman, Superman, Wonder Woman, Aquaman, the Flash and Green Lantern. | | | | | | X | X |
| Dr. Seuss' How the Grinch Stole Christmas | 11/17/17 | Universal Pictures | Reimagining of the Dr. Seuss Christmas tale from animation studio Illumination Entertainment. | | X | X | | | | |
| Coco | 11/22/17 | Walt Disney Studios | A generations-old mystery leads to a surprising family reunion. | | | | | | | X |
| The Lamb | 12/8/17 | Sony Pictures | This spin on the Nativity story focuses on a young lamb who will change the world. | | | | | | | X |
| The Croods 2 | 12/22/17 | DreamWorks Animation | Sequel to the 2013 caveman hit. | X | | | | | | |
| Avatar 2 | Dec. 2017 | 20th Century Fox | Sequel to the highest grossing film of all time, expected to focus on filmmaker James Cameron's in-depth look into Pandora's oceans. | X | | | | | | |
| Transformers 5 | TBA 2017 | Paramount Pictures | Reportedly the first in a new Transformer trilogy. Hasbro Studios is a producer. | X | | | | X | | |
| Bloodshot | TBA 2017 | Sony Pictures | First film for the Valiant Comics superhero. | | | | | | X | |
| Jeebers Creepers 3 | TBA 2017 | American Zoetrope | Threequel to the Jeebers Creepers horror films. Previous releases in 2001, 2003. | X | | | | | | |

Continued on page 6

Planned Feature Films with Licensing Potential, 2016–2020 *Continued from page 5*

| FILM | PLANNED RELEASE | FILM COMPANY | SUMMARY | SEQUEL | REBOOT | BOOK | GAME | TOY | COMIC | ORIGINAL | TV |
|--|-----------------|----------------------|---|--------|--------|------|------|-----|-------|----------|----|
| Fifty Shades Freed | 2/9/18 | Universal | Third installment in the Fifty Shades trilogy details the couple's life after marriage. | X | X | | | | | | |
| Black Panther | 2/16/18 | Walt Disney Studios | The royal leader of an African nation is bestowed with superpowers. Chadwick Boseman stars. | | | | | | X | | |
| Larrikins | 2/16/18 | DreamWorks Animation | Follows a young, desert-dwelling marsupial who ventures out from his sheltered life. | | | | | | | X | |
| Gigantic | 3/9/18 | Walt Disney Studios | Based on the fairy tale Jack and the Beanstalk, with music by Frozen's Robert Lopez and Kristen Anderson-Lopez. | | | X | | | | | |
| The Flash | 3/23/18 | Warner Bros. | Scientist Barry Allen becomes the super fast superhero, a member of DC Comics' Justice League. | | | | | | X | | |
| Universal monster franchise film (untitled) | 3/30/18 | Universal Pictures | Reportedly could be The Wolf Man, Creature From the Black Lagoon, Van Helsing or Frankenstein. | | X | | | | | | |
| Avengers: Infinity War (Part 1) | 5/4/18 | Walt Disney Studios | This time the Avengers face the menace of Thanos. | X | | | | | X | | |
| The LEGO Movie 2 | 5/18/18 | Warner Bros. | Sequel to 2014's block building blockbuster. | X | | | X | | | | |
| Star Wars Han Solo anthology film (untitled) | 5/25/18 | Walt Disney Studios | Standalone "anthology" film telling the Han Solo origin story. | X | | | | | | | |
| Godzilla 2 | 6/8/18 | Warner Bros. | Gareth Edwards directs the sequel to 2014's Godzilla. Monsters Mothra, Rodan and Ghidorah return. | X | | | | | X | | |
| Toy Story 4 | 6/15/18 | Walt Disney Studios | It's one more Pixar play date for Tim Allen and Tom Hanks. | X | | | | | | | |
| Jurassic World 2 | 6/22/18 | Universal Pictures | More mayhem in Jurassic World. | X | | X | | | | | |
| Terminator: Genisys 3 | 6/29/18 | Paramount Pictures | Untitled second sequel to 2015's Terminator: Genisys | X | | | | | | | |
| How to Train Your Dragon 3 | 6/29/18 | DreamWorks Animation | Continues the adventure of young Viking Hiccup and his dragon, Toothless. | X | | | | | | | |
| Ant-Man and the Wasp | 7/6/18 | Walt Disney Studios | Another adventure of Scott Lang/Ant-Man (Paul Rudd). | X | | | | | X | | |
| Animated Spider-Man (untitled) | 7/20/18 | Sony Pictures | The LEGO movie directors Phil Lord and Christopher Miller are producing this installment being develop separately from the live action Spider-Man movies. | | | | | | X | | |
| Aquaman | 7/27/18 | Warner Bros. | The king of the seven seas will appear in Batman v Superman: Dawn of Justice and the Justice League movie before anchoring his own feature. | | | | | | X | | |
| Animated Scooby-Doo (untitled) | 9/21/18 | Warner Bros. | Scooby-Doo and the Mystery, Inc. gang roll again. | | X | | | | X | | |
| Fantastic Beasts & Where to Find Them 2 | 11/16/18 | Warner Bros. | Second installment in J.K. Rowling's Fantastic Beasts trilogy. | X | | X | | | | | |
| Avatar 3 | Dec. 2018 | 20th Century Fox | Second sequel to the highest grossing film of all time. | X | | | | | | | |
| Thunder Agents | TBA 2018 | Huayi Brothers | Ordinary people selected to be peace keepers for the United Nations are given super powers. To be filmed in the U.S. and China. | | | | | | X | | |
| Captain Marvel | 3/8/19 | Walt Disney Studios | Marvel's first female superhero movie follows Captain Marvel, aka Carol Danvers, who can fly and shoot energy bursts from her hands. | | | | | | X | | |
| Shazam! | 4/5/19 | Warner Bros. | Dwayne Johnson plays the titular ancient Egyptian wizard with a magical connection to a shy boy. | | X | | | | | | X |
| Avengers: Infinity War (Part 2) | 5/3/19 | Walt Disney Studios | Second half of the third Avengers film. | X | | | | | X | | |
| LEGO movie (untitled) | 5/24/19 | Warner Bros. | Another sequel built brick-by-brick. | X | | | X | | | | |
| Justice League: Part 2 | 6/14/19 | Walt Disney Studios | Sequel follows the DC Comics-based superhero team. | X | | | | | X | X | |
| Incredibles 2 | 6/21/19 | Walt Disney Studios | Writer/director Brad Bird's sequel to 2004's The Incredibles. | X | | | | | | | |
| Inhumans | 7/12/19 | Walt Disney Studios | In this Marvel film, an isolated community of superhumans fight to protect themselves. | | | | | | X | | |
| Bad Boys 4 | 7/3/19 | Sony Pictures | Follows 2017's Bad Boys 3. | X | | | | | | | |
| Avatar 4 | Dec. 2019 | 20th Century Fox | Third sequel to the highest grossing film of all time. | X | | | | | | | |
| Star Wars: Episode IX | TBA 2019 | Walt Disney Studios | Final chapter of the newest Star Wars trilogy. | X | | | | | | | |
| Hello Kitty | TBA 2019 | Sanrio | Cartoon feline feature film. | | | | | | X | | |
| Cyborg | 4/3/20 | Warner Bros. | Cyborg, aka Victor Stone, is a member of the Justice League. | | | | | | X | | |
| Green Lantern Corps | 6/19/20 | Warner Bros. | A group of humans join a peacekeeping force that protects the universe. | | X | | | | X | | |
| Fantastic Beasts and Where to Find Them 3 | 11/20/20 | Warner Bros. | More adventures of J.K. Rowling's Newt Scamander. | X | | X | | | | | |
| Godzilla vs. Kong | TBA 2020 | Warner Bros. | The two monster franchises are united in an ecosystem of giant superspecies. | X | | | | | | | |

Note: Release dates are subject to change

SOURCE: THE LICENSING LETTER

Licensed Toys in Fast-Food

Continued from page 1

that kids actually want. Accordingly, fast-food chains look to major licensors like Disney, Nickelodeon or Mattel to provide high-profile, “hot” toys, often as a tie-in to a new blockbuster movie. Of the \$580 million fast-food chains annually spend marketing to kids under 12 years-old, \$360 million is to license and produce toys for kids’ meals.

No fast-food chain is more heavily dependent on the licensed toy strategy than McDonald’s.

The Kids’ Meal Loses Its Luster

Although it remains a staple of fast-food menus, the kids’ meal has lost much of its luster in the past five years. Sales of kids’ meals decreased 6% in 2011, according to an NPDI Group study. Reasons for the decline:

- ▶ **Health:** For over a decade, the fast-food industry has been under attack over issues of nutrition and childhood obesity. Although many chains have responded by offering healthier versions of their kids’ meals, self-regulation has done little to blunt criticism.
- ▶ **Ethics:** Much of the public criticism focuses on the ethics of using toys to get kids to eat food of dubious nutritional value. “Marketing to children has become a highly sensitive issue and just about anything the chains do gets criticized,” notes Chicago fast-food industry analyst Scott Hume. One public interest group has gone so far as to sue McDonald’s for “deceptive marketing,” by including toys in its Happy Meal (a federal judge threw out the case). In 2011, San Francisco became one of the first cities to enact a local ordinance requiring that kids’ meals with toys meet specific nutritional standards.
- ▶ **Millennials:** Kids’ meals don’t appeal to Millennials the way they did to earlier generations. “Today’s kids are more assertive about making their own menu choices as early as age 5,” notes Hume. “They want smaller versions of the adult versions of the items their parents order.” Millennial’s coolness toward the kids’ meal extends not just to the food but to the toy. “Millennials are turned on by technology and video games, not the static toys in kids’ meals.”

Is the Problem the Meal, the Toy or the Licensed Toy?

The combination of public pressure and diminishing sales has made some chains skittish about kids’ meals. In 2011, Jack in the Box announced that it would include apple slices and other healthy offerings and no longer include toys of any kind in its kids’ meal.

Two years later, Taco Bell became the first national fast-food chain to eliminate kids’ meals altogether. Although health was also cited, for Taco Bell, it was all about the Millennials. In explaining the move, CEO Greg Creed said “we wanted to strengthen and be really clear and focused on our brand positioning as the brand for Millennials. And a kid’s meal is just inconsistent with the edgy, left-of-center

Millennial brand.” To be fair, it wasn’t a hard decision for a chain like Taco Bell, which derived less than 1% of its revenues from kids’ meals.

Wendy’s is keeping the kids’ meal and the toy but eliminating the *licensed* toy. Starting this fall, Wendy’s new Kids’ Meal play platform will feature classic games like tag and capture-the-flag designed to encourage “simple, creative play.” “In an era where creativity is widely acknowledged to be a skill required for success, our new creative play platform gives parents simple activities to nurture and develop their kids’ creativity that families can enjoy together,” according to a company spokesperson.

Taking a page out of the same book, McDonald’s in the U.K. recently began including Roald Dahl centenary edition books in Happy Meals.

What Lies Ahead?

The perceived exploitation factor that comes with putting a toy in kids’ meals is multiplied when that toy is *licensed*. “A *Minions* toy in a Happy Meal looks like pandering,” notes Hume. It’s much safer to rely on lower profile brands and “creative play” the way Wendy’s is doing. “Who’s going to criticize ‘Tag’ and ‘Capture the Flag?’” chuckles Hume. Unlicensed toys also remove the risk for fast food chains if a tie-in movie flops.

The good news for licensors is that the Wendy’s, Taco Bell and Jack-in-the-Box episodes are likely to pose little more than a minor threat to the long-term future of licensed toys in kids’ meals. “The key is McDonald’s and there’s no indication that McDonald’s is backing away,” explains Hume. “No chain spends more on licensing and promotion and no chain gives away more toys” (McDonald’s distributes over 1.5 billion “Happy Meal” toys each year—which is more than Hasbro and Mattel sell). So as long as McDonald’s stays the course, there’s bound to be a place for licensed toys in kids’ meals.

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Licensing News

Properties Available Or Recently Assigned, U.S.

| PROPERTY | DESCRIPTION | CATEGORIES AVAILABLE | LICENSING CONTACT |
|---------------------------------|---|---|--|
| 1928 Jewelry | Vintage jewelry brand inspired by the golden eras, from rich European capitals to the antique-laden attics of old American Estates. | All | Michael Gottsegen, All-American Licensing & Management Group (AALMG) |
| Beatrix Potter | Children's author best known for The Tale of Peter Rabbit series, whose titular star is the oldest licensed literary character in history. | All | Susan Bolsover, Penguin Books Ltd. |
| Ben and Holly's Little Kingdom | British animated pre-school series stars a fairy princess and her elf friend in a magical kingdom. Program includes 56 licensees globally. | All | Olivier Dumont, Entertainment One (eOne) U.K. |
| George Mason University | Virginia's largest public research university with enrollment of 34,000 students. | All | Cory Moss, Collegiate Licensing Co. (CLC) |
| Gold's Gym | Gym chain authority in health and fitness, with more than 700 locations in 38 states and 23 countries. | Accessories, apparel, beverages, kitchen goods, publishing, video games | Brian Gum, Brand Sense Partners |
| Jel Sert | Fun food manufacturer. Brand portfolio includes Otter Pops, Fla-Vor-Ice, Royal pudding and Wyler's Light. | All | Ross Misher, Brand Central |
| Kim Norlien | One of America's most collected artists, known for breathtaking realism of nature. | Bath, decor, gift bags, gift wrap, greeting cards, home textiles, kitchen, scrapbooking, stationery | Marty Segelbaum, MHS Licensing + Consulting |
| PJ Masks | TV series based on Romuald Racipppo's picture books. Centers around the adventures of three 6-year-olds who transform into super heroes. | All | Olivier Dumont, Entertainment One (eOne) U.K. |
| Roy of the Rovers | Pop culture legend and English national treasure admired for his style and talent. Archive of classic artwork, comic strips, and front cover artwork. | Apparel, gifts, sportswear | Richard Pink, Pink Key Consulting |
| Stacey Yacula | Images capture innocence of youth with endearing children and animal characters. | Accessories, bath, gift bags, gift wrap, greeting cards, home decor, home textiles, kitchen, scrapbooking, stationery | Marty Segelbaum, MHS Licensing + Consulting |
| University of Wisconsin-Madison | The oldest and largest public university in the state, ranked amongst top selling schools in the nation. Term for 8 yrs. beginning July 1st. | All | Derek Eiler, Fermata Partners |

Licenses Recently Granted, U.S.

| PROPERTY | GRANTED TO | PRODUCTS MANUFACTURED | GRANTED BY |
|------------------------------|-----------------------------------|--|------------------------------------|
| Aeropostale | Himatsingka America | Bath textiles, bedding, home textiles | Aeropostale |
| American Horror Story | Hot Topic | Apparel | 20th Century Fox Consumer Products |
| Angry Birds | Painting Lulu div. FlyCatcher | App-connected coloring books | Perpetual Licensing |
| Barbie | Tongal | Digital content | Mattel |
| Bloodshot | Quarantine Studio | Statues | Valiant Entertainment |
| Bob's Burgers | Zen Studios | Mobile game apps, video games | 20th Century Fox Consumer Products |
| Boo - The World's Cutest Dog | Acco Brands* | Calendars | Knockout Licensing |
| | CSS Industries/Paper Magic* | Boxed gift sets | |
| | Fabuleash | Collars, dog accessories, leashes | |
| | Pollard Banknote | Digital lottery tickets, lottery tickets | |
| Boy Scouts of America | United Food Group | Beverages, food | Boy Scouts of America |
| Bratz | Komar Sleepwear | Robes, sleepwear | MGA Entertainment |
| Corbert Gauthier | Andrews + Blaine | Puzzles | MHS Licensing + Consulting |
| Daisy Rock | TF Publishing | Back-to-school stationery, calendars, notebooks, posters | RJM Licensing |
| Def Leppard | Lucky Brand Jeans | Headwear, tops | Epic Rights |
| Discovery Kids | Explore Scientific | Educational toys, metal detectors, microscopes, telescopes | Discovery Consumer Products |
| Disney Princess | Alfred Angelo | Bridal, wedding dresses | Disney Consumer Products |
| Donatella Arpaia | Frontgate div. Cornerstone Brands | Holiday decor, serveware | WME/IMG |
| Downton Abbey | Andover Fabrics* | Quilting fabrics | Knockout Licensing |
| | Kurt S. Adler* | Holiday decor, ornaments | |
| | Rizzoli Intl. Publications* | Calendars | |
| | Workman Publishing* | Day-to-day calendars, diaries | |
| Epic Rights | Lucky Brand Jeans | Headwear, tops | Epic Rights |
| Family Guy | Zen Studios | Mobile game apps, video games | 20th Century Fox Consumer Products |
| Flash Gordon | Bif Bang Pow!/Entertainment Earth | Toys | King Features Syndicate |
| | Chronicle Collectibles | | |
| | FunKo | Vinyl figures | |
| | Mondo | Prints | |
| | Zynga | Social casino games | |

*Extension or renewal.

Continued on page 9

Licensing News Continued from page 8

| PROPERTY | GRANTED TO | PRODUCTS MANUFACTURED | GRANTED BY |
|---------------------------|--|---|--|
| Ghostbusters (2016 film) | Cryptozoic Entertainment | Board games | Sony Pictures Consumer Products |
| Gold's Gym | First Design Global | Food storage containers, sports bottles, water bottles | Brand Sense Partners |
| Gordon Ramsay | WWRD | Cookware, dinnerware, glassware, kitchen products, knives | TCC |
| Guess How Much I Love You | Coochy Coo Nappy Cakes Ltd. | Baby products, books (children's), comforters (infants'), toys (infants') | Walker Books |
| Harlequin | Vintage Wine Estates | Wine | Harlequin Enterprises |
| Hot Wheels | Tongal | Digital content | Mattel |
| iZombie | Bioworld Merchandising | Apparel, toys | Warner Bros. Consumer Products |
| | Diamond Select Toys & Collectibles | Collectibles, toys | |
| Jockey | Pacific Coast Feather | Bedding, beds, comforters, duvet sets, mattress toppers | Joester Loria Group |
| Journey | Lucky Brand Jeans | Headwear, tops | Epic Rights |
| Kate Spade New York | E.J. Victor | Bedroom furniture, chairs, dining room furniture, mirrors, tables | Kate Spade & Co. |
| | Jaipur Rugs | Rugs | |
| | Kravet | Fabric, wallpaper | |
| | Visual Comfort | Lighting | |
| Kevin Durant | Marchon* | Eyewear | NBA Entertainment |
| KISS | Four Seasons Designs | Collectibles, electronics, t-shirts | Epic Rights |
| | Legends Socks | Socks | |
| | Lucky Brand Jeans | Headwear, tops | |
| | Yusef Manufacturing Laboratories (YML) | Lip balms, lip gloss | |
| Marvel | Diamond Select Toys & Collectibles* | Figures | Disney Consumer Products |
| | FunKo* | Subscription boxes | |
| | Jay Franco & Sons | Bedding | |
| | Schreiber Foods | String cheese | |
| Marvel Avengers | Hasbro* | Electronic toys, wearable tech accessories | |
| | Sourcebooks | Books | |
| Meg DeAngelis | PBTeen div. Williams-Sonoma | Home furnishings, housewares | AwesomenessTV |
| Mindy Weiss | Combine Intl. | Bridal jewelry, fashion jewelry | Beanstalk |
| Minecraft | Telltale Games | Video games | Mojang AB |
| Mossy Oak | Surya | Area rugs | Haas Outdoors |
| Mr. Men & Little Miss | P2 Entertainment | Mobile game apps | Sanrio GmbH |
| My Little Pony | Painting Lulu div. FlyCatcher | App-connected coloring books | Hasbro |
| NASCAR | Revell | Scale model cars | NASCAR |
| Odell Beckham Jr. | Roar Beverages | Beverages | NFL Players |
| Olivia | Gymboree | Accessories, apparel (children's) | DreamWorks Animation |
| Panama Jack | Magniflex | Mattresses | Panama Jack |
| Paw Patrol | Colorforms Brand | Sticker activity kits | Nickelodeon & Viacom Consumer Products |
| Peeps | Lotta Luv* | Lip balms, lip gloss, nail polish | Lisa Marks Associates (LMA) |
| | Quarto Publishing Group USA | Cookbooks | |
| | Trau & Loevner* | Apparel (junior's, girl's, men's) | |
| | Yankee Candle* | Candles, home fragrance, tins | |
| Rocketeer | Mondo | Prints | Idea Patch |
| Shell Rummel | WestPoint Home | Bedding | Jewel Branding & Licensing |
| Skylanders | Pacific Cycle div. Dorel Sports | Bicycle accessories, bicycles | Activision |
| Spider-Man | Hasbro* | Toys | Disney Consumer Products |
| SpongeBob SquarePants | SOJO | Underwear | Nickelodeon & Viacom Consumer Products |
| Steven Universe | FunKo | Vinyl figures | Cartoon Network Enterprises |
| | Just Toys Intl. Ltd. | Dog tags, mini figures, novelties | |
| | Toy Factory | Amusement plush, novelties | |
| Suzy's Zoo | Red Sky Presents | Books, e-books | Lawless Entertainment |
| Talking Tom & Friends | CARD.com | Prepaid debit cards | Outfit7 |
| | Habuba Clip Yadin | Accessories, bags, footwear, slippers | |
| Thomas the Tank Engine | Tongal | Digital content | Mattel |
| TKO | Gertex Hosiery | Cold weather accessories, headwear | IQ License |
| TMZ | International Game Technology (IGT) | Slot machines | Warner Bros. Consumer Products |
| Tonka | Painting Lulu div. FlyCatcher | App-connected coloring books | Hasbro |

*Extension or renewal.

Continued on page 10

Licensing News *Continued from page 9*

| PROPERTY | GRANTED TO | PRODUCTS MANUFACTURED | GRANTED BY |
|----------------------------------|---|---|-------------------------------------|
| Transformers Rescue Bots | Painting Lulu div. FlyCatcher | App-connected coloring books | Hasbro |
| U of Notre Dame | Life is Good | Co-branded apparel | University of Notre Dame |
| Uglydoll | Ohm Beads | Jewelry | Pretty Ugly |
| Wakfu | Titan Publishing/Titan Entertainment | Comics, digital comics | Ankama |
| World of Eric Carle (The) | Whole Foods Market | Cereal boxes, juice | Joester Loria Group |
| WWE | Pez Candy | Candy dispensers | World Wrestling Entertainment (WWE) |
| Yo-Kai Watch | Accessory Innovations | Backpacks, bags, cold weather accessories, headwear, hosiery, luggage, lunch bags, suspenders, ties, umbrellas, wallets | Evolution USA |
| | Freeze div. Central Mills | Apparel, tops (children's, junior's, men's, toddler's) | |
| | Global Brands Group | Intimates, loungewear, sleepwear, underwear | |
| | Good Stuff/Basic Fun div. The Bridge Direct | Amusement plush, banners, flags, novelties | |
| | Isaac Morris | Apparel (children's, toddler's, men's), subscription gift boxes | |
| | Underground Toys | Drinkware, inflatables, mobile device cases, storage, talking key chains, talking pens, throws, wristbands | |
| | Viz Media | Comic books | |

International Properties Available or Recently Assigned

| PROPERTY | DESCRIPTION | CATEGORIES AVAILABLE | LICENSING CONTACT |
|------------------------------------|---|--|---|
| Ailsa Black | Scottish painter whose works are a bold and light hearted interpretation of contemporary rural and coastal life. | All (U.K.) | Avril Sainsbury, This is Iris |
| Angelina Ballerina (2017) | Children's book-based series features a mouse who aspires to be a ballerina on her daily adventures. Reboot with 9 Story Media Group. | All (Worldwide) | Edward Catchpole, HIT Entertainment (U.K.) |
| Angry Birds | Mobile game app-based property stars birds on their quest to defend their nests against hungry pigs. | All (Middle East) | Christian Zeidler, 20TOO |
| | | All (France, Spain, Portugal) | Jordi Rey, Biplano (Barcelona) |
| | | All (Scandinavia, Benelux) | Kirsten Gyde, Nordic Licensing Co. |
| | | All (CEE) | Magdi Szakacs, European Licensing Co. (ELC) |
| | | All (Italy) | Maurizio Distefano, Maurizio Distefano/The Evolution of Licensing |
| | | All (South Korea) | Minkyung Kim, Asiana Licensing |
| | | All (Germany) | Peter Bichler, Lizenzwerft GmbH |
| | | All (U.K.) | Rob Corney, Bulldog Licensing |
| Bardel Entertainment | Canadian production studio's properties include Winx Club, Mia & Me, and new action comedy Regal Academy. | All (Worldwide) | Valentina La Macchia, Rainbow S.r.l. |
| Barney & Friends (2017) | Pre-school series stars a purple dinosaur who imparts lessons through song and dance. Reboot with 9 Story Media Group. | All (Worldwide) | Edward Catchpole, HIT Entertainment (U.K.) |
| Ben Phillips | Vine vlogger whose work features pranks. Has over 1.3 million followers. | Digital content, publishing (U.K.) | Fabrice Faurie, WME/IMG |
| Catalina Estrada | Colombian illustrator based in Barcelona who reinterprets Latin American folklore through bright colors and chromatic technique. | All (U.K.) | Avril Sainsbury, This is Iris |
| Crystal Palace FC | English football club based in South Norwood, London; founded in 1905 at the site of the famous Crystal Palace Exhibition building. | All (U.K.) | Daniel McGeehan, CPLG U.K. (Copyright Promotions Licensing Group) |
| Dinosaur Train | Preschool series stars a young inquisitive T-Rex and his adopted Pteranodon family as they ride a steam-engine train across the prehistoric world. | All (Latin America) | Luis Salazar Mourré, Compañía Panamericana de Licencias |
| | | All (U.K.) | Rob Corney, Bulldog Licensing |
| Disney Star Darlings | Book-based tween brand representing strong, confident girls. Debuts in NA with two novels; coming expansions in apps, music, and YouTube animated series. | All (Worldwide) | Josh Silverman, Disney Consumer Products |
| Domo Rock! | Animated rock and roll show stars online sensation Domo, a furry brown monster, as he takes an international road trip. Features the voice of George Takei. | All (Worldwide) | Richard Maryanek, Big Tent Entertainment |
| Doozers | Fraggle Rock spin-off series stars the Doozer Pod Squad, a group of small, pudgy, green humanoid creatures. | All (U.K.) | Rob Corney, Bulldog Licensing |
| emoji | Trademarks to the word "emoji" and custom portfolio of almost 1,000 icons. | All (U.S., U.K., Ireland) | Barry Drinkwater, Global Merchandising Services Ltd. |
| Famous Grouse (The) | U.K.'s number one selling blended scotch whisky, steeped in rich Scottish heritage and a commitment to quality. | Fashion, food, gift items, spirits (Worldwide) | Andrew St. Clair-Johnson, Hot Pickle |
| Filippo Berio | 150-year-old U.K. olive oil brand marked by its Italian heritage and flavor profile. | Food (U.K.) | Lisa Reiner, Beanstalk (U.K.) |
| Filly | Girl's toy brand with several lines of miniature horse figures, complete with characters and worlds. | All (Russia, Eastern Europe) | Mikhail Kuleshov, European Licensing Co. (ELC) |
| Fraggle Rock | Children's TV series about a society inhabited by three species, who although they require each other to survive, frequently fail to communicate. | All (U.K.) | Rob Corney, Bulldog Licensing |

*Extension or renewal.

Continued on page 11

Licensing News *Continued from page 10*

| PROPERTY | DESCRIPTION | CATEGORIES AVAILABLE | LICENSING CONTACT |
|------------------------------------|---|---|---|
| Garfield | Evergreen comic-based brand, featuring the titular yellow fat cat, with 95% brand familiarity, two movies, a new TV show and over 135 million books sold worldwide. | All (Canada) | Andrew Menceles, JAM Brands |
| Gola | British sportswear brand with 100-year sports and fashion heritage; core products are footwear. | Accessories, fashion (Worldwide) | Bruno Maglione, WME/IMG |
| Good Luck Trolls | Danish toy brand created in 1959, small figures with shocks of colorful hair. Also represented in new DreamWorks movie (2016). | Fashion, housewares, jewelry (Nordics) | Claus Tømming, Ink ALC (Denmark) |
| Horizon Zero Dawn | Action role-playing video game set in a post-apocalyptic world dominated by mechanized creatures, including robotic dinosaurs. | All (Europe) | David Evans, Sony Computer Entertainment Europe |
| In the Night Garden | Live action puppet preschool series stars eclectic cast who help children relax. Brand extension features gender neutral style guide and soft color palette. | Baby products, nursery products (Worldwide; product launch Spring 2017) | Tom Roe, DHX Media |
| It's Happy Bunny | Small, smiling bunny illustrated character with insulting slogans printed at its feet; licensed in novelties. | All (U.K.) | Francesca Lisle-Grimshaw, Lisle Intl. Licensing |
| Jaune & Vert | Swiss cartoon brand featuring bright characters. Licensed in tea bags, greeting cards, mugs and keychains. | All (India) All (Spain, Portugal) | Chitra Johri, Bradford License India Sofia Noguera, Mendia Licensing |
| Joyrich | Fashion brand by Tom Hirota blends American culture and Japanese street fashion. Previously partnered with Disney, Playboy and Coca-Cola. | All (Worldwide) | Bruno Maglione, WME/IMG |
| Kate & Mim-Mim | Animated children's TV series set in a fantastical world, follows the adventures of a young girl and her toy bunny Mim-Mim. | All (Russia, CIS) All (Europe, incl. France, Iberia, Italy, CEE, Turkey) | Antony Grishin, Megalicense Ignacio Segura de Lassaletta, Planeta Junior (Spain) |
| Kong: King of the Apes | Original CGI series starring titular giant movie monster as he fights against an evil genius with the help of three kids. Worldwide release Spring 2016. | All (Iberia) | Javier Biern, BRB Internacional Group |
| Labyrinth | Adventure fantasy film about a girl's quest to save her infant brother from an otherworldly maze after selfishly wishing for his disappearance. | All (U.K.) | Rob Corney, Bulldog Licensing |
| LEGO Nexo Knights | Toy brand set in a futuristic medieval world where knights download special powers to their shields. Toys launch Jan. 2017, animated TV series airs late Dec. | Publishing, soft goods (Worldwide) | Kristen Allshouse, LEGO Systems |
| Little Charmers | Animated TV show stars three magical girls as they develop their powers in their daily adventures. | All (Benelux; incl. the Netherlands, Flemish-speaking Belgium) All (Israel) | Jannienke Mulder, J&M Brands Yossi Fox, LDI Israel |
| Masha's Scary Tales | Spin-off of Russian series Masha and the Bear stars the titular character as she teaches kids how to work through their everyday fears. | All (Worldwide) | Vladimir Gorbulya, Masha and The Bear/Animaccord Animation Studio |
| Mech Mice | Original CG series features a team of heroic hi-tech mice ready to save the world. Premieres 2017. | All (Worldwide) | Andrew Kerr, Corus Entertainment/ Nelvana Enterprises |
| Ministry of Defence | Trademarks include the Royal Navy, British Army, and the Royal Air Force, seeking to expand British heritage brands into fashion lifestyle. | All (U.K.) | Gabrielle Sims, WME/IMG |
| National Geographic | Nonprofit scientific and educational organization reaches more than 450 million people worldwide through magazines, TV, radio and more. | All; excl. toys, games (Worldwide) | Bruno Maglione, WME/IMG |
| OddBods | Children's comedy series with multi-platform presence stars seven colorful characters with distinct personalities. | All (U.K.) | Trudi Hayward, ITV Studios Global Entertainment |
| Pajanimals | Musical preschool series features four animal friends who share their last moments of playtime before sleep. | All (U.K.) | Rob Corney, Bulldog Licensing |
| Paris Saint-Germain | French football team completed North America tour this summer; ranked as one of Europe's fastest-growing soccer brands. | All (U.S., Canada) | Jeffrey Whalen, Edge Americas Sports |
| Polaroid | Film and camera brand expanding into lifestyle with portfolio of lifestyle images, logos, and iconic camera illustrations. | Accessories, apparel, collectibles, gift items, housewares, paper goods, travel accessories (U.K., Europe, ANZ) | Alyssa Gourlay, Sharpe Company (The) |
| Power Rangers | Live action children's TV series stars a group of teenage friends who morph into superheroes and use their unique powers to save the world. | All (Spain, Italy, Greece, Turkey, Portugal, Cyprus, parts of Eastern Europe) | Ignacio Segura de Lassaletta, Planeta Junior (Spain) |
| Puffin Rock | Irish multiplatform preschool series follows a family of puffins that spends its days exploring the natural environment of its island home. | All (Worldwide; seeing sub-agents) | Helen Howells, HoHo Entertainment Ltd. |
| RCA | Hme entertainment and lifestyle electronics brand embodying strong American image, quality, and value. | All (China) | Allan Feldman, Leveraged Marketing Corp. of America (LMCA) |
| ReCore | Action adventure video game set in a post-apocalyptic world pairs the last humans with robot companions. Launches for Xbox One early 2016. | Accessories, apparel, novelties, publishing, toys (Worldwide) | Daniel Amos, Tinderbox div. Beanstalk (U.K.) |
| Shirley Copperwhite | Irish surface pattern designer whose inspirations include Scandanavian design, folk art, theatre costumes and mid century design. | All (U.K.) | Avril Sainsbury, This is Iris |
| Spot | Literary preschool brand locally known as Dribbel. Series stars a yellow puppy throughout his daily adventures. | Apparel, bedding, housewares, plush (Benelux) | Jannienke Mulder, J&M Brands |
| Tetris | Classic Russian tile-matching puzzle video game first released in 1984. | Apparel, collectibles, home goods, lifestyle (U.K., Channel Islands, Ireland) | Gayle Tarrant, Lisle Intl. Licensing |
| Tiger Who Came To Tea (The) | Pre-school book from Judith Kerr about a little girl named Sophie, her parents, and an anthropomorphic tiger who interrupts their lives. | Accessories, apparel, arts & crafts, bedding, games, plush (Worldwide) | Hannah Wood, HarperCollins Children's Books |
| Toby's Travelling Circus | Animated preschool TV show follows a charismatic boy who is the ringmaster of a travelling circus and fairground. | All (Europe) | Claire Potter, Metrostar Media Ltd. |
| Transformers | Movie sequels Transformers 5, 6, 7 and 8 planned for release over 10 years. Live action sci-fi series about transforming robots, based on toy line. | All (Worldwide) | Stephen Davis, Hasbro Studios |

*Extension or renewal.

Continued on page 12

Licensing News *Continued from page 11*

| PROPERTY | DESCRIPTION | CATEGORIES AVAILABLE | LICENSING CONTACT |
|----------------------------|--|--|---|
| TVR | British high-end sports car manufacturer. At one time the third-largest such company in the world. | Apparel, games, memorabilia, mobile device cases, toys (Worldwide) | Mike Jenkinson, TSBA |
| Uncharted 4: A Thief's End | Latest installation in action adventure shooter video game series Uncharted, which follows a team of treasure hunters as they travel around the world. | Accessories, apparel, collectibles (EMEA, Australia, New Zealand, India) | David Evans, Sony Computer Entertainment Europe |
| Warner Bros. | Portfolio of classic brands, TV shows, films, and new theatrical releases including Looney Tunes, Tom & Jerry, DC Comics Super Heroes, and Batman v Superman: Dawn of Justice. | All (Russia, CIS; beg. Jan 1, 2016) | Antony Grishin, Megalicense |
| Yo-Kai Watch | Japanese anime stars a boy whose watch empowers him to fight and enlist mischievous spirits. | All (German-speaking territories, incl. GAS) All (U.K.) | Bernd Conrad, m4e AG Rob Corney, Bulldog Licensing |
| Zoobs | Internationally reknown artist known for his portraits of women incorporating props and digital manipulation. | Accessories, apparel, collectibles, housewares, stationery (U.K.) | Francesca Lisle-Grimshaw, Lisle Intl. Licensing |

International Licenses Recently Granted

| PROPERTY | GRANTED TO | PRODUCTS MANUFACTURED | GRANTED BY |
|------------------------------|--|---|---|
| Adventure Time | Desigual | Apparel (girls'; Worldwide) | Turner Broadcasting System Europe |
| | Freshman Guitars/Access All Areas Distribution | Guitar accessories, guitars, ukuleles (U.K.) | Cartoon Network Enterprises EMEA |
| Al Agnew | Avanti Linens | Bath ensembles, kitchen textiles (U.S., Canada) | MHS Licensing + Consulting |
| ALVINNN!!! and The Chipmunks | Wicked Cool Toys | Master toy (U.S., Canada) | PGS Entertainment |
| Animal Jam | Jazwares | Figures, master toy, play sets, plush (Worldwide) | WildWorks |
| Animal Planet | 151 Pets div. 151 Products Ltd. | Pet treats (U.K.) | Discovery Consumer Products (U.K.) |
| | Chrisco | Pet treats (Denmark) | |
| | Wild Republic Europe (Denmark) ApS | Plush, toys (Europe) | |
| Audrey Jeanne Roberts | Certified Intl. | Dinnerware (North America) | MHS Licensing + Consulting |
| Beano (The) | Wild & Wolf | Coasters, magnets, mugs, travel mugs, wallets (Worldwide) | DC Thomson |
| BFG (The) | B.M. Fashion Ltd. t/a Fashion U.K. | Nightwear, socks, underwear (U.K., Ireland) | Entertainment One (eOne) U.K. |
| | Bazooka Candy Brands dba Topps | Confectionery (U.K., Ireland) | |
| | Danilo Promotions Ltd. | Calendars (U.K., Ireland) | |
| | Gemma Intl. | Gift bags, gift wrap, greeting cards (U.K., Ireland) | |
| | Pyramid Intl. | Accessories, coasters, mugs, wall art (U.K. & Ireland) | |
| | Ravensburger AG | Puzzles (children'; U.K., Ireland) | |
| Bluebeards Revenge (The) | William Lamb Footwear | Bags, footwear (U.K., Ireland) | |
| | Hunter's Brewery | Beer (U.K.) | Bluebeards Revenge (The)/Dash Direct Ltd. |
| Bratz | Cardinal Industries | Board games, puzzles (U.S., Canada) | MGA Entertainment |
| | Horizon Group USA | Arts & crafts, DIY crafts (U.S., Canada) | |
| | Lotta Luv | Bath products, cosmetics, hair products, nail products (U.S., Canada) | |
| | Sakar Intl. | Electronics (U.S., Canada, EMEA, ANZ) | |
| Bruce Lee | Hublot | Watches (worldwide) | Bruce Lee Enterprises |
| Buffalo David Bitton | Global Brands Group | All (Worldwide; thru 2025) | Iconix Brand Group |
| Call of Duty: Black Ops 3 | Trends International | Calendars, decals, pens, posters (U.S., Canada, Mexico) | Activision |
| Candy Crush Saga | Little, Brown Books for Young Readers | Books, coloring books (Worldwide) | King/Midasplayer.com |
| Carolyn Blaylock | Avanti Linens | Bath ensembles (U.S., Canada) | MHS Licensing + Consulting |
| CBeebies | Penguin Young Readers Group | Activity books, books, novelty books, picture books (Worldwide) | BBC Worldwide |
| Chelsea FC | Ultra Sport Products | Sports novelties (U.K.) | WME/IMG |
| Clangers | Portico Designs | Calendars, diaries (U.K., Ireland) | Coolabi |
| | Things3D | 3D printed figures, digital stickers (Worldwide) | |
| | Unique Industries | Party favors, partyware, piñatas, tableware (U.K., Ireland) | |
| Collin Bogle | Amia Studios | Suncatchers (glass; U.S., Canada) | MHS Licensing + Consulting |
| Danger Mouse | Cooneen | Nightwear, swimwear, underwear (U.K.) | FremantleMedia U.K. Kids & Family Entertainment |
| | Dreamtex | Bedding (U.K.) | |
| | Misirlì U.K. Ltd. | Nightwear, socks, swimwear, underwear (U.K.) | |
| | TVM Fashion Lab div. Global Brands | Daywear, outerwear (U.K.) | |
| DC Comics | Scholastic Media | Illustrated books (U.S., Canada, U.K., ANZ) | Warner Bros. Consumer Products |
| Dinosaur Train | Jazwares | Master toy (Worldwide; U.S., select intl.) | Jim Henson Co. |
| | Jumbo Games* | Puzzles (U.K.) | Disney Consumer Products |
| Discovery Channel | Paladone | Gadgets, interactive gifts (U.K., Europe) | Discovery Consumer Products (U.K.) |

*Extension or renewal.

Continued on page 13

Licensing News *Continued from page 12*

| PROPERTY | GRANTED TO | PRODUCTS MANUFACTURED | GRANTED BY |
|--|--|--|--|
| Disney | PowerA/Bensussen Deutsch & Associates | Interactive toy accessories, video game accessories (North America, Europe, South America; 2 yrs.) | Disney Consumer Products |
| Disney Star Darlings | JAKKS Pacific | Fashion dolls (North America) | Disney Consumer Products |
| | Tween Brands/Justice div. Ascena Retail Group | Apparel (North America) | Disney Consumer Products |
| Fulham FC | Ultra Sport Products | Sports novelties (U.K.) | CPLG U.K. (Copyright Promotions Licensing Group) |
| Garfield | Branch Out Co., Ltd. | Apparel, outerwear (Japan) | Tohokushinsha Film Corp. |
| | Diggit Inc. | Magnets, mobile phone accessories, plush, toys (Japan) | |
| | Fernando Maluhy & Cia Ltda. | Fabric (Brazil) | BR Licensing |
| | Grupo Yadatex | Backpacks, bags, cosmetic bags, lunch bags, pencil cases, suitcases (Mexico) | Paws, Inc. |
| | Joeone Co. | Apparel (China) | Medialink Entertainment (Far East) Ltd. |
| | Junco Indústria E Comércio Ltda. | Kitchen goods (Brazil) | BR Licensing |
| | KV&H Verlag GmbH | Calendars (GAS) | Bulls Licensing div. Bulls Press |
| | Leanin' Tree | Bookmarks, greeting cards, list pads, magnets (U.S., Canada) | Paws, Inc. |
| | Sino British Industries Pte. Ltd. | Backpacks, luggage, luggage tags, organizers, school bags, wristbands (Malaysia) | Medialink Entertainment (Far East) Ltd. |
| | Spaghetti Headz/Eff Creative Group | Hair accessories (U.S., Canada) | Paws, Inc. |
| | TabTale | Mobile game apps (Worldwide) | |
| | WITH it Licensing | Bookmarks, mobile phone cases, reading lights (U.S., Canada, Mexico) | |
| | Geronimo Stilton | Cerealitalia Industrie Dolciarie S.r.l. | Easter eggs (Italy) |
| God of War | Top Cau Chocolates | Collectible figures, Easter eggs (Brazil) | Sony Computer Entertainment America |
| God of War, Last of Us, Ratchet & Clank, Jak & Daxter, Sly Cooper | IP Factory | Busts, collectible statues (Worldwide) | |
| God of War, Last of Us, Uncharted, Uncharted 4, LittleBigPlanet, Twisted Metal | FunKo | Figures (Worldwide) | |
| God of War, LittleBigPlanet, Uncharted 4 | National Entertainment Collectibles Association (NECA) | Action figures (Worldwide) | |
| Harry Kane | Vivid Imaginations | Outdoor toys (U.K.) | Tottenham Hotspur Football Club |
| Hautman Brothers | Amia Studios | Suncatchers (glass; U.S., Canada) | MHS Licensing + Consulting |
| Heronim/Harry Wysocki | Canadian Group (TCG) | Puzzles (U.S., Canada) | D. Parks & Associates |
| Hotel Transylvania 2 | Reliance Games | Mobile game apps (Android & iOS; Worldwide) | Sony Pictures Consumer Products |
| i Jeans by Buffalo | Global Brands Group | All (Worldwide; thru 2025) | Iconix Brand Group |
| James Bond 007 | Cartamundi Group | Card decks, poker sets (U.K.) | Danjaq |
| KISS | Bradford Exchange | Accessories, collectibles, footwear, home decor (U.S., Canada, U.K., Europe, ANZ) | Epic Rights |
| | Charlotte Olympia | Footwear (Worldwide) | |
| | Distribuidora De Ropa Viva, S.A. De C.V. | Headwear, sweatshirts, t-shirts, tank tops (Mexico) | |
| | Iconic Concepts | Barware, collectibles, replica guitars, scarves (Worldwide) | |
| | Silver Buffalo | Blankets, buttons, drinkware, lanyards, wall art (U.S., Canada) | |
| | Winning Moves U.K. Ltd. | Board games (Worldwide; excl. U.S., Canada) | |
| Last of Us, Uncharted, Uncharted 4 | Titan Merchandise/Titan Entertainment | Figures (Worldwide) | Sony Computer Entertainment America |
| LEGO | Scholastic Media* | Books, gift books, pop-up books (Worldwide; thru 2019) | LEGO Group |
| Little Punk London | Claire's Accessories Europe | Shoulder bags (U.K., Europe) | Brands With Influence |
| Looney Tunes | Moschino SpA | Accessories, fashion apparel (Worldwide) | Warner Bros. Consumer Products |
| Masha and the Bear | Penguin Random House (U.K.) | Publishing (Iberia) | Biplano (Barcelona) |
| Mech Mice | Playmates Toys | Master toy (Worldwide) | Oktobor Animation, Corus Entertainment/Nelvana Enterprises |
| Mickey Mouse Clubhouse | IMC Toys Deutschland GmbH | Master toy (Worldwide) | Disney Consumer Products |
| Mickey's Roadster Racers | IMC Toys Deutschland GmbH | Figures, master toy, play sets, vehicles (Worldwide) | Disney Consumer Products |
| Monster High | Amscan Intl. | Party accessories (U.K.) | Mattel |
| | Markwins Intl. | Makeup (U.K.) | |
| | Rubie's Costume | Dress-up, wigs (U.K.) | |
| Mr. Frosty | Flair Leisure Products div. Giochi Preziosi | Slushie makers (Worldwide) | Hasbro |
| My Little Pony | María Escoté | Fashion apparel (Spain) | |

*Extension or renewal.

Continued on page 14

Licensing News *Continued from page 13*

| PROPERTY | GRANTED TO | PRODUCTS MANUFACTURED | GRANTED BY |
|---|---|--|--|
| NHL | adidas Group North America | Apparel, headwear, jerseys (Worldwide; 7 yrs.) | National Hockey League (NHL) |
| | Playmobil USA | Play sets (North America) | |
| Nickelodeon | Entertainer (The) | Craft kits, science kits, toys (U.K.) | Nickelodeon & Viacom Consumer Products |
| Olive Oyl | b+ab div. i.t apparels Ltd. | Knitwear (China, Hong Kong, Macau, Taiwan) | Global Brands Group |
| Peeps | General Foam Plastics | Decor, outdoor decor (U.S., Canada, Mexico) | Lisa Marks Associates (LMA) |
| Peppa Pig | Accutime Watch | Watches (U.S., Canada) | Entertainment One (eOne) |
| | Bladez Toyz Plc | Remote-controlled inflatables (U.K.) | Entertainment One (eOne) U.K. |
| | Canadian Group (TCG)* | Floor mats (U.S., Canada) | Entertainment One (eOne) |
| | Cra-Z-Art | Activity products, crafts (U.S., Canada) | |
| | Flair Leisure Products div. Giochi Preziosi | Arts & crafts (U.K.) | Entertainment One (eOne) U.K. |
| | Jazwares* | Construction toys (U.S., Canada) | Entertainment One (eOne) |
| | Pamson Pacific Enterprises | Jump ropes, outdoor toys, sand & beach toys, sprinklers (U.S., Canada) | |
| | Tin Box | Decorative boxes, storage boxes, tin boxes (U.S., Canada) | |
| | Trends U.K. Ltd. | Electronic learning toys (U.K.) | Entertainment One (eOne) U.K. |
| | Vivid Imaginations | Coloring & activity books (U.K.) | |
| Playboy | Zak Designs | Mealtime products (U.S., Canada) | Entertainment One (eOne) |
| | Coty | Body care, fragrance (Worldwide) | Playboy Enterprises |
| | Philipp Plein Intl. AG | Fashion tops (Worldwide) | |
| Playstation | MjC Intl. Group | Loungewear (U.S., Canada) | Sony Computer Entertainment America |
| Playstation, Last of Us | New Era Cap | Accessories, headwear (U.S., Canada) | |
| Playstation, Last of Us, Bloodborne, Uncharted 4 | Ripple Junction | Accessories, apparel (U.S., Canada) | |
| Playstation, LittleBigPlanet, Uncharted, Last of Us | High IntenCity | Fashion accessories, jewelry (U.S., Canada) | |
| Pokémon | Ditexmed | Apparel (children's) (Italy, Spain) | Pokémon Company Intl. |
| | Roy Lowe & Sons Ltd. | Socks (U.K.) | |
| | Teknofun/Madcow Entertainment | Alarm clocks, lamps (France, Spain, Portugal, Belgium, Netherlands) | |
| | TVM Fashion Lab div. Global Brands | Apparel (U.K., Ireland) | |
| Powerpuff Girls (The) | Moschino SpA | Accessories, apparel, bags, leggings, swimwear (Worldwide) | Cartoon Network Enterprises |
| Project Mc² | Alex Brands | Science activity kits (U.S., Canada, Puerto Rico) | MGA Entertainment |
| Rachael Hale McKenna | Walmart | Luggage (U.S., Canada) | Dissero Brands |
| Regal Academy | Fabri Editori/RCS Libri S.p.a. | Activity books, books, novelty books, story books (Italy) | Rainbow S.r.l. |
| | Procos S.A. | Partyware (Europe, selected territories) | |
| Roald Dahl | Aykroyd & Sons Ltd. | Nightwear (children's), underwear (children's) (U.K.) | DRi Licensing Ltd. |
| | Rainbow Designs | Plush (U.K.) | |
| | U.K. Greetings | Greeting cards (U.K.) | |
| Scream Street | Walker Books | Books (U.K.) | Coolabi |
| Simpsons (The) | Jumbo Games | Games, puzzles (Europe) | 20th Century Fox Consumer Products |
| | Skinnydip London | Accessories (Worldwide) | |
| Skylanders | Trends International | Calendars, decals, pens, posters, stickers, temporary tattoos (U.S., Canada, Mexico) | Activision |
| Snowman & The Snowdog (The) | Biscuiteers Baking Co. | Biscuits, cakes, cupcakes (U.K.) | Penguin Random House (U.K.) |
| Stampy Cat | Egmont (U.K.) | Books (U.K.) | Maker Studios |
| Stickle Bricks | Flair Leisure Products div. Giochi Preziosi | Construction toys (Worldwide) | Hasbro |
| Studio Pets by Myrna | Aurimoda S.A. de C.V. | Apparel (Mexico) | Brand New Day |
| | PPR Solution | Back-to-school, dinnerware, gift tins (Argentina) | Mary Hume dba Keystone Marketing |
| Sunderland AFC | Ultra Sport Products | Sports novelties (U.K.) | Sunderland Association Football Club |
| Super Mario | Aquabeads/EPOCH making toys Ltd. | Art kits, craft kits (worldwide) | Nintendo of America |

*Extension or renewal.

Continued on page 15

Licensing News *Continued from page 14*

| PROPERTY | GRANTED TO | PRODUCTS MANUFACTURED | GRANTED BY |
|---|--|--|--|
| Talking Tom & Friends | Habuba Clip Yadin | Electronic toys, kites (Israel) | Outfit7 |
| | Melada Sweet Trading Co. | Beverages, food (Russia) | |
| | TV Mania | Apparel (Eastern Europe) | |
| | Unnati Intl. | Gifts, novelties (India) | |
| Tina Higgins | Argus Spol | Gift bags, gift boxes, greeting cards, note pads, wrapping paper (Slovakia, Czech Republic) | MHS Licensing + Consulting |
| Tony Hawk | Walmart Canada | Accessories, apparel, footwear (Canada) | Cherokee Global Brands |
| Transformers | Philipp Plein Intl. AG | Fashion apparel (women's; Worldwide) | Hasbro |
| | Simba Dickie Group | Die-cast vehicles, play sets, remote-controlled cars (Worldwide) | |
| Uncharted | Cool Mini Or Not (CMON) | Tabletop games (Worldwide) | Sony Computer Entertainment America |
| Uncharted 4, Last of Us | Insight Editions | Stationery (U.S., Canada) | |
| Uncharted, Last of Us (The), Journey, God of War | Mighty Fine | Accessories, apparel (U.S., Canada) | |
| Uncharted, Uncharted 4 | Dark Horse Comics | Art books (Worldwide) | |
| Victoria & Albert Museum | Penguin Random House (U.K.) | Activity books, books (children's), gift books, story books (U.K.) | V&A (Victoria & Albert Museum) |
| | Thames & Hudson | Books (U.K.) | |
| Victoria Schultz | Avanti Linens | Bath ensembles, kitchen textiles (U.S., Canada) | MHS Licensing + Consulting |
| Village People | Groovy U.K. | Gifts, housewares, mugs, novelty lighting (U.K.) | ITV Studios Global Entertainment |
| West Ham United FC | Ultra Sport Products | Sports novelties (U.K.) | CPLG U.K. (Copyright Promotions Licensing Group) |
| Willy Wonka and the Chocolate Factory | Steff North America | Plush (U.K.) | DRI Licensing Ltd. |
| World of Eric Carle (The) | Wonder Forge | Preschool games (North America) | Joester Loria Group |
| WWE | JAKKS Pacific | Action figures, costumes, dress-up, remote-controlled vehicles, role play, toys (Worldwide) | World Wrestling Entertainment (WWE) |
| | Prestige Cosmetic Group Pty Ltd. | Cosmetics (Worldwide, over 40 countries; beg. 2016) | |
| Yo-Kai Watch | Acco Brands | Binders, composition books, folders, notebooks, pencil pouches (U.S., Canada) | Evolution USA |
| | BrownTrout Publishers | Calendars, desk pads, planners, sticker books (U.S., Canada) | |
| | Calego Intl. | Backpacks, bags, handbags, luggage, pencil cases, pillows, rainwear, storage (Canada) | |
| | Cortina Leomil | Footwear (U.S., Canada) | |
| | Cra-Z-Art | Airbrush, arts & crafts kits, coloring kits, puzzles, rubber stamps, stationery (U.S., Canada) | |
| | Franco Manufacturing | Bath accessories, beach towels, bedding, furniture, kitchen accessories, rugs, storage, throws (U.S., Canada) | |
| | Hasbro | Figures, games, master toy, playsets, role play, trading cards (Worldwide; excluding Japan) | |
| | Hori | Video game accessories (U.S., Canada) | |
| | Just Toys Intl. Ltd. | Badges, buttons, key chains, standees, stickers (U.S., Canada) | |
| | Little Buddy | Jigsaw puzzles (U.S., Canada) | |
| | MJ Holding Co. | Coin bank, construction block sets, dog tags, flashlights, glow sticks, key chains, stickers (U.S., Canada) | |
| | Nintendo of America | Video games (3DS) (Worldwide) | |
| | Northwest Co. (The) | Beach towels, pillows, throws (U.S., Canada) | |
| | Panini America | Photo albums, photo cards, sticker sets (U.S., Canada) | |
| | Pyramid America | Canvas art, metal signs, posters, wood signs (U.S., Canada) | |
| | Radz Brands | Candy dispensers, candy-filled containers, confectionery, Easter eggs, novelty candies (U.S., Canada) | |
| | Rubie's Costume | Costume accessories, costumes, masks (U.S., Canada) | |
| Topps | Chocolate candy, confectionery (U.S., Canada) | | |
| World Trade Jewelers | Accessories (children's), jewelry (U.S., Canada) | | |
| Yu-Gi-Oh! | Winning Moves U.K. Ltd. | Board games, card games (U.K., Ireland, France, Belgium, GAS, Spain, Italy, Poland, Eastern Europe, Scandinavia, the Balkans Africa, UAE, Saudi Arabia, ANZ) | 4K Media |
| Zak Storm | Bandai America | Master toy (Worldwide) | Zag America |

*Extension or renewal.

contacts & connections *Continued from page 16*

- Knockout Licensing**, Tamra Knepper, Co-President, 212-947-5958, tk@knockoutlicensing.com.
- Komar Sleepwear**, Greg Holland, President, 212-725-1500 x224, greg.holland@komarbrands.com.
- Kravit**, Beth Greene, EVP & Director Marketing/Strategic Branding, 516-293-2000, beth.greene@kravit.com.
- Kurt S. Adler**, Howard Adler, President, 212-924-0900, hadler@kurtadler.com.
- Lawless Entertainment**, Cathy Malatesta, Licensing Agent, 323-201-2678, cmala@aol.com.
- Leanin' Tree**, Susan January, VP Product Management, 303-581-2178, susan.january@leanintree.com.
- Legends Socks**, Nick Stathos, 916-835-7700, stathosnick@gmail.com.
- LEGO Systems**, Kristen Allshouse, Licensing Manager, 860-749-2291, kristen.allshouse@lego.com.
- Leveraged Marketing Corp. of America (LMCA)**, Allan Feldman, CEO, 212-265-7474 x202, allanf@lmca.net.
- Life is Good**, Bert Jacobs, Co-founder, 617-867-8900, bjacobs@lifeisgood.com.
- Lisa Marks Associates (LMA)**, Lisa Marks, President, 914-933-3900, lmarks@lma-inc.com.
- Little Buddy**, Andrew Tanaka, 213-291-7330, andy@littlebuddytoys.com.
- Little, Brown Books for Young Readers**, Andrew Smith, SVP & Deputy Publisher, 212-364-1491, andrew.smith@hbgusa.com.
- Lotta Luv**, Steph Fogelson, Owner, 212-937-0061, sfogelson@lottaluv.com.
- Lucky Brand Jeans**, Carlos Alberini, CEO, 213-443-5700, calberini@luckybrand.com.
- Maker Studios**, Courtney Holt, Chief Strategy Officer, 310-606-2182, cholt@makerstudios.com.
- Markwins Intl.**, Brian Talbot, VP Marketing, 909-595-8898 x139, btalbot@markwins.com.
- Mattel**, Sid Mathur, SVP Strategic Development, 310-252-2000, sid.mathur@mattel.com.
- MGA Entertainment**, Lauren Whitehead, VP Domestic Licensing, 818-894-2525, lwwhitehead@mgae.com.
- MHS Licensing + Consulting**, Marty Segelbaum, President, 952-544-1377 x202, marty@mhslicensing.com.
- Mighty Fine**, Patty Timsawat, President Licensing & COO, 213-234-3921, patty@mightyfineinc.com.
- MJ Holding Co.**, Russ Muth, VP Toys, 708-793-5929, rmuth@mjholding.com.
- MJC Intl. Group**, Mark Siegel, SVP Licensing & Business Development, 415-467-9500 x112, mark.siegel@gomjc.com.
- Mondo**, Tim Wiesch, VP Business & Legal Affairs, 512-219-7800, tim.wiesch@mondotees.com.
- NASCAR**, Paul Sparrow, MD Team Properties, 704-348-9600, psparrow@nascar.com.
- National Entertainment Collectibles Association (NECA)**, Joel Weinschanker, President, 908-686-3300 x206, joelw@neconline.com.
- National Hockey League (NHL)**, Dave McCarthy, VP Consumer Products Licensing, 212-789-2000, dmccarthy@nhl.com.
- NBA Entertainment**, Lisa Piken Koper, VP Licensing, 212-407-8245, lpiken@nba.com.
- New Era Cap**, Christopher Koch, CEO, 716-549-0445, christopher.koch@neweracap.com.
- NFL Players**, Steve Scebelo, VP Licensing & Business Development, 202-572-7472, steven.scebelo@nflplayers.com.
- Nickelodeon & Viacom Consumer Products**, Lourdes Archo, VP Intl. Consumer Products, 212-846-6624, lourdes.archo@nick.com.
- Nickelodeon & Viacom Consumer Products**, Manuel Torres, SVP Global Toys & Publishing, 212-846-4735, manuel.torres@vimm.com.
- Nintendo of America**, Cammy Budd, Senior Manager Merchandise Licensing, 425-861-2089, cammyb@noa.nintendo.com.
- Nintendo of America**, Tim Kwong, Retail Marketing Manager Portables, 650-226-4075, tim.kwong@noa.nintendo.com.
- Northwest Co. (The)**, Kim Rizzardi, VP Licensing, 516-484-6996 x1, kim.rizzardi@thenorthwest.com.
- Ohm Beads**, Kit Junya, CEO, Designer & Head Ohmie, 888-646-7411, info@ohmbeads.com.
- Oktobor Animation**, Chris Waters, Director & EVP Marketing/Business Development, 323-333-8952, info@oktobor.com.
- P2 Entertainment**, Gerry Whiteside, Co-Director, 949-342-5571, info@p2-eg.com.
- Pacific Coast Feather**, Fritz Kruger, SVP Marketing, 888-297-1778, comfort@pacificcoast.com.
- Pacific Cycle div. Dorel Sports**, Joe Hernandez, Manager Licensing & Business Development, 800-666-8813, jhernandez@pacific-cycle.com.
- Painting Lulu div. FlyCatcher**, Tal Zilberman, Co-founder & VP Marketing, 917-725-5005, tal@paintinglulu.com.
- Pamson Pacific Enterprises**, Clayton Kwan Kok Son, Director, 832-934-1581, cs@pamson.com.
- Panama Jack**, Kim Manna, CEO, 305-200-8759, kimmanna@panamajack.com.
- Panini America**, Mark Warsop, CEO, 817-662-5133, mwarsop@paniniamerica.net.
- Paws, Inc.**, Jeff Weller, Sales Manager, 765-287-2331, jeffw@pawsinc.com.
- PBTeen div. Williams-Sonoma**, Jill LaRue-Rieser, SVP Merchandising, 415-616-8746, jlarue@wsge.com.
- Penguin Young Readers Group**, Lori Burke, Director Licensing, 212-414-3469, lburke@penquinrandomhouse.com.
- Perpetual Licensing**, David Milch, President, 212-585-2500, dmilch@perpetuallicensing.com.
- Playboy Enterprises**, Matt Nordby, President Global Licensing, 310-424-1800, mnordby@playboy.com.
- Playmates Toys**, Karl Aaronian, SVP Marketing, 310-252-8005, kaaronian@playmatestoy.com.
- Playmobil USA**, Mark Cohen, VP Sales & Marketing, 609-409-1263, mark.cohen@playmobilusa.com.
- PowerA/Bensusen Deutsch & Associates**, Jon Regala, Head Marketing, Brand & Design, 425-492-6111, jonr@bdainc.com.
- Pretty Ugly**, Kathy Caldas, 908-620-0920, kathy@uglydolls.com.
- Pyramid America**, Andrew Lawrence, Licensing Director, 914-668-6666 x214, andrew@pyramidamerica.com.
- Quarantine Studio**, Paul Conner, CEO, 704-922-4496, paul@quarantinestudio.com.
- Quarto Publishing Group USA**, Tim Lampley, Director New Business Development, 615-491-5254, tim.lampley@quartous.com.
- Radz Brands**, Todd Elliott, President, 503-227-2226, tse@radzbrands.com.
- Red Sky Presents**, Micky Hyman, Publisher, 212-582-1116, .
- Revell**, Lou Aguilera, VP & GM, 847-758-3200, laquilera@revell.com.
- Ripple Junction**, Scott Morton, Licensing Director, 513-559-3900, smorton@ripplejunction.com.
- Rizzoli Intl. Publications**, Marco Ausenda, President/CEO NY & MD Intl. Illustrated Books, 212-387-3400, mausenda@rizzoliusa.com.
- RJM Licensing**, Rob Mejia, Principal, 201-828-9050, rjmlicensing@gmail.com.
- Roar Beverages**, Roly Nesi, President & CEO, 631-683-5565, roly@drinkroar.com.
- Rubie's Costume**, Lauren Rabinowitz, Director Licensing, 516-326-1500 x119, lauren@rubies.com.
- Rubie's Costume**, Stephen Stanley, MD Licensing & Business Development, 516-403-1168, stanley@rubies.com.
- Sakar Intl.**, Liza Abrams, VP Global Licensing & Marketing, 732-248-1306, labrams@sakar.com.
- Scholastic Media**, Lynn Smith, Director Global Licensing, 212-343-6151, lsmith3@scholastic.com.
- Schreiber Foods**, Staci Kring, EVP, 920-437-7601, staci.kring@schreiberfoods.com.
- Sharpe Company (The)**, Alyssa Gourlay, Director Sales & Marketing, 310-227-4016, alyssa@sharpeco.com.
- Silver Buffalo**, Greg Alprin, EVP Licensing & CMO, 212-563-0600 x103, galprin@silver-buffalo.com.
- Sony Computer Entertainment America**, Philip Rosenberg, SVP Playstation, 650-655-8000, phil_rosenberg@playstation.sony.com.
- Sony Pictures Consumer Products**, Mark Caplan, SVP Global Consumer Products, 310-244-7788, mark_caplan@spe.sony.com.
- Sourcebooks**, Dominique Raccach, CEO & Publisher, 630-961-3900, info@sourcebooks.com.
- Spaghetti Head/Eff Creative Group**, Toby Fishman, Chief Creative Officer, 212-392-4825 x101, toby@effcreative.com.
- Steff North America**, Jim Pitocco, President, 401-312-0080, jim@steiffusa.com.
- Surya**, Lynne Meredith, VP Product Development, 877-275-7847 x108, info@surya.com.
- TCC**, Nicole Piper, VP Marketing & Licensing, 203-454-0066, nicole.piper@tccglobal.com.
- Telltale Games**, Kevin Bruner, CEO & Co-founder, 415-258-1638, kbrunner@telltalegames.com.
- TF Publishing**, Kathryn Hawkins, Licensing Director, 317-290-1333, khawkins@tfpublishing.com.
- Tin Box**, Lloyd Roth, President, 631-845-1600 x213, roth@tinboxco.com.
- Tongal**, James DeJulio, Co-founder, President & CCO, 310-579-9260, james@tongal.com.
- Topps**, Ira Friedman, VP Licensing & Publishing, 212-376-0596, ifriedman@topps.com.
- Toy Factory**, Mark Gawlik, President, 210-304-7616, markg@thetoyfactory.biz.
- Trau & Loevner**, Sam Loevner, Licensing Director, 412-361-7700, samloevner@trau-loevner.com.
- Trends International**, Jeff Loeser, VP Licensing, 317-388-4068, jloeser@trendsinternational.com.
- Tween Brands/Justice div. Ascena Retail Group**, Lece Lohr, Chief Merchandising Officer, 614-775-3500 x3216, llohr@tweenbrands.com.
- Ultra Sport Products**, Tommy Puett, CEO, 310-856-3380, info@ultrasportproducts.com.
- Unique Industries**, Scott Brown, VP Licensing, 215-336-4300 x7708, sbrown@favours.com.
- United Food Group**, Lisa Collins, Sales & Marketing, 847-622-1803, lcollins@unitedfoodgroup.net.
- University of Notre Dame**, Michael Low, Director Licensing, 574-631-9329, mlow1@nd.edu.
- Valiant Entertainment**, Russell Brown, President Consumer Products, Promotions & Ad Sales, 212-972-0361 x229, russb@valiantentertainment.com.
- Vintage Wine Estates**, Pat Roney, President, 877-289-9463, proney@vintagewineestates.com.
- Visual Comfort**, Andrew Singer, President, 713-686-5999, info@visualcomfort.com.
- Viz Media**, Brad Woods, CMO, 415-546-7073, bradwoods@viz.com.
- Walmart**, Richie Copeloveitch, Sales & Merchandising Manager, 479-273-4270, richie.copeloveitch@wal-mart.com.
- Warner Bros. Consumer Products**, Karen McTier, EVP Domestic Licensing & Worldwide Marketing, 818-954-3008, karen.mctier@warnerbros.com.
- WestPoint Home**, Jackie Zutler, Director Creative Marketing, 212-930-2000 x82093, zutlerjackie@wphome.com.
- Whole Foods Market**, Brianna Blanton, Brand Manager Private Label, 773-755-1500, brianna.blanton@wholefoods.com.
- Wicked Cool Toys**, Michael Rinzler, Co-President & Founding Partner, 267-536-9186, rinz@wickedcooltoys.com.
- WildWorks**, Clark Stacey, CEO, 801-355-4440, clark@wildworks.com.
- WITH it Licensing**, Bill Devaney, Senior Global Business Development & Licensing Executive, 800-701-9484, bdevaney@withitgear.com.
- WME/IMG**, Joshua Romm, VP Licensing, 212-774-4526, joshua.romm@imgworld.com.
- Wonder Forge**, Joel Berman, Head Global Business Development & Licensing, 206-979-5736, joel@wonderforge.com.

contacts & connections *Continued from page 17*

Workman Publishing, Janet Harris, Calendar Publisher & Brain Quest Publisher, 212-254-5900, janet@workman.com.

World Trade Jewelers, Murray Shabot, CEO, 212-983-0412 x200, murray@worldtradejewelers.com.

World Wrestling Entertainment (WWE), Casey Collins, EVP Consumer Products, 203-352-8600, casey.collins@wwecorp.com.

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

WWRD, Michelle Richards, Director Public Relations & Special Events, 212-725-9419, michelle.richards@wprd.com.

Yankee Candle, Geoff Medeiros, VP Brand & Product Development, 413-665-8306, geoff.medeiros@yankeecandle.com.

Yusef Manufacturing Laboratories (YML), Jory Francis, President & GM, 801-444-1200, jfrancis@yusef-labs.com.

Zag America, Andre Lake Mayer, President Global Brand Strategy & Consumer Products, 818-276-2327, amayer@zag-inc.com.

Zak Designs, Reggy Thomas, VP Global Licensing & Marketing, 509-244-8644, thomas@zak.com.

Zen Studios, Mel Kirk, VP Publishing, 209-586-9520, mel@zenstudios.com.

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

**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.

151 Pets div. 151 Products Ltd., Richard Shonn, MD, 44 161 228 3939, richardshonn@151.co.uk.

20th Century Fox Consumer Products, Sandra Vauthier-Cellier, SVP EMEA Licensing, 44 20 7437 7766, sandra.vauthier-cellier@fox.com.

20TOO, Christian Zeidler, MD, 971 4 426 4200, christian@20too.com.

Amscan Intl., Diane Spaar, SVP Product Development, 44 1908 288500, dspaar@amscan.com.

Ankama, Julien Fabre, TV Sales & Licensing Manager, 33 320 363 000, jfabre@ankama.com.

Aquabeads/EPOCH making toys Ltd., Sally Carnall, Marketing Manager, customerservices@epochmakingtoys.com.

Argus Spol, Olga Gonova, 421 33 77 46 193, gonova@argus-sk.sk.

Asiana Licensing, Minkyung Kim, Licensing Agent, 82 2 784 7660, alicom00@kornet.net.

Atlantya Entertainment S.p.A., Rachele Geraci, Licensing & Agent Manager, 39 2 430 0101, rachelegeraci@atlantya.it.

Aurimoda S.A. de C.V., Ray Husny, 52 55 55881313, info@aurimoda.com.mx.

Aykroyd & Sons Ltd., Paul Williamson, Sales & Marketing Director, 44 161 929 1122, paul.williamson@aykroyds.co.uk.

B.M. Fashion Ltd. t/a Fashion U.K., Gurdev Mattu, Director, 44 116 276 2929, gurdev@fashions-uk.com.

b+ab div. It apparels Ltd., Cherry Cheng, Marketing Manager, 852 3199 1991, cherryc@ithk.com.

BBC Worldwide, Jason Easy, Senior Licensing Manager, 44 20 8433 2000, jason.easy@bbc.com.

Beanstalk (U.K.), Lisa Reiner, MD Europe & Asia, 44 20 7572 0858, lisa.reiner@beanstalk.com.

Biplano (Barcelona), Jordi Rey, GM, 34 93 452 60 00, jordir@biplano.com.

Biscuiteers Baking Co., Harriet Hastings, Founder & MD, 44 8704 588 358, harriet@biscuiteers.com.

Bladez Toyz Plc, Daniel Abdelmassih, Product Development Director, 44 2392 658 255, daniel@bladeztoyz.co.uk.

Bluebeards Revenge (The)/Dash Direct Ltd., David Hildrew, MD, 44 1752 898 191, david@bluebeards-revenge.co.uk.

BR Licensing, Glenn Migliaccio, Licensing Director, 55 11 5031 3411, glenn@brlicensing.com.br.

Bradford License India, Chitra Johri, VP, 91 981 0230540, info@bradfordlicenseindia.com.

Branch Out Co., Ltd., Atsushi Tamura, CEO, 81 3 3445 0003, kanri@branch-out.jp.

Brand New Day, Yolanda Gonzalez, Owner, 52 62 84 77, yolanda@bndlicensing.com.

Brands With Influence, Martin Lowde, MD & Founder, 44 1189 326121, martin@brandswithinfluence.com.

BRB Internacional Group, Javier Biern, Licensing Director, 34 91 7711450, jbiern@brb.es.

Bulldog Licensing, Rob Corney, Group MD, 44 20 8325 5455, robc@bulldog-licensing.com.

Bulls Licensing div. Bulls Press, Gustav Melin, Licensing Director & Head Intl. Licensing, 46 8 555 206 32, gustav@bulls.se.

Calego Intl., Stephen Rapps, President, 514-334-2117, stephen.rapps@calego.com.

Canadian Group (TCG), Michael Albert, President & CEO, 416-746-3388 x333, malbert@tcgtops.com.

Cartamundi Group, Trudi Bishop, Head Marketing & Licensing, 44 12 68 51 15 22, info.uk@cartamundi.co.uk.

Cartoon Network Enterprises EMEA, Graham Saltmarsh, Head Retail U.K., Italy, France & Nordics, 44 207 693 1000, graham.saltmarsh@turner.com.

Cerealitalia Industrie Dolciarie S.r.l., Carmine Cerealitalia, GM, 39 06 7130 1085, info@cerealitalia.it.

Charlotte Olympia, Bonnie Takhar, President, 44 20 3598 2955, bonnie.takhar@charlotteolympia.com.

Chrisco, Brian Christensen, CEO, 45 56 64 06 06, brian.christensen@chrisco.dk.

Claire's Accessories Europe, Karen Booker, SVP Group Buying, 44 121 682 8000, karen.booker@claires.co.uk.

Compañía Panamericana de Licencias, Luis Salazar Mourré, President, 51 1 208 6260, ls@cpl.com.pe.

Coochy Co Nappy Cakes Ltd., Lorraine Bostoff, Owner, 44 800 023 5501, admin@coochycoonappycakes.co.uk.

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

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

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

CPLG U.K. (Copyright Promotions Licensing Group), Daniel McGeehan, Business Development Manager Sport, 44 20 8563 6400, dmcgeehan@cplg.com.

CPLG U.K. (Copyright Promotions Licensing Group), John Taylor, Partnerships & Licensing Director, 44 20 8563 6153, jtaylor@cplg.com.

Danilo Promotions Ltd., Trevor Jones, Licensing Director, 44 1992 702 903, tjones@danilo.com.

DC Thomson, Roddie Watt, Licensing Business & Marketing Coordinator Consumer Products, 44 208 337 7958, rwatt@dcthompson.co.uk.

Desigual, Patricia Verdague, Legal Brand Manager, 34 935 518 020, p.verdague@desigual.com.

DHX Media, Tom Roe, Commercial Director DHX Brands, 44 20 8563 6400, tom.roe@dhxmedia.com.

Diggit Inc., Takashi Mizunuma, Director, 81 45 307 2711, info@diggit.co.jp.

Discovery Consumer Products (U.K.), Nicolas Bonard, SVP Global Consumer Products, 44 20 8811 3000, nicolas_bonard@discovery.com.

Dissero Brands, David Todd, CEO, 64 9 309 6363, david@disserobrands.com.

Distribuidora De Ropa Viva, S.A. De C.V., Carlos Salame Romano, President, 52 55 5657 7744, info@ropa-viva.com.mx.

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

Dreamtex, Andrew Downie, Commercial Director, 44 844 499 8465, enquiries@dreamtextd.com.

DRI Licensing Ltd., Alicia Davenport, Licensing Director, 44 20 3757 2170, alicia@drilicensing.com.

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

Entertainer (The), Rebecca Rees, Head Marketing & Licensing, 44 844 800 5100, marketing@theentertainer.com.

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

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

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

Entertainment One (eOne) U.K., Hannah Mungo, Head Licensing (U.K.), 44 20 7907 3773, hmungo@entonegroup.com.

European Licensing Co. (ELC), Mikhail Kuleshov, Head Marketing & Retail Development, 7 495 783 30 59, mkuleshov@eulico.com.

European Licensing Co. (ELC), Magdi Szakacs, Licensing Category Manager CEE, 36 12 345 67 89, mszakacs@eulico.com.

Fabri Editor/RCS Libri S.p.a., Goppion Annamaria, President & Editorial Director, 39 02 25841, goppion.annamaria@rcs.it.

Famous Grouse (The) div. Edrington, Alison Tuck, Global Marketing Manager, 44 1764 656 565, enquiries@thefamousgrouse.com.

Fernando Maluhu & Cia Ltda., Andrea Betega, 55 11 3325 2015, fernandomaluhu@fernandomaluhu.com.br.

Flair Leisure Products div. Giochi Preziosi, Nic Aldridge, MD, 44 20 8643 0320, nic@flairplc.co.uk.

Flair Leisure Products div. Giochi Preziosi, Simon Hedge, MD, 44 20 8643 0320, sales@flairplc.co.uk.

FremantleMedia U.K. Kids & Family Entertainment, Tracy Griffiths, VP Consumer Products EMEA & Australia, 44 20 7691 6000, Tracy.griffiths@fremantlemedia.com.

Freshman Guitars/Access All Areas Distribution, Sean Kelly, Owner & MD, 44 1355 228 028, sales@freshmanguitars.co.uk.

Gemma Intl., Tim Rudd-Clarke, Licensing Director, 44 1264 388 400, timr@gemma-international.co.uk.

Gertex Hosiery, Aaron Mandelbaum, President, 416-241-2345, aaron@gertex.com.

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

Global Merchandising Services Ltd., Barry Drinkwater, CEO, 44 207 384 6467, barry@globalmerchservices.com.

Global Solutions for Clothing/GSC Ltd., Harrison Palmer, Director, 44 115 921 5690, harrison@gsc-ltd.com.

Groovy U.K., Monique Scott, MD, 44 116 2391103, info@groovyuk.com.

Grupo Yadatex, Salvador Hernandez Moreno, Head Production, 52 55 5538 6584, ventas@yadatex.com.mx.

Habuba Clip Yadin, Rachel Fish, Manager, 972 9 766 1766, .

international contacts & connections *Continued from page 18*

- Harlequin Enterprises**, Craig Swinwood, CEO & Publisher, 416-445-5860, craig_swinwood@harlequin.ca.
- HIT Entertainment (U.K.)**, Edward Catchpole, SVP & GM, 44 207 554 2500, ecatchpole@hitentertainment.com.
- HoHo Entertainment Ltd.**, Helen Howells, Joint MD, 44 207 682 3154, helen.howells@hohoentertainment.com.
- Hot Pickle Trading Ltd.**, Andrew St. Clair-Johnson, Partner & Licensing Director, 44 203 735 8028, andrewsj@hotpickle.co.uk.
- Hublot**, Christina J. Jesaitis, Sponsoring & Events Senior Manager, 41 22 990 90 00, c.jesaitis@hublot.ch.
- Hunter's Brewery**, Paul Walker, Director, 44 1803 873 509, info@huntersbrewery.com.
- IMC Toys Deutschland GmbH**, Lina Hammer, GM, 49 9122 830170, lhammer@imctoys.com.
- Ink ALC (Denmark)**, Claus Tømning, Managing Partner, 45 33 55 61 00, ct@ink-brands.com.
- IP Factory**, Zdravko Jelic, Director, 852 3972 2004, zdravko.jelic@theipfactory.com.
- ITV Studios Global Entertainment**, Trudi Hayward, SVP Global Merchandising, 44 20 7491 1441, trudi.hayward@itv.com.
- ITV Studios Global Entertainment**, Trudi Hayward, SVP & Global Head Merchandising, 44 20 7157 6163, trudi.hayward@itv.com.
- J&M Brands**, Jannienke Mulder, MD, 31 62 0127463, j.mulder@jnbrands.nl.
- JAM Brands**, Andrew Menceles, President, 416-209-5307, andrew@jam-brands.com.
- Joeone Co.**, Jiaya Chen, General Manager & Director, 86 595 2235 1111, info@jiumuwang.com.
- Jumbo Games**, Stewart Middleton, MD, 44 170 726 0436, stuart.middleton@jumbo.eu.
- Junco Indústria E Comércio Ltda.**, Luiz Armando Queiroz, Finance Director, 55 34 3292 0800, sac@junco.com.br.
- Just Toys Intl. Ltd.**, Alan Nowers, GM, 949-387-7373, alan.nowers@justtoysintl.com.
- King/Midasplayer.com**, Claes Kalborg, Senior Director Licensing, 44 203 440 2391, claes.kalborg@king.com.
- KV&H Verlag GmbH**, Paulette Lamber, Licensing, 49 89 693378110, paulette.lamber@kvh-verlag.de.
- LDI Israel**, Yossi Fox, CEO & Owner, 972 3 733 3889, yossi@ldi.co.il.
- LEGO Group**, Andrea Ryder, Head Licensing, 45 79 50 60 70, andrea.ryder@lego.com.
- Lisle Intl. Licensing**, Francesca Lisle-Grimshaw, Licensing Partner, 44 19 3758 6237 x223, francesca@lislelicensing.com.
- Lisle Intl. Licensing**, Gayle Tarrant, Licensing Partner, 44 19 3754 4779, gayle@lislelicensing.com.
- Lizenzwert GmbH**, Peter Bichler, MD, 49 40 18007000, peter.bichler@lizenzwert.de.
- m4e AG**, Bernd Conrad, Head Licensing, 49 8102 994530, conrad@m4e.de.
- Magniflex**, Billy Curtright, National Sales Manager (U.S.), 39 0574 51011, info@magniflex.com.
- Marchon**, Manlio Ciralli, SVP Intl. Brand Licenses & Marketing, 39 422 425838, openello@marchon.com.
- María Escoté**, María Escoté, Creative Director, 34 93 203 3138, mariaescote@gmail.com.
- Mary Hume dba Keystone Marketing**, Mary Hume, SVP Sales, 54 11 4832 0989, mary.hume@keystonemktg.com.
- Masha and The Bear/Animaccord Animation Studio**, Vladimir Gorbulya, Head Licensing & VP, 7 495 230 01 80, gorbulya@animaccord.com.
- Maurizio Distefano/The Evolution of Licensing**, Maurizio Distefano, President & Owner, 39 131 481501, info@mdistefanolicensing.com.
- Medialink Entertainment (Far East) Ltd.**, Noletta Chiu, VP, 852 2503 4980, nolettachiu@medialink.com.hk.
- Megalicense**, Antony Grishin, President & MD, 7 903 799 6626, agrishin@megalicense.ru.
- Melada Sweet Trading Co.**, Ilija Zipa, CEO, 7 495 221 5388, sale@melada.net.
- Mendia Licensing**, Sofia Noguera, MD, 34 972 661 911, sofianoguera@mendiasl.com.
- Metrostar Media Ltd.**, Claire Potter, MD, 44 20 7917 6791, claire@metrostarmedia.co.uk.
- Misirli U.K. Ltd.**, Kim Bown, Owner & Director, 44 116 264 5860, kim@misirli.co.uk.
- Mojang AB**, Lydia Winters, Brand Director, 46 8 6583 710, lydia@mojang.com.
- Moschino SpA**, Roberta Colombo, Licensing Manager, 39 026 787 731, roberta.columbo@moschino.it.
- Nickelodeon & Viacom Consumer Products**, Marianne James, VP Consumer Products U.K./Ireland & European Retail Sales/Marketing, 44 20 3580 2000, marianne.james@vimm.com.
- Nordic Licensing Co.**, Kirsten Gyde, MD & Partner, Fashion DTR/ Home, 45 33 78 66 01, kg@nordiclicensing.com.
- Outfit7**, Melita Kolbezen, Head Licensing, 44 78 6797 8758, melita.kolbezen@outfit7.com.
- Paladone**, Graeme Carr, MD, 44 1273 230037, graeme@paladone.com.
- Penguin Books Ltd.**, Susan Bolsover, Head Licensing & Consumer Products, 44 20 7010 3083, sbolsover@penguinrandomhouse.com.
- Penguin Random House (U.K.)**, Francesca Dow, MD Children's, 44 20 7010 3405, fdow@penguinrandomhouse.co.uk.
- Penguin Random House (U.K.)**, Jo Edwards, Head Licensing & Brand Development, 44 20 7840 8739, jedwards@randomhouse.co.uk.
- Penguin Random House (U.K.)**, Damian Treece, Brand Manager Licensing & IP, 44 20 7010 3000, damian.treece@uk.penguinroutep.com.
- Pez Candy**, Gabriele Hofinger, Head Marketing & Global Licensing, 43 732 389990, gh@pez.at.
- PGS Entertainment**, Guillaume Soutter, Co-founder & Head Sales, 33 1 83 64 34 63, amvilcu@pgsentertainment.com.
- Philipp Plein Intl. AG**, Corinna Barton, Manager, 41 71 414 25 50, barton@philipp-plein.com.
- Pink Key Consulting**, Richard Pink, Director, 44 12 7950 5455, richard@pinkkey.co.uk.
- Planeta Junior (Spain)**, Ignacio Segura de Lassaletta, GM, 34 934 928 874, isegura@deaplaneta.com.
- Pokémon Company Intl.**, Mathieu Galante, Senior Market Development Manager EMEA, 44 20 7381 7025, m.galante@pokemon.com.
- Pollard Banknote**, Sina Aiello, VP Marketing, 204-474-2323 x560, saiello@pbl.ca.
- Portico Designs**, Simon Harrison, MD, 44 1225 329 494, simon.harrison@portico.designs.com.
- PPR Solution**, María Luz de la Cruz, Product Development, 54 11 4512 5350 x308, mldelacruz@pprsolution.com.
- Prestige Cosmetic Group Pty Ltd.**, Alan Kearn, President, 27 21 442 7700, .
- Procos S.A.**, Miltos Procos, Owner, 30 22 6203 1434, info@procos.gr.
- Pyramid Intl.**, Mordy Benaiah, Licensing Director, 44 116 284 3671, mordy.benaiah@pyramidinternational.com.
- Rainbow Designs**, Anthony Temple, MD, 44 208 600 2550, sales@rainbowdesigns.co.uk.
- Rainbow S.r.l.**, Valentina La Macchia, Head Licensing, 39 07 175067500, valentina.lamacchia@rbw.it.
- Ravensburger AG**, Neele Pfeiffer, Project Manager Licensing, 49 751 861022, neele.pfeiffer@ravensburger.de.
- Reliance Games**, Amit Khanduja, CEO, 91 22 3981 6600, sales@reliancegames.com.
- Roy Lowe & Sons Ltd.**, Martin Lowe, MD, 44 1623 441144, martin@roylowe.co.uk.
- Sanrio GmbH**, Alastair McHarrie, Head U.K. Licensing, amcharrie@sanriolicense.com.
- Simba Dickie Group**, Michael Sieber, CEO, 49 911 9765172, m.sieber@simba-dickie.com.
- Sino British Industries Pte. Ltd.**, Richard Liaw, Director, 65 6280 0118, admin@sinoibritish.com.sg.
- Skinnydip London**, Richard Gold, Director, 44 20 8795 2706, richard@skinydip.london.com.
- SOJO (Tradie Underwear & Workwear)**, Ben Goodfellow, GM, 61 3 9237 2277, info@sojo.net.au.
- Sony Computer Entertainment Europe**, David Evans, Licensing Manager, 44 20 7859 5000, david_evans@scee.net.
- Sunderland Association Football Club**, Stuart Middlemiss, Head Retail, Wholesale & Licensing, 44 871 911 1200, smiddlemiss@safc.com.
- TabTale**, Oran Kushnir, President, bizdev@tabtale.com.
- Teknofun/Madcow Entertainment**, Alain Briand, MD & Owner, contact@teknofun-entertainment.com.
- Thames & Hudson**, Rolf Grisebach, CEO, 44 20 7845 5000, r.grisebach@thameshudson.co.uk.
- Things3D**, Chris Byatte, Founder & Director, bizdev@things3d.com.
- This is Iris**, Avril Sainsbury, Head Creative, 44 7816 970 696, hello@thisisiris.co.uk.
- Tinderbox div. Beanstalk (U.K.)**, Daniel Amos, Head New Media, 44 20 7572 0858, dan.amos@tboxagency.com.
- Titan Merchandise/Titan Entertainment**, Andrew Sumner, Director, 44 20 7620 0200, andrew.sumner@titanemail.com.
- Titan Publishing/Titan Entertainment**, Nick Landau, Owner, 44 20 7620 0200, nick.landau@titanemail.com.
- Tohokushinsha Film Corp.**, Atsushi Ariyoshi, Merchandising & Licensing Dept. Manager, 81 3 5414 0336, ariyoshi@tfc.jp.
- Top Cau Chocolates**, Rodrigo Alvarenga, Commercial Director, 55 11 2172 3500, rodrigo@topcau.com.br.
- Tottenham Hotspur Football Club**, Gary Jacobson, Brand Licensing Manager, 44 20 8344 6691, gary.jacobson@tottenhamhotspur.com.
- Trends U.K. Ltd.**, Graham Spark, Sales Director, 44 1295 768 078, salesadmin@trendssuk.co.uk.
- TSBA**, Mike Jenkinson, Head Licensing, 44 208 332 6642, mjenkinson@tsbagroup.com.
- Turner Broadcasting System Europe**, Johanne Broadfield, VP CN Enterprises EMEA, 44 20 7693 1088, johanne.broadfield@turner.com.
- TV Mania**, Monika Albers, VP Licensing, 44 781 404 1796, monikaalbers@tvmgroup.com.
- TVM Fashion Lab div. Global Brands**, Andrew Webster, MD, 44 207 563 8526, andrew@fashion-lab.co.uk.
- U.K. Greetings**, Nikki Farrar, Product Development Director, 44 1924 465 200, nikki.farrar@ukgreetings.co.uk.
- Underground Toys**, Robyn Cowling, Intl. Licensing Director, 44 207 801 6327, robyn@underground-toys.com.
- Unnati Intl.**, Dudmal Mandot, Owner, 91 44 2539 1310, .
- V&A (Victoria & Albert Museum)**, Lauren Sizeland, Director Licensing & Business Development, 44 20 7942 2981, lsizeland@vam.ac.uk.
- Vivid Imaginations**, Emma Weber, Intl. Licensing Director, 44 1702 200 660, emma.weber@vividimag.co.uk.
- Walker Books**, Anna Hewitt, Head Licensing, 44 20 7793 0909, anna.hewitt@walker.co.uk.
- Walker Books**, Anna Hewitt, Licensing Head, 44 20 7793 0909, anna.hewitt@walker.co.uk.
- Walmart Canada**, Shelly Kiroff, SVP General Merchandise, 905-821-2111, shelly.kiroff@wal-mart.com.
- Wild & Wolf**, Jon Cameron, MD, 44 1225 789909, sales@wildandwolf.com.
- Wild Republic Europe (Denmark) ApS**, Martin Moller, COO, 45 11 45 6441 1441, mmoller@wildrepublic.com.
- William Lamb Footwear**, Charlotte Lamb, Director Accessories & Brands, 44 192 482 0282, charlotte@wlamb.co.uk.
- Winning Moves U.K. Ltd.**, Mark Hauser, Commercial Director, 44 20 7262 9696, mark.hauser@winningmoves.co.uk.
- WME/IMG**, Fabrice Faurie, VP Licensing & Consumer Products Worldwide, 44 20 8233 5300, fabrice.faurie@img.com.
- WME/IMG**, Bruno Maglione, EVP & President Worldwide Licensing/Consumer Products, 44 20 8233 6668, bruno.maglione@img.com.
- WME/IMG**, Gabrielle Sims, Licensing Director, 44 20 8233 5300, gabrielle.sims@img.com.

Internet Changes Dynamics of Kids' TV

Earlier this month, as much of the television industry was preparing to travel to France for market MIPCOM and its children's programming section, MIPJunior, Netflix announced it would add seven new original series for older kids to its streaming service beginning this December. The slate, which includes shows based on established brands including LEGO and The Croods, was created by major producer/licensors DreamWorks Animation, Saban Brands, American Greetings and others. It's part of a move by Netflix to ramp up its kids' content as it seeks to fortify its leadership in Internet TV. "Roughly half of our 65 million members around the world regularly watch kids content and with the addition of these seven diverse original series we are continuing our strong investment in kids programming," said Andy Yeatman, Director Global Kids Content for Netflix.

Internet TV Expands Content & Licensing Opportunities

For content owners, the age of Internet TV provides more outlets for their programs on subscription services like Netflix, Amazon and Hulu. It also increases exposure and potentially prolongs a lifecycle in TV and licensing for properties that have their primary exposure on traditional broadcast or cable networks. Disney Junior's popular "Doc McStuffins" preschool series, for instance, is also available on Hulu, its exclusive subscription video-on-demand (SVOD) partner.

The fact is that kids consume TV differently than in the past. Today, even very young children are accustomed to not only watching linear programming on the living room TV as in past generations, but also accessing their media whenever and wherever they want through streaming and subscription services on mobile devices and computers. This shift has made Netflix a new power player in kids' TV and caused many cable networks to begin developing their own so-called "over-the-top" Internet-delivered programming services. This was a driving factor in Sesame Workshop's move to partner with HBO for the next five years and run an expanded "Sesame Street" across the pay TV service's on-demand options in addition to its weekday slot on PBS.

As Netflix and Amazon race to add original content, they are also increasing the number of first-run outlets available for new series. In our chart (pg. 21) of 26 new kids' TV series—which includes many of the highest-profile shows on their way to screens large and small—Netflix accounts for fully half. It is the primary distribution platform for heavily licensed programs including Mattel's "Ever After High," which will offer two new series extensions on Netflix next year.

Amazon, in addition to the two upcoming series on the list, made available in August the first season of "Wishenpoof!," an animated series about a girl who can make wishes come true. It also is offering second seasons of its first crop

of kids' originals "Creative Galaxy," "Annedroids," "Tumble Leaf" and "Gortimer Gibbon's Life on Normal Street."

Kids Choose Always-on Options

Internet distributors generally do not publicly release viewership numbers and traditional TV ratings information for streaming is very limited. But according to *Young Love 2015*, an annual survey by youth and family research firm Smarty Pants, Netflix is the third most popular brand among kids aged 6–12, and the fifth most popular brand with moms. Amazon was the top brand with moms.

Meanwhile, average daily viewers for top kids' cable networks Disney Channel and Nickelodeon have fallen significantly since 2012, *Variety* recently reported, citing as reasons: competition from non-serialized entertainment like social media and video games; the growing popularity of original shows from sources including Netflix and Amazon; and time spent with short-form videos featuring amateur talent, primarily YouTube. Tubular Labs measured 5.6 billion views for YouTube's kid-focused vids in the first quarter of 2015, up 224% from the same period the previous year, according to *Variety*.

MANY PROPERTIES FAMILIAR TO PARENTS WILL BE REBORN FOR THEIR KIDS IN THE NEXT COUPLE OF YEARS.

With kids engaging so heavily with always-on media, including social media, SVOD and YouTube, licensors are making myriad forms of digital engagement part of their content strategy. Level-5 brought Japanese phenomenon "Yo-Kai Watch" to the U.S. last month with a multi-platform strategy that will include Disney XD, video games, manga, a digital app and subscription streaming. Turner's Boomerang network launched a new mobile app, Boomerang Watch & Play, in Asia and Australia that lets kids watch bits of their favorite content—including "The Tom and Jerry Show," "Inspector Gadget," "Mr. Bean: The Animated Series" and "Be Cool Scooby-Doo!"—and play games at the same time. And Nickelodeon will supplement the 20 episodes of "Pinky Malinky" coming to its network next year with short-form content for various social media platforms.

Everything Old is New

In other kids' TV trends, many properties familiar to parents will be reborn for their kids in the next couple of years. These include Cartoon Networks' Ben 10 and Powerpuff Girls revamps, Disney's revival of The Lion King franchise with "The Lion Guard" and Netflix's Care Bears and Danger Mouse updates. Among the shows in this vein drawing attention at MIPJunior were "Zorro: The Chronicles", for which Cyber Group Studios made deals in multiple territories, and Saban Brands' "Regal Academy," a Cinderella spin-off focusing on the princess's granddaughter.

26 New Kids' TV Series with Licensing Potential

| SERIES | PREMIERE DATE | PRODUCER | DISTRIBUTOR | DESCRIPTION | REBOOT | BOOK | GAME | TOY | COMIC | ORIGINAL MOVIE | SPIN-OFF |
|---------------------------------------|---------------|---|-------------------------------|---|--------|------|------|-----|-------|----------------|----------|
| Zorro: The Chronicles | 10/18/2015 | Cyber Group Studios | Various | 26 animated episodes modernize the classic masked hero in this action comedy already sold to outlets in Europe, South America and Canada. Deals for the U.S., Germany, the Middle East, Asia and Latin America are pending. | X | | | | | | |
| Care Bears & Cousins | 11/6/2015 | American Greetings Entertainment | Netflix | Launch of this cuddly reboot coincides with a licensing campaign expansion for the holidays. | X | | | | | | |
| Glitter Force | 12/18/2015 | Saban Brands | Netflix | A pixie recruits five preteen girls to help defend Earth from an evil emperor. 20 episodes to run in all Netflix territories excluding Asia. | X | | | | | | |
| Dawn of the Croods | 12/24/2015 | DreamWorks Animation | Netflix | Animated family sitcom based on DWA's 2013 film The Croods. In all Netflix territories except Germany and Japan. | | | | | | X | |
| Danger Mouse | Q1 2016 | Fremantle | Netflix | This reboot of the 1992 cartoon already airs on the U.K.'s CBBC and has Jazwares as master toy licensee. | X | | | | | | |
| Lost & Found Music Studios | Q1 2016 | Temple Street Productions | Netflix | Young artists navigate the ups and downs of the music industry and life. 26 episodes for territories outside of Canada, UK and Ireland. | | | | | | X | |
| LEGO Bionicle: The Journey to One | Q1 2016 | The LEGO Group | Netflix | Based on the LEGO Bionicle line of buildable action figures, this 4 episode series follows six heroes called to save the mythical island of Okoto. All Netflix territories. | | | | X | | | |
| LEGO Friends: The Power of Friendship | Q2 2016 | The LEGO Group | Netflix | Based on the LEGO Friends construction toys, the 4 episode series follows 5 best friends. All Netflix territories. | | | | X | | | |
| Edgar Rice Burroughs' Tarzan and Jane | Q3/4 2016 | 41 Entertainment/ARC Productions | Netflix | Modern day remake of the classic characters in 8 episodes. | | X | | | | | |
| Cirque du Soleil Luna Petunia | Q4 2016 | Saban Brands/ Cirque du Soleil Media | Netflix | Preschool series about Luna Petunia, a girl with big dreams. 11 episodes on Netflix worldwide. Kicking off with consumer products line, interactive digital content and potential live tour. | | | | | | X | |
| Elena of Avalor | 2016 | Disney | Disney Junior | Disney's first Latina princess will be introduced on Disney Junior's Sofia the First before the start of her own series. | | | | | | | X |
| Just Add Magic | 2016 | Amazon Studios | Amazon Prime | Based on Cindy Callaghan's young adult book of the same name about a girl and her friends who find a mysterious cookbook. | | X | | | | | |
| Kulipari: An Army of Frogs | 2016 | Splash Entertainment/ Outlook Company | Netflix | Based on book trilogy from NFL star Trevor Price. 13 episodes follow poisonous frogs, scorpions and spiders who fight to save the world. On Netflix worldwide | | X | | | | | |
| Lion Guard | 2016 | Disney | Disney Channel/ Disney Junior | Disney seeks to revive The Lion King franchise with this animated series centered around Simba's son, Kion. | | | | | | | X |
| Pinky Malinky | 2016 | Nickeodeon | Nickelodeon | A hot dog living in the human world navigates school with a unique perspective in this 20 episode series. | | | | | | X | |
| Powerpuff Girls | 2016 | Cartoon Network | Cartoon Network | Blossom, Bubbles and Buttercup still save the world before bedtime in this reboot set to debut with a worldwide licensing campaign. | X | | | | | | |
| Regal Academy | 2016 | Rainbow | Nickelodeon | Cinderella's granddaughter finds herself at school with the descendants of other fairy tale characters. | | | | | | | X |
| School of Rock | 2016 | Paramount | Nickelodeon | Richard Linklater, director of the 2003 Jack Black movie on which this 13-episode musical comedy series is based, serves as executive producer. | | | | | | | X |
| The Stinky & Dirty Show | 2016 | Amazon Studios/ Brown Bag Films | Amazon Prime | Preschool series based on the "I Stink!" book series by Jim and Kate McMullan follows best friends Stinky, a garbage truck, and Dirty, a backhoe. To be available in the U.S., U.K. and Germany. | | X | | | | | |
| Ben 10 | 2016/2017 | Cartoon Network | Cartoon Network | This animated reboot about the alien-powered kid hero is scheduled to bow on Cartoon Network's international channels in 2016 and in North America in 2017. | X | | | | | | |
| Buddy Thunderstruck | 2017 | American Greetings Entertainment/Stoopid Buddy Stoodies | Netflix | Stop-motion action-comedy about the adventures of a semi-truck racing dog and his albino ferret mechanic. 12 episodes for all Netflix territories. | | | | | | X | |
| DuckTales | 2017 | Disney | Disney XD | Scrooge McDuck and his nephews are back in this reboot of the series from the late 1980s/early 1990s. | X | | | | | | |
| Las Leyendas | 2017 | Anima Estudios | Netflix | First animated Netflix original produced in Latin America. 13 episodes based on the La Leyenda movie series about a teen boy with the ability to communicate with ghosts and monsters. All Netflix territories. | | | | | | | X |
| Mech Mice | 2017 | Nelvana | TBD | Produced with Oktober Animation and Playmates Toys (master toy). Animated action-comedy follows a squad of heroic mechanical mice. Web, mobile games in development. | | | | | | X | |
| Tangled | 2017 | Disney | Disney Channel | Mandy Moore and Zachary Levi will reprise their voice roles as Rapunzel and Eugene in this movie spin-off. | | | | | | | X |
| Green Eggs and Ham | 2018 | Warner Bros. | Netflix | Ellen DeGeneres is an executive producer of this 13-episode adaptation of the beloved Dr. Seuss book. | | X | | | | | |

SOURCE: THE LICENSING LETTER

DIGITAL CELEBRITIES

Social Media Stars in Licensing

The licensing industry is looking towards digital celebrities as the new frontier. For the first time, a YouTube celebrity led the keynote address at Brand Licensing Europe 2015. Fitness guru Cassey Ho took the stage alongside YouTube's Global Head Top Creators, Benjamin Grubbs. You might recall that Grubbs had also shared the stage with fashion influencer Bethany Mota at this year's Licensing Expo.

Although digital celebs are highly desirable to brands as strong purchase influencers (particularly for millennials), it's often risky for licensees to monetize their brand power. As a result, many social media stars offer their licensed products via on-demand Web sites, rather than brick-and-mortar stores. Despite the difficulties, there is a thriving roster of digital celebrities with traditional licensing programs.

Licensed Digital Celebrities

| PROPERTY | SOURCE | CONTACT | DESCRIPTION | FOLLOWERS (IN MILLIONS) | SELECTED LICENSEES |
|---|---------|----------------------|---|---|--|
| PewDiePie (Felix Kjellberg) | YouTube | Maker Studios | Swedish video game commentator. | 39.7 (YT), 6.6 (Twitter), 5.8 (Instagram) | MakerShop (apparel), Redbubble.com (apparel), District Lines (apparel), Zazzle.com (apparel), Spreadshirt.com (apparel) |
| Smosh (Anthony Padilla, Ian Hecox) | YouTube | Joester Loria Group | Comedy duo produces skits, animations, and video-game themed music videos and playthroughs. | 21.2 (YT), 3.2 (Twitter), 2.1 (Instagram, Padilla), 1.5 (Instagram, Hecox), 1.8 (Instagram) | Dynamite Entertainment (comics, graphic novels), District Lines (apparel, accessories), Lionsgate (feature film) |
| The Fine Bros. (Benny & Rafi Fine) | YouTube | WME | Brothers produce the React video series, timed spoiler series, narrative web series, and sitcoms. | 19.0 (YT; combined) | District Lines (t-shirts) |
| Jenna Marbles (Jenna Mourey) | YouTube | Self | American vlogger and former go-go dancer who mines gender dynamics and her two dogs for comedy. | 15.5 (YT), 4.0 (Twitter), 3.5 (Instagram) | District Lines (apparel), Redbubble.com (apparel) |
| Nigahiga (Ryan Higa) | YouTube | HigaTV Productions | "That Asian on YouTube" riffs on pop culture and life. | 15.4 (YT), 1.7 (Twitter), 1.6 (Instagram) | The Merch Collective (apparel, accessories) |
| Epic Rap Battles of History (Peter Shukoff, Lloyd Ahlquist) | YouTube | Maker Studios | Nice Peter and EpicLLOYD produce comedic rap battles between historic and/or pop culture figures. | 12.6 (YT) | MakerShop (apparel) |
| Ray William Johnson | YouTube | Self | American vlogger known for his "Equals Three" series commenting on viral videos. | 10.8 (YT), 1.9 (Twitter) | Hot Topic (apparel), District Lines (apparel), Zazzle.com (apparel) |
| CaptainSparklez (Jordan Maron) | YouTube | Maker Studios | American personality known for Minecraft gaming videos. | 8.5 (YT) | Jazwares (collectible figures), XREAL (mobile games) |
| Bethany Mota | YouTube | United Talent Agency | American 19-year-old fashion, beauty, and lifestyle vlogger. | 9.5 (YT), 5.1 (Instagram), 2.7 (Twitter) | Aeropostale (apparel, home decor, jewelry, bags, sandals, electronics accessories) |
| Zoella (Zoe Sugg) | YouTube | Gleam Futures | English fashion and beauty vlogger. | 9.3 (YT), 5.9 (Instagram), 3.8 (Twitter) | Feel Unique and Superdrug (makeup), Penguin Random House (books) |
| Ksiolajidebt, aka KSI (Olajide Olatunji) | YouTube | Self | English video game commentator, comedian and rapper. | 8.3 (YT) | Hachette Livre (books), District Lines (apparel), Spreadshirt.co.uk (apparel) |
| Michelle Phan | YouTube | Self | American make-up demonstrator and lifestyle brand entrepreneur. | 8.0 (YT), 2.0 (Instagram) | L'Oreal (makeup), Penguin Random House (books), Line Webtoons (comics) |
| Tyler Oakley | YouTube | AwesomenessTV | American LGBT comedic vlogger with brightly colored hair. | 7.7 (YT), 4.7 (Twitter), 5.1 (Instagram) | MakerShop (apparel), Redbubble.com (apparel, gifts), District Lines (apparel), Simon & Schuster (books), Someecards (digital greeting cards) |
| Shane Dawson | YouTube | United Talent Agency | American produces sketch comedy shows, song and television parodies, and original music. | 7.0 (YT), 2.8 (Twitter), 2 (Instagram) | Keywords Press (book), Hot Topic (apparel), District Lines (apparel) |
| ISuperwomanII (Lilly Singh) | YouTube | Self | Canadian comedian vlogger with Unicorn Island brand. | 6.8 (YT), 1.1 (Twitter) | District Lines (t-shirts, hoodies, accessories, posters), Someecards (digital greeting cards) |
| Mr. Stampy Cat | YouTube | Maker Studios | English video game commentator known for his Minecraft play-throughs. | 6.5 (YT) | Egmont (books) |
| Rosanna Pansino | YouTube | Self | American baking show Nerdy Nummies features a nerdy theme. | 4.7 (YT) | Atria Books (cookbooks), Represent (t-shirts) |
| JacksGap (Jack & Finn Harries) | YouTube | Self | Travel vloggers who documented their gap year in India. | 4.1 (YT) | Skreend (apparel, accessories), Redbubble (apparel, accessories) |
| Life's S.o. R.a.d. | YouTube | AwesomenessTV | Original YT series featuring top teen vloggers talking about style, shopping, etc. | 3.0 (YT, AwesomenessTV channel) | Kohl's (junior apparel) |
| MyHarto (Hannah Hart) | YouTube | Self | American vlogger and cooking-oriented comedian who rose to prominence with My Drunk Kitchen. | 2.3 (YT) | Dey St. (cookbooks) |
| Pixiwoo (Sam & Nic Chapman) | YouTube | Gleam Futures | English professional makeup artist duo turned beauty tutorial vloggers. | 1.9 (YT) | Paris Presents (makeup brushes) |

Continued on page 23

Digital Celebrities *Continued from page 22*

| PROPERTY | SOURCE | CONTACT | DESCRIPTION | FOLLOWERS (IN MILLIONS) | SELECTED LICENSEES |
|--|----------------|--|--|--|---|
| Cassey Ho | YouTube | Self | Fitness vlogger and creator of POP Pilates workout. | 2.6 (YT), 1.1 (Instagram) | 24 Hour Fitness (workouts), Penguin Random House (books), oGorgeous (activewear, accessories) |
| Meg DeAngelis | YouTube | Self | Fashion lifestyle vlogger and AwesomenessTV star. | 1.6 (YT) | PBTeen (homewares) |
| Elle & Blair (Elle & Blair Fowler) | YouTube | APA | Sisters produce beauty and style-related tutorials and lifestyle vlogs. | Elle: 1.3 (YT), Blair: 1.8 (YT) | Cellairis (phone cases), Blush.com/Skylark (makeup, fragrance), St. Martin Press (books), JustFab.com (shoes, handbags) |
| Nash Grier | Vine | 26 Management Team | American 17-year-old who produces slapstick comedy, song parodies, and adolescent humor. | 12.2 (Vine), 8.2 (Instagram), 5.0 (Twitter), 4.6 (YT) | Aeropostale (apparel), BLV Brands (apparel, mobile phone cases, throw blankets) |
| King Bach (Andrew Bachelor) | Vine | United Talent Agency | Comedian who landed acting roles including in "House of Lies." | 14.0 (Vine), 4.8 (Instagram) | MakerShop (apparel) |
| Brittany Furlan | Vine | Endemol Beyond | Comedic actress and vlogger. | 9.6 (Vine), 1.4 (Instagram) | Redbubble (t-shirts) |
| Logan Paul | Vine, Snapchat | Self | Comedic pratfalls built on athleticism and lack of fear. | 8.6 (Vine) | Represent (t-shirts), Redbubble (t-shirts, prints) |
| Cameron Dallas | Vine | 26 Management Team | American 20-year-old who produces prankster comedy. | 8.6 (Vine), 5.6 (Instagram), 5.5 (Twitter), 4.0 (YT) | Aeropostale (apparel), BLV Brands (apparel, mobile phone cases, throw blankets) |
| Jerome Jarre | Vine, Snapchat | GrapeStory (Vine), The Collective (YT) | French comedian and vlogger. LGBT friendly (which is hard on Vine). | 8.5 (Vine), 1.9 (Instagram), 1.5 (Snapchat), 1.3 (Twitter), 0.9 (YT) | Redbubble (t-shirts, greeting cards) |
| Nicholas Megalis | Vine | Self | Calls himself "Artist. Musician. Idiot." | 4.8 (Vine) | Simon & Schuster (book) |
| Carter Reynolds | Vine | 26 Management Team | American 17-year-old who produces prankster comedy. | 4.4 (Vine), 2.9 (Instagram), 2.5 (Twitter) | Aeropostale (apparel), BLV Brands (apparel, mobile phone cases, throw blankets) |
| Hayes Grier | Vine | 26 Management Team | American 14-year-old who rose to popularity following his brother Nash Grier. | 4.1 (Vine), 4.3 (Instagram), 3.0 (Twitter) | Aeropostale (apparel), BLV Brands (apparel, mobile phone cases, throw blankets) |
| Oh Joy (Joy Cho) | Pinterest | Oh Joy | American design, fashion, and lifestyle blogger. | 13.1 (Pinterest) | Target (party goods), Feed (diaper bags), Nod (children's bedding), Twig (children's home decor), Hygge & West (children's furniture), Microsoft (computer accessories) |
| Poppytalk (Earl Einarson, Jan Halvarson) | Pinterest | Self | Canadian design blogger focused on design, DIY, handmade, and vintage. | 8.4 (Pinterest) | Target (party goods) |
| Wit & Delight (Kate Arends) | Pinterest | Self | Design and fashion lifestyle blogger. | 2.6 (Pinterest) | Target (party goods, towels, home decor, coasters, cutlery, rugs) |
| Jen Selter | Instagram | The Legacy Agency | "Belfie" star known for her prominent derriere. | 7.3 (Instagram), 0.9 (Twitter) | CIRRUS (fitness products) |
| AManNamedPatrick (Patrick Janelle) | Instagram | Self | Vlogger posts iPhone camera stylized photos from his everyday life. | 0.4 (Instagram) | Suitable (men's apparel) |
| Blonde Salad, The (Chiara Ferragni) | Instagram | TBS Crew | Fashion blogger. | 0.2 (Instagram) | Steve Madden (footwear), Lorenzo Barindelli and Paolo Barletta (footwear), books |
| GaryPepperGirl (Nicole Warne) | Blog | IMG | Australian fashion vlogger. | 1.4 (Instagram) | Kiehl's (haircare) |
| The Pioneer Woman (Ree Drummond) | Blog | Self | Blogger and best-selling cookbook author. | 0.6 (Pinterest) | Gibson Overseas (tableware, cooking products exclusive for Walmart) |
| Apartment Therapy (Maxwell Ryan) | Blog | Brand Central | Home decor, design, and apartment lifestyle blog. | N/A | Penguin Random House (books) |
| Snob Essentials (Tina Craig, Kelly Cook) | Blog | Beanstalk | BagSnob blog expanded to include beauty, couture, jewelry, shoes, kids and lifestyle. | N/A | Artisan House/HSN (handbags) |
| Bakerella (Angie Dudley) | Blog | Self | Baking and decorating blog. | N/A | Chronicle Publishing (books), Toys 'R' Us (exclusive toys) |
| BryanBoy (Bryan Grey Yambao) | Blog | Self | Korean fashion blogger. | N/A | Adrienne Landou (fur accessories) |
| Cupcakes & Cashmere (Emily Schuman) | Blog | Brand Central | Food, fashion and lifestyle blogger. | N/A | Club Monaco (apparel), Coach (handbags), Harry N. Abrams (books) |
| Garance Doré | Blog | Self | French fashion blogger known for her streetstyle photography and illustrations. | N/A | Kate Spade (apparel), Rifle Paper Co. (stationery) |
| Hungry Girl (Lisa Lillien) | Blog | Hungry Girl | Daily e-mail subscription service about healthy eating. | N/A | St. Martin's Griffin (books), Cooking Channel (TV show) |
| Man Repeller (Leandra Medine) | Blog | Self | Leandra Medine on women's fashion trendsetting meant to repel members of the opposite sex. | N/A | Hachette (books); Superga (sneakers) |
| The Sartorialist (Scott Schuman) | Blog | Self | Fashion and lifestyle blog. | N/A | Penguin Random House (books) |
| Grumpy Cat (Tardar Sauce) | Reddit | Owner: Tabatha Bundesen, Agent: Ben Lashes | Viral sensation whose deformities make her look perpetually grumpy. | N/A; 18 views (YT) | Dynamite Entertainment (comic books), Chronicle Books (books), Dover Publications (books), Gund (plush), Ganz (apps) |

Who's News

Charlotte Castillo is promoted to SVP Brand Management & Creative for Nickelodeon and Viacom Consumer Products.

Mark Caplan is promoted to SVP Global Consumer Products for Sony Pictures Consumer Products.

Elias Hofman steps down as President of Exim Group.

Universal Pictures names former Nickelodeon executive **Teri Weiss** SVP & Head Kids/Family Development & Production of its Universal Kids Productions group.

Rovio tabs **Vincent Yu** as Country Manager in China and **Anurag Sachdeva** to lead regional business in India and South Asia.

Re:creation co-founder **Seth Bishop** is appointed as MD of toy firm KD U.K. Bishop.

Tim Nolan is the new President of Imperial Toy.

Scholastic U.K. names **David Maybury** Media Development Director and expands the roles of Licensing & Nonfiction Publisher **Elizabeth Scoggins** and Licensing Scout **Maya Maraj**.

Holly Oldham leaves Rubies's Masquerade Ltd. to joins Hasbro's U.K. team as Licensing Director.

Bulldog Licensing appoints **Sophie Yates** as Licensing Coordinator.

Kay Krill, President & CEO of Ann Inc., who founded the fast-growing Loft division, is handing over the reins to her second-in-command, **Gary Muto**.

Tommy Bahama promotes President **Douglas B. Wood** to CEO.

Alison Loehnis is the new President of The Net-A-Porter Group.

Walmart names **Steve Bratspies** Chief Merchant for all U.S. stores.

Former Walmart China CMO **John Furner** is appointed EVP Merchandising for Sam's Club.

Ralph Lauren appoints **Stefan Larsson** as CEO. Current President & COO **Jackwyn Nemerov** will step down to serve as an advisor.

Michelle Kessler-Sanders has been tapped as President Calvin Klein Collection. **John Van Glahn** will stay on as President Global Licensing.

Puma promotes **Daniela Molin** to GM Accessories & Licensing. She replaces **Philippe Le-Bretton**, who in turn takes on the role of GM Southeast Asia. Le-Bretton succeeds Jose Miguel Gomes de Andrade, who has left Puma.

Juliana Chugg joins Mattel as Global Core Brands Officer. Mattel also taps **Catherine Balsam-Schwaber** as Chief Content. **John Vandemore** rounds out the new hires as CFO Global Brands & Commercial.

Marcus Wolter expands his role at global producer-distributor Endemol Shine to serve as Chairman Northern Europe. In addition to serving as CEO Germany, Wolter will oversee the company's operations in the Nordics, the Netherlands, and Belgium.

RMI taps **Saphia Maxamed** as Head Entertainment, where she will develop licensing strategies for the agency's portfolio of celebrity and entertainment brands.

Sander Schwartz signs on as President of kids' social media network Grom Social.

Fantasy sports company FanDuel snapped up **Jim Ross** as GM League & Team Marketing to manage team and league partnerships.

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