

# TLL THE LICENSING LETTER

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

## Turtles, Trolls and Other Movie Licenses That Will Challenge Star Wars This Year

With *Star Wars: The Force Awakens* closing in on \$2 billion in global ticket sales, it's clear the latest installment in the sci-fi epic will continue to drive licensed merchandise sales throughout 2016—and beyond. Once *The Force Awakens* leaves theaters, there will be the home entertainment release to merchandise around, and then *Star Wars: Rogue One*, the first franchise spin-off movie, hitting theaters in December. In fact, there is a *Star Wars* movie due in theaters every year through at least 2019.

Disney made clear its intent to manage a long licensing campaign by strategically releasing new product to market in January, when it announced four-plus months after its unprecedented “Force Friday” merch launch that a fleet of new products are landing in stores, including *Star Wars* NERF Rey and Han Solo blasters, a *Star Wars* Bladebuilders Rey Electronic Lightsaber and new LEGO *Star Wars: The Force Awakens* construction sets.

While Disney positioned the new product wave as having been previously kept under wraps to preserve storyline surprises, more critical observers saw it as a late effort to give equal treatment to the film's popular female heroine, Rey. Whatever the reason, refreshing *Star Wars* products will only help Disney keep the property at the top of the movie licensing heap this year.

That's not to say it will be without competition. Warner Bros. Consumer Products just named Disney veteran Pam Lifford as its new President, replacing Brad Globe. While Lifford most recently was EVP Global Licensing for Quicksilver, her 12-year tenure at Disney positions her to help WBCP close the significant licensing gap between Warner's DC Entertainment superheroes and Disney's Marvel stable—a priority of studio boss Kevin Tsujihara. According to the announcement of Lifford's new job, her marching orders include “optimizing” licensing revenues for DC Entertainment

and J.K. Rowling's Wizarding World, as well as the studio's classic animation.

It's a bit late for Lifford to have an effect on the studio's initial licensing campaign for the March 25 release *Batman v Superman: Dawn of Justice*, but the two superhero characters are among the biggest perennial properties in entertainment/character licensing and the film—which made a big splash by unveiling the Batmobile at Licensing Expo last June—will give them extra oomph this year.

*Continued on page 3*

### CONSUMER ELECTRONICS SHOW

## Wearable Technology, VR in the Spotlight at CES

Continued consumer adoption of connected devices and technologies, collectively known as the “Internet of Things” or IoT, is forecast to push the U.S. consumer technology industry to a record \$287 billion in retail revenues in 2016, creating ample new licensing opportunities along the way in products for home and personal use.

The Consumer Technology Association (formerly the Consumer Electronics Association), producer of last month's giant CES trade show in Las Vegas, predicts that overall technology revenues will edge up just 1% as the growth of large and mature product categories, including smartphones, TVs and laptops, slows but fledgling innovations, including wearables and smart home technology, post big gains. Sales of fitness trackers, for instance, will grow 12% to 17.4 million units, representing \$1.3 billion in revenue in 2016, CTA predicts, while smart-watch sales will increase 28% in units and 22% in revenue (\$3.7 billion). The market for smart home devices, including thermostats, smoke and CO2 detectors, locks and light switches, will reach 8.9 million units (up 21%) and \$1.2 billion in revenue, according to CTA.

*Continued on page 8*

## Inside This Issue

Planned Feature  
Films with Licensing  
Potential, 2016–2020 ...3

What's Next  
for the 15 Biggest  
Movie Franchises  
of 2015 ..... 8

Select Consumer  
Electronics Licensing  
Announcements,  
CES 2016 ..... 9

Licensing News..... 10

Contacts &  
Connections ..... 15

Top Sports Leagues  
are Driving  
Licensed Sales ..... 18

MLB Continues  
to Score With  
Hot Markets ..... 18

NASCAR Looks  
to Diversify ..... 19

Top Sports Stars  
of 2015 ..... 20

Who's News ..... 20

# ➡ Licensing Ledger

**Sequential Brands Group** restructured its agreement with **Martha Stewart Living Omnimedia** in a new 10 year contract to acquire all outstanding shares of the media company. Sequential expects to generate nearly \$3.75 billion in annual global retail sales from its combined portfolio brands. The Martha Stewart and Emeril brands alone are estimated to achieve \$75 million in annual royalty revenue. **Newell Rubbermaid** acquired **Jarden Corp.** for \$15 billion to create a combined entity that is projected to become a \$16 billion consumer goods company.

**Nautilus** acquired **Octane Fitness** for \$115 million.

**Stallion Sport** and **InterSport Corp.** have acquired the global rights to **Wham-O** from Wham-O Holding Ltd., the manufacturer of Frisbee, the Original Slip 'N Slide, Hula Hoop and Hacky Sack. The new owners plan to position Wham-O products back at the forefront of mass, sporting goods and specialty retailers.

**Activision Blizzard** acquired **Major League Gaming**, an organizer of gaming tournaments, at a rumored \$46 million price tag in a move calculated to expand its reach in esports. With an esports audience of 100 million unique viewers annually, the game publisher aims to create the "ESPN of esports."

**OluKai**, the Hawaii-inspired footwear brand, has acquired ocean performance eyewear brand **Kaenon** for an undisclosed sum. Kaenon will remain a separate entity.

**Hudson's Bay** acquired **Gilt Groupe** for \$250 million in cash; the purchase is expected to close Feb. 1. Hudson's Bay plans to fold the luxury flash-sale site into its Saks Off 5th division to further develop its all-channel retail model. The buy will add \$500 million to the retailer's 2016 sales with an additional contribution of \$40 million by 2017.

**Iconix** has until June to complete a refinancing of its \$300 million debt obligation—all as it endures an SEC investigation, shareholder lawsuits and falling revenues (particularly for its men's fashion and sports brands). **Sports Direct**—a U.K. sports retailer manages a portfolio including Dunlop, Slazenger and Everlast—has acquired 9% of the troubled company. And **Pharrell Williams** bought back his 50% stake in **BBC Ice Cream**.

**Walt Disney Co.** is in talks to sell its half of the **Fusion** cable TV venture to its partner **Univision Communications**. The media outlet for English-speaking Hispanic Millennials reportedly lost more than \$64 million between 2012 and 2014, in addition to a reported \$17.8 million loss for the first half of 2015 by Univision.

## STAR WARS TOY SALES ONE-THIRD HIGHER THAN FROZEN

Star Wars, the space epic whose newest chapter has knocked down box-office records around the world, also drove sales of movie licensed toys up by almost 10% in 2015, according to The NPD Group's year-end accounting of U.S. toy sales. Connection to entertainment content was the key driver behind the growth of the toy industry in 2015, NPD found, with overall toy sales growing 6.7% during the year. Movie licensed toys, led by Star Wars, significantly outperformed the overall market with 9.4% growth.

While movie licenses led the toy market growth, other kinds of entertainment content were also a factor in the growth of key properties, including TV (Paw Patrol), apps (Minecraft) and YouTube videos (Shopkins).

Star Wars was the top licensed toy property of the year, generating more than \$700 million in retail sales by NPD's count – about one-third more than the \$531 million in sales NPD attributed to Star

Wars' Disney sibling, Frozen, in 2014. In 2015, Star Wars generated more sales and contributed more growth than other blockbuster movie properties Jurassic World, Minions and Avengers combined, NPD reported.

Star Wars was the No. 1 absolute dollar growth contributor to three of NPD's super-categories: action figures, vehicles and all other toys. The property was not, however, responsible for the top toy of the year. That distinction went to Moose Toys' Shopkins.

"What was especially interesting to see this year among the top ten selling items was the wide diversity of toys from simple to complex," said Juli Lennett, U.S. toys industry analyst for NPD.

"In addition, among the top toys were evergreen properties like Hot Wheels, Barbie, Star Wars and Ninja Turtles, as well as relatively new properties like Shopkins, Paw Patrol and Minecraft. Price points were also wide ranging, from under \$1 to over \$150."

## TOP SELLING TRADITIONAL TOY ITEMS\* IN 2015 (RANKED ON \$)

RANK	ITEM	MANUFACTURER
1	Shopkins 12 Pack Asst	Moose Toys
2	Paw Patrol Basic Vehicle w/ Pup Asst	Spin Master
3	Hot Wheels Car Basic Asst	Mattel
4	Shopkins 2 Pack	Moose Toys
5	Barbie Dream House	Mattel
6	Teenage Mutant Ninja Turtles Fig Asst	Mattel
7	Minecraft Mini Figures Asst	Mattel
8	Star Wars Sphero App Controlled BB-8	Sphero
9	Hot Wheels 5 Car Gift Pack Asst	Mattel
10	Minecraft The Cave	LEGO Group

SOURCE: THE NPD GROUP INC./RETAIL TRACKING SERVICE, JAN.-DEC. 2015

\*List does not include retail exclusives.



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

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## Turtles, Trolls and Other Movie Licenses

Continued from page 1

“As the most iconic superheroes come together for the first time ever on the big screen in *Batman v Superman: Dawn of Justice*, we are thrilled to be partnering with licensees around the world to support the film,” said Diane Nelson, President of DC Entertainment and Warner Bros. Consumer Products. The two-page list of licensees for the movie includes master toy licensee Mattel, LEGO, Funko, Thinkway Toys, Jakks Pacific, Bandai America, Spin Master, SquareEnix, Under Armour, Converse, New Era Cap Company, Bioworld, Junk Food, Scholastic, Hallmark, Sakar International, PEZ Candy and General Mills, which last month announced *Batman v Superman: Dawn of Justice* cereal, featuring chocolate strawberry Batman emblems and caramel crunch Superman shields. (General Mills last year brought to market a Star Wars cereal intended to “stick around and evolve as each additional Star Wars movie is released.) International retailers lining up behind Dawn of Justice include Carrefour, H&M, Inditex, Lidl, Primark, TV Mania, Benetton, Mango, Jay Jays and Big W.

The movie is just the beginning of a stream of DC superhero-driven movies lined up annually, including Wonder Woman (June 2017), *Justice League: Part 1* (November 2017), *Aquaman* (Jul. 2018) and *Justice League: Part 2* (July 2019).

Others 2016 movies that we believe will successfully compete for retail shelf space this year include:

2016 FILMS TO LEAD LICENSING			
FILM	LICENSOR	RELEASE DATE	NOTES
<i>Teenage Mutant Ninja Turtles 2</i>	Nickelodeon	6/3/16	Movie distributor Paramount Pictures demonstrated its faith in this \$1 billion-plus property by slating it for release at the height of the summer blockbuster season. (The 2014 film unspooled in a quieter August slot.) With a hit series on Nickelodeon and Carmelo Anthony in their corner, the Turtles look pretty unstoppable.
<i>Finding Dory</i>	Disney	6/17/16	Is there a more universally loved celebrity on the planet than Ellen DeGeneres? Combine her popularity with the still high awareness of original Finding Nemo (the top-selling DVD of all time) and the Disney merchandising machine, and Dory looks to have all the elements for success.
<i>Ghostbusters</i>	Sony	7/15/16	Sony will be putting much of its focus on Ghostbusters, with licensing for the Melissa McCarthy vehicle overlapping resurgent interest in the classic Ghostbusters property, which celebrated 30 years in 2014.
<i>Trolls</i>	DreamWorks Animation	11/4/16	DWA acquired the Trolls IP in 2013 and is looking for the property to become one of its biggest, with licensing for the colorful mop-tops heavy in toys, fashion and publishing, among other categories. Collectability has been a key to the success of the studio's How to Train Your Dragon merchandising, and that strategy could also work for Trolls.

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
Kung Fu Panda 3	1/29/2016	DreamWorks Animation	Jack Black again voices Po in the third film in the Kung Fu Panda franchise.	X						
Pride and Prejudice and Zombies	2/5/2016	Screen Gems	Lily James (Disney's Cinderella) stars in the adaptation of Seth Grahame-Smith's 2009 novel, a mashup of the zombie genre with Jane Austen's "Pride and Prejudice." Book sold over 1.5 million copies in the U.S.			X				
Deadpool	2/12/2016	20th Century Fox	Ryan Reynolds stars in this X-Men spin-off as the former Special Forces operative turned mercenary who gains accelerated healing powers after a rogue experiment.				X	X		X
Zoolander 2	2/12/2016	Paramount	Sequel 15 years in the making reteams Ben Stiller and Owen Wilson as international fashion superstars Derek Zoolander and Hansel.	X						
Zootopia	3/4/2016	Walt Disney Studios	CG animated film about a fox framed for a crime and chased by a rabbit police officer. Directed by Tangled's Byron Howard.							X
The Young Messiah	3/11/2016	Universal Pictures	In this Easter release based on the novel by Anne Rice, a 7 year-old Jesus Christ discovers the truth about his birth and his purpose in life.			X				
The Divergent Series: Allegiant (Part 1)	3/18/2016	Lionsgate	Second sequel and Part 1 of the finale to the Divergent young adult trilogy, starring Shailene Woodley.	X		X				
The Little Prince	3/18/2016	Paramount Animation	First-ever animated feature adaptation of Antoine de Saint-Exupéry's iconic children's book.			X				
Batman v Superman: Dawn of Justice	3/25/2016	Warner Bros.	Zack Snyder directed sequel to Man of Steel, once again starring Henry Cavill as Superman, with Ben Affleck as Bruce Wayne/Batman.	X					X	
Barbershop: The Next Cut	4/15/2016	Warner Bros.	Ice Cube and Cedric the Entertainer are booking new appointments more than two years after the original film and first sequel.	X						
The Jungle Book	4/15/2016	Walt Disney Studios	Live action version of the Disney adaptation of the Rudyard Kipling novel, directed by Jon Favreau and featuring the voices of Idris Elba and Scarlett Johansson.		X	X				

Continued on page 4

FILM	PLANNED RELEASE	FILM COMPANY	SUMMARY	SEQUEL	REBOOT	BOOK	GAME	TOY	COMIC	ORIGINAL	TV
The Huntsman: Winter's War	4/22/2016	Universal	Chris Hemsworth and Charlize Theron reprise their roles in sequel to 2012's Snow White and the Huntsman.	X		X					
Ratchet & Clank	4/29/2016	Universal	Two unlikely heroes battle an alien to save their galaxy in this CG-animated feature film is based on the iconic PlayStation video game franchise.				X				
Captain America: Civil War	5/6/2016	Walt Disney Studios	The third Captain America film will be rooted in the Civil War story line from Marvel's comic books.	X					X		
Angry Birds	5/20/2016	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	5/20/2016	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	5/27/2016	20th Century Fox	Third sequel in the Origins series and eighth film in the X-Men series.	X					X		
Alice Through the Looking Glass	5/27/2016	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	6/3/2016	Paramount Pictures	This \$1 billion licensing brand is back with the pizza-loving Turtles in a new adventure.	X					X		X
Warcraft	6/10/2016	Universal Pictures	Duncan Jones directs Colin Farrell in a film based on Blizzard Entertainment's popular action/fantasy series.				X				
Finding Dory	6/17/2016	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	6/24/2016	20th Century Fox	Director Roland Emmerich is behind the camera again for this sequel to 1996 blockbuster Independence Day.	X							
The Legend of Tarzan	7/1/2016	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	7/1/2016	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	7/8/2016	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	7/15/2016	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	7/22/2016	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	7/22/2016	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	7/22/2016	Warner Bros.	Guy Ritchie's retelling of the King Arthur story, which the studio hopes to make a new franchise of multiple installments.			X					
Bourne 5 (untitled)	7/29/2016	Universal Pictures	Star Matt Damon and director Paul Greengrass reteam for latest installment in the spy series.	X							
Suicide Squad	8/5/2016	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		
Ben Hur	8/12/2016	Paramount Pictures	A falsely accused nobleman survives years of slavery to take vengeance on his best friend who betrayed him in this MGM remake of the 1959 Charlton Heston classic. With Morgan Freeman.		X	X					
Pete's Dragon	8/12/2016	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	8/12/2016	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	8/26/2016	Millennium Films/ Lionsgate	Jason Statham reprises his title role as a master assassin.	X							
Bridget Jones's Baby	9/16/2016	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	9/23/2016	MGM Studios	Remake of the 1960 classic about seven gunmen who join forces to defend a Mexican village.		X						
Storks	9/23/2016	Warner Bros.	Animated adventure featuring the voices of Andy Samberg and Kelsey Grammer.							X	
Gambit	10/7/2016	20th Century Fox	Channing Tatum stars in this X-Men spinoff.						X		
Middle School: The Worst Years of My Life	10/7/2016	Lionsgate	Based on the teen book series by James Patterson.			X					
Monster High	10/7/2016	Universal Pictures	Based on the Mattel toy line, children of famous monsters experience high school in this live action musical.					X			X
Underworld 5	10/14/2016	Sony Screen Gems	Last chapter in the battle between supernatural races.	X							

Continued from page 4

FILM	PLANNED RELEASE	FILM COMPANY	SUMMARY	SEQUEL	REBOOT	BOOK	GAME	TOY	COMIC	ORIGINAL TV
Jack Reacher: Never Go Back	10/21/2016	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				
Inferno	10/28/2016	Sony Pictures	Tom Hanks returns as Harvard symbologist Robert Langdon in this adaptation of the Dan Brown novel.	X		X				
Dr. Strange	11/4/2016	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	11/4/2016	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	11/18/2016	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	11/23/2016	Walt Disney Studios	A bold teenage girl travels through the ancient South Pacific world of Oceania.							X
Chicken Soup for the Soul	12/16/2016	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	12/16/2016	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	12/21/2016	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			
Sing	12/21/2016	Illumination/Universal Pictures	Matthew McConaughey voices a koala named Buster who creates a singing competition to save his empty theater.							X
Miss Peregrine's Home for Peculiars	12/25/2016	20th Century Fox	Tim Burton's adaptation of the Ransom Riggs' young adult novel.			X				
The Best Man Wedding	TBA 2016	Universal	Next installment in the Best Man franchise.	X						
The Dark Tower	1/13/2017	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				
Friday the 13th Reboot	1/13/2017	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					
Monster Trucks	1/13/2017	Paramount Pictures	Live action/CGI film based on the popularity of the titular vehicles; with Rob Lowe.							X
Power Rangers	1/13/2017	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	1/27/2017	Sony Screen Gems	Humanity is on its last legs in Alice's (Milla Jovovich) most difficult adventure.	X		X				
Fifty Shades Darker	2/10/2017	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	2/10/2017	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	2/17/2017	Sony Pictures	Another sequel to the action comedy series about two loose cannon cops. Past films were in 1995 and 2003.	X						
Knights of the Roundtable: King Arthur	2/17/2017	Warner Bros.	Guy Ritchie's retelling of the King Arthur story, which the studio hopes to make a new franchise of multiple installments.			X				
Maze Runner: The Death Cure	2/17/2017	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				
Wolverine 2	3/3/2017	20th Century Fox	Hugh Jackman will don the claws one last time in this sequel.	X					X	
Boss Baby	3/10/2017	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	3/10/2017	Universal Pictures	Action/adventure story centered on King Kong's origins.		X					
Beauty and the Beast	3/17/2017	Walt Disney Studios	Another live-action Disney adaptation of its own animated film. Emma Watson plays Belle.		X	X				
Power Rangers	3/24/2017	Lionsgate	Live action movie based on the Saban Brands property is intended as the first in a franchise.							X
Ghost in the Shell	3/31/2017	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	3/31/2017	Sony Pictures	Mandy Patinkin voices Papa Smurf in this all-animated film focusing on the origins of the Smurfs.		X				X	
Ferdinand	4/7/2017	20th Century Fox	Blue Sky Studios' adaptation of the classic Munro Leaf children's book.			X				
Furious 8	4/14/2017	Universal Pictures	Vin Diesel returns in the eighth film in the franchise.	X						
Guardians of the Galaxy Vol. 2	5/5/2017	Walt Disney Studios	Sequel to 2014's Marvel tale of oddball superheroes.	X					X	
Baywatch	5/19/2017	Paramount Pictures	Dwayne Johnson and Zac Efron star in this reboot of the 1990s TV series.	X						X

Continued on page 6



Continued from page 5

FILM	PLANNED RELEASE	FILM COMPANY	SUMMARY	SEQUEL	REBOOT	BOOK	GAME	TOY	COMIC	ORIGINAL	TV
Pirates of the Caribbean: Dead Men Tell No Tales	5/26/2017	Walt Disney Studios	Johnny Depp swashbuckles again for producer Jerry Bruckheimer.	X							
Star Wars: Episode VIII	5/26/2017	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	6/2/2017	Sony Pictures	Live-action film based on the toy line. Screenplay by Diablo Cody.					X			
Dark Universe: The Mummy	6/9/2017	Universal Pictures	A reboot of The Mummy franchise, set in the present day, with Tom Cruise set to star.		X						
The Divergent Series: Ascendant	6/9/2017	Lionsgate	Fourth and final film in The Divergent Series. Shailene Woodley and Theo James star.	X		X					
World War Z 2	6/9/2017	Paramount Pictures	Brad Pitt continues to battle zombie hoards.	X							
Cars 3	6/16/2017	Walt Disney Studios	Cars threequel.	X							
Wonder Woman	6/23/2017	Warner Bros.	An Amazon princess becomes the greatest of DC superheroines.						X		X
Despicable Me 3	6/30/2017	Universal Pictures	Third sequel and fourth film (including Minions) in the Despicable Me series from Illumination Entertainment.	X							
Uncharted	6/30/2017	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				
Spider-Man reboot (untitled)	7/7/2017	Sony Pictures	Sony will reboot the Spider-Man franchise with help from Disney's Marvel Studios. Tom Holland takes the title role.		X				X		
War of the Planet of the Apes	7/14/2017	20th Century Fox	Sequel to 2014's Dawn of the Planet of the Apes.	X							
Valerian and the City of a Thousand Planets	7/21/2017	EuropaCorp	Luc Besson directs this English language adaptation of the Gallic comic book series Valerian and Laureline.						X		
Jumanji	12/25/2016	Sony Pictures	Remake of the 1995 Robin Williams film based on the Chris Van Allsburg storybook. Jake Kasdan directs.		X	X					
Blazing Samurai	8/4/2017	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	
Pitch Perfect 3	8/4/2017	Universal Pictures	Another a capella adventure.	X							
The Emoji Movie	8/11/2017	Sony Pictures	In development.							X	
Ninjago	9/22/2017	Warner Bros.	Big-screen animation based on LEGO's popular ninja-inspired building sets and figures.					X			X
Jungle Book: Origins	10/6/2017	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	11/3/2017	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		
My Little Pony	11/3/2017	Lionsgate	Hasbro Studio is a producer of this movie based on the toy company's colorful winged ponies, a \$1 billion-plus brand.					X			X
Justice League: Part 1	11/17/2017	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	11/17/2017	Universal Pictures	Reimagining of the Dr. Seuss Christmas tale from animation studio Illumination Entertainment.		X	X					
Coco	11/22/2017	Walt Disney Studios	A generations-old mystery leads to a surprising family reunion.							X	
The Lamb	12/8/2017	Sony Pictures	This spin on the Nativity story focuses on a young lamb who will change the world.							X	
Star Wars: Episode VIII	12/15/2017	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							
Six Billion Dollar Man	12/22/2017	Dimension Films	Mark Wahlberg stars as the bionic man from 70's TV series, The Six Million Dollar Man, adjusted for inflation.			X					X
The Croods 2	12/22/2017	DreamWorks Animation	Sequel to the 2013 caveman hit; with Emma Stone and Nicolas Cage.	X							
Untitled Creed sequel	Nov. 2017	MGM Studios	Sequel to 2015's next-generation Rocky hit, with Sylvester Stallone and Michael B. Jordan.	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		
Jeepers Creepers 3	TBA 2017	American Zoetrope	Threequel to the Jeepers Creepers horror films. Previous releases in 2001, 2003.	X							
Gnomeo & Juliet: Sherlock Gnomes	1/12/2017	Paramount Pictures	The gnomes recruit renowned detective Sherlock Gnomes to investigate the disappearance of other garden statuary; voices by Johnny Depp and Emily Blunt.	X							
Fifty Shades Freed	2/9/2018	Universal	Third installment in the Fifty Shades trilogy details the couple's life after marriage.	X		X					
Black Panther	2/16/2018	Walt Disney Studios	The royal leader of an African nation is bestowed with superpowers. Chadwick Boseman stars.						X		

Continued on page 7

Continued from page 6

FILM	PLANNED RELEASE	FILM COMPANY	SUMMARY	SEQUEL	REBOOT	BOOK	GAME	TOY	COMIC	ORIGINAL TV
Larrikins	2/16/2018	DreamWorks Animation	Follows a young, desert-dwelling marsupial who ventures out from his sheltered life.							X
Gigantic	3/9/2018	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	3/23/2018	Warner Bros.	Scientist Barry Allen becomes the super fast superhero, a member of DC Comics' Justice League.						X	
Anubis	3/23/2018	20th Century Fox	Animated story of a mummy's curse and Underworld monsters, based on the 2006 novel by Bruce Zick.			X				
Peter Rabbit	3/23/2018	Sony Pictures	Based on the classic Beatrix Potter character, the film will mix animation and live action.			X				
The Wolf Man	3/30/2018	Universal Pictures	New Universal monster franchise film.		X					
Avengers: Infinity War (Part 1)	5/4/2018	Walt Disney Studios	This time the Avengers face the menace of Thanos.	X					X	
The LEGO Movie 2	5/18/2018	Warner Bros.	Sequel to 2014's block building blockbuster.	X			X			
Star Wars Han Solo anthology film (untitled)	5/25/2018	Walt Disney Studios	Standalone "anthology" film telling the Han Solo origin story.	X						
Godzilla 2	6/8/2018	Warner Bros.	Gareth Edwards directs the sequel to 2014's Godzilla. Monsters Mothra, Rodan and Ghidorah return.	X					X	
Toy Story 4	6/15/2018	Walt Disney Studios	It's one more Pixar play date for Tim Allen and Tom Hanks.	X						
Jurassic World 2	6/22/2018	Universal Pictures	More mayhem in Jurassic World.	X		X				
How to Train Your Dragon 3	6/29/2018	DreamWorks Animation	Continues the adventure of young Viking Hiccup and his dragon, Toothless.	X						
Ant-Man and the Wasp	7/6/2018	Walt Disney Studios	Another adventure of Scott Lang/Ant-Man (Paul Rudd).	X					X	
Aquaman	7/27/2018	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)	9/21/2018	Warner Bros.	Scooby-Doo and the Mystery, Inc. gang roll again.		X				X	
Hotel Transylvania 3	9/21/2018	Sony Pictures	Third installment in the animated series about Count Dracula and his daughter Mavis.							
Fantastic Beasts & Where to Find Them 2	11/16/2018	Warner Bros.	Second installment in J.K. Rowling's Fantastic Beasts trilogy.	X		X				
Animated Spider-Man (untitled)	12/21/2018	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	
Avatar 3	Dec. 2018	20th Century Fox	Second sequel to the highest grossing film of all time.	X						
T.H.U.N.D.E.R. 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	
SpongeBob SquarePants 3	2/8/2019	Paramount Animation	Director Paul Tibbitt returns to the TV-based franchise.	X						X
Captain Marvel	3/8/2019	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!	4/5/2019	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)	5/3/2019	Walt Disney Studios	Second half of the third Avengers film.	X					X	
The Billion Brick Race	5/24/2019	Warner Bros.	Another LEGO movie sequel built brick-by-brick.	X			X			
Justice League: Part 2	6/14/2019	Walt Disney Studios	Sequel follows the DC Comics-based superhero team.	X					X	X
Incredibles 2	6/21/2019	Walt Disney Studios	Writer/director Brad Bird's sequel to 2004's The Incredibles.	X						
Bad Boys 4	7/3/2019	Sony Pictures	Follows 2017's Bad Boys 3.	X						
Inhumans	7/12/2019	Walt Disney Studios	In this Marvel film, an isolated community of superhumans fight to protect themselves.						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	4/3/2020	Warner Bros.	Cyborg, aka Victor Stone, is a member of the Justice League.						X	
Green Lantern Corps	6/19/2020	Warner Bros.	A group of humans join a peacekeeping force that protects the universe.		X				X	
Fantastic Beasts and Where to Find Them 3	11/20/2020	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: Companies, compiled by THE LICENSING LETTER

## What's Next for the 15 Biggest Movie Franchises of 2015

As the clock ticked down on 2015, entertainment pundits focused on the galactic box office pace of *Star Wars: The Force Awakens*, which by Dec. 30 had charged past \$600 million at the domestic box-office in a record 12 days on its way to eventually becoming the biggest domestic release of all time, with 879 million (and counting) in ticket sales.

On a licensing basis it was clearly no contest, with the *The Force Awakens* expected by analysts to sell \$3 billion to \$5 billion in licensed goods. At that rate, the space franchise, which was No. 2 on TLL's list of entertainment/character brands with **\$100 million or more in 2014 retail sales** in the U.S. and Canada, could unseat Disney's Mickey and Friends to become the top entertainment/character property in North America and globally in the 2015 tally.

TLL estimated that in 2014 the Star Wars franchise sold \$1.1 billion worth of licensed merchandise domestically and \$2.4 billion worldwide.

While it's easy to pit *The Force Awakens* and *Jurassic World* in competition, each contributed to the growth of the entertainment/character property type in 2015—as did *Avengers: Age of Ultron* and *Minions*. For proof, look no further than Hasbro, which demonstrated the broad licensing power of top movie franchises, crediting the Star Wars installment and *Jurassic World* with its 24% third quarter growth in boys' toys and 17% growth in preschool toys.

Below is a list of the top 15 movies of 2015 and what is coming up next in their franchises. For a more complete tip sheet, see TLL's updated list of [upcoming movies](#) with licensing potential beginning on page 3.

THE TOP 15 MOVIES OF 2015 – AND WHAT'S UP NEXT (FIGURES IN MILLIONS)

RANK	FILM	2015 BOX OFFICE GROSS (U.S./CANADA)	STUDIO	NEXT FRANCHISE ACTIVITY
1	<i>Jurassic World</i>	\$652.30	Universal	<i>Jurassic World 2</i> due 6/22/18.
2	<i>Star Wars: The Force Awakens</i>	\$601.00	Disney	Spin-off <i>Star Wars: Rogue One</i> due 12/16/16.
3	<i>Avengers: Age of Ultron</i>	\$459.00	Disney	An avenger next hits screens 5/6/16 in <i>Captain America: Civil War</i> . The whole team returns 5/4/18 in <i>Avengers: Infinity War (Part 1)</i> .
4	<i>Inside Out</i>	\$356.50	Disney	TBD
5	<i>Furious 7</i>	\$353.00	Universal	Vin Diesel and crew return in <i>Furious 8</i> on 4/14/17.
6	<i>Minions</i>	\$336.10	Universal	<i>Despicable Me 3</i> is up 6/30/17.
7	<i>The Hunger Games: Mockingjay, Part 2</i>	\$267.20	Lionsgate	Live stage show to open in a new theater next to Wembley Stadium in London in 2016; theme park attractions. Prequel films possible.
8	<i>The Martian</i>	\$225.10	Fox	TBD
9	<i>Cinderella</i>	\$201.20	Disney	TBD. <i>Beauty and the Beast</i> is Disney's next live-action princess project, due 3/17/17.
10	<i>Spectre</i>	\$196.70	Sony	TBD. Distribution rights to the Bond franchise are in play and star Daniel Craig has said he doesn't want to continue in the role.
11	<i>Mission Impossible: Rogue Nation</i>	\$195.00	Paramount	Look for <i>M:I 6 – Mission Impossible</i> in 2017
12	<i>Pitch Perfect 2</i>	\$184.30	Universal	The a capella show resumes with <i>Pitch Perfect 3</i> on 8/4/17.
13	<i>Ant-Man</i>	\$180.20	Disney	<i>Ant-Man and the Wasp</i> is due 7/6/18.
14	<i>Home</i>	\$177.40	Fox	TBD
15	<i>Hotel Transylvania 2</i>	\$167.80	Sony	Headed to TV in 2017 and back to theaters as <i>Hotel Transylvania 3</i> in 2018.

SOURCE: BOX OFFICE MOJO (GROSS THRU DEC. 29, 2015), THE LICENSING LETTER

## Wearable Technology

Continued from page 1

### Wearables

The wearables category emerged at 2014 CES, took off in 2015, and continued to evolve in form and function this year, with many technology, sports and fashion sector brands expanding their offerings through licensing and other partnerships, including:

- ▶ Samsung showed new designs for its Gear S2 smartwatch, including editions in 18K rose gold and platinum. It also is adding watch straps from designers including Colombo and watch faces with

Peanuts characters and artworks from Keith Haring, Jean-Michael Basquiat, Jeremyville and Burton Morris.

- ▶ Huawei introduced new crystal-encrusted smartwatches for women designed in partnership with Swarovski AG.
- ▶ Smart shoes look to be a growing category of wearable technology and Intel and New Balance at CES announced a collaboration to develop wearable

Continued on page 9



Continued from page 8

technology for athletes. When making the announcement, New Balance CEO Rob DeMartini wore running shoes featuring customized 3D printed midsoles enabled by Intel technology. The companies also are developing a smart sport watch for the 2016 holiday season.

- ▶ Under Armour is partnering with HTC for its Healthbox 24/7 fitness monitoring kit and with JBL for wireless headphones designed for high intensity workouts. UA also will bring to market its first smart shoes, the SpeedForm Gemini 2, which will store data so that users don't need another device to track workouts.
- ▶ Intel and Luxottica Group's Oakley brand gave a first look at its smart glasses featuring a voice-activated, real-time coaching system designed for runners and cyclists.
- ▶ MasterCard and Coin have partnered to bring MasterCard payments to a wide array of wearables devices, beginning with fitness trackers from Atlas Wearables and Moov, and smart watches from Omate.

### Smart Home

While smart home products are still a small market, we have to believe it will be an increased area of licensing for a wide range of consumer brands in the coming years.

Some of the activity at CES included:

- ▶ First Alert introduced a new brand, Onelink by First Alert, that uses Apple HomeKit technology in a range of home monitoring devices including a Wi-Fi Smoke + CO alarm, currently in stores, and a Wi-Fi thermostat and safe.
- ▶ Samsung positioned products as diverse as its TVs and refrigerators as hubs of home connectivity. The company's Family Hub Refrigerator includes a 21.5 inch full HD LCD screen and three cameras inside the fridge that can be accessed with a smartphone app to answer the burning question "Do we need milk?" while at the supermarket.
- ▶ Additional companies and technologies continue to sign on to the Works with Nest campaign using the Nest Thermostat and Nest Cam as centers of home connectivity.

### Virtual Reality

The buzz around **virtual reality** continues to build, nowhere more so than at CES. Even with the technology in its infancy for the consumer market due to cost (Oculus Rift disappointed gamers by announcing at CES that its headset will come to market in March priced at a higher than expected \$600) and lack of content as of yet, VR is already offering some more immersive ways for consumers to interact with brands and entertainment and sports properties.

In VR news from CES:

- ▶ Home improvement retailer Lowe's showcased its Holoroom in-store and in-home design tool that

enables consumers to experience potential home improvement designs in VR. Using Oculus Rift technology in-store and Google Cardboard viewers that give customers a take-home VR experience, the Lowe's Holoroom is now in select stores in Ohio and Colorado and will be installed in 12 additional stores across the U.S. in 2016.

- ▶ 20th Century Fox followed up its 2015 "Wild VR Experience" with this year's "The Martian VR Experience," a 20-minute interactive companion piece to the blockbuster film, executive produced by Ridley Scott. It will be available to consumers who want to experience life stranded on Mars this year on Oculus Rift, the HTC Vive and PlayStation VR.

Startup STRIVR Labs, which markets a VR platform for college and professional sports training, is moving into the consumer market, where its new Fan Experience and VR Production division has worked with Madison Square Garden and the New York Rangers to create for fans the experience of playing as a Rangers goalie. In December, STRIVR also partnered with Visa, Bank of America, and the New England Patriots to create an exclusive game day VR experience that allowed fans see the Patriots practice through the eyes of a player.

#### SELECT CONSUMER ELECTRONICS LICENSING ANNOUNCEMENTS, CES 2016

PROPERTY	GRANTED TO	PRODUCTS	GRANTED BY	NOTES
Roku	TCL	4K UHD TVs	Roku	Higher resolution 4K UHD TVs were one of the hot product categories at CES.
House of Marley	HoMedics	Turntable, headphones, Bluetooth speakers	House of Marley	House of Marley and HoMedics partnership began in 2010.
Sharp/Sharp AQUOS	Hisense	HD and 4K UHD TVs	Sharp	Sharp exited the U.S. TV business and licensed the brand to Hisense in 2015.
RCA	On Corp	TVs	Technicolor	New models include large 4K UHD Android TVx.
RCA	Curtis	Smartphones	Technicolor	Unlocked Android smartphone.
RCA	Alco	Tablets	Technicolor	Cambio 2-in-1 tablet with detachable keyboard.
Limited Too	Southern Telecom	Tech accessories	Bluestar Alliance	Includes smartphone accessories, Bluetooth speakers, headphones and cases.
Kodak PIXPRO	JK Imaging	Digital cameras	Kodak	New products include action, sports, long-zoom and point and shoot models.
Major League Baseball	Le Sports	Live streaming in China	MLB	Three year deal allows Le Sports to stream 125 games per season in China along with Mandarin-language MLB programming.

SOURCE: THE LICENSING LETTER

# Licensing News

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

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
<b>Aerodynamics</b>	Affordable, fashion-forward women's activewear brand.	Activewear, footwear	Robert Stone, FAM Brands
<b>Bally Total Fitness</b>	American fitness club chain.	Activewear, nutritional products, swimwear, underwear, vitamins	Robert Stone, FAM Brands
<b>Brigham Young University</b>	Midwest school includes football team Mercats and Mermaid logo. Licensed into t-shirts nationwide. Licensing program grew 10% in last decade.	All	Cory Moss, Collegiate Licensing Co. (CLC)
<b>Dakota Grizzly</b>	Apparel brand that takes inspiration from classic ranch life, heritage workwear and vintage American styling.	Accessories, apparel (women's), footwear, headwear, undergarments	Todd Lustgarten, Perpetual Licensing
<b>Lance210</b>	Prankster Vine star Lance Stewart has 5.6 million followers.	All	Lisa Jacobson, United Talent Agency (UTA)
<b>Lisa Jane Smith</b>	Artist uses the quirky and hilarious behavior of others to create simplistic, unique designs.	All	Marty Segelbaum, MHS Licensing + Consulting
<b>LuAnn de Lesseps</b>	TV personality known as Countess Luann on the Bravo TV reality show The Real Housewives of New York City. Brand concept is "chic made easy."	Home decor	Kerry Glasser, Concept Marketing Group
<b>Magic of Rahat</b>	Rahat Hossain is a YouTuber and magician prankster with a heart of gold; 4.1 million followers.	All	Lisa Jacobson, United Talent Agency (UTA)
<b>Marika</b>	Women's activewear brand founded in San Diego, California in 1982 during the aerobics exercise boom.	Footwear, maternity activewear, nutritional products	Robert Stone, FAM Brands
<b>Shaquille O'Neal</b>	Retired American basketball star with a 19-year career and one of the most dominant players in the NBA.	All	Nick Woodhouse, Authentic Brands Group
<b>SkyMall</b>	Multi-channel direct marketer and in-flight retailer focusing its program on travel goods with an emphasis on problem-solving products.	Apparel, electronics, nutritional products, travel accessories	Michael Gottsegen, All-American Licensing
<b>Stephen Joseph</b>	Children's gifting and accessory brand seeks to expand on its current line of gifts, backpacks, rainwear and other products.	Accessories, apparel (children's), home decor, home goods	Steven Heller, Brand Liaison (The)
<b>Tanya Whelan</b>	Designer for fabric and craft items with 400 designs ranging from soft, romantic florals to bold, vibrant vintage kitsch to eclectic modern looks.	Bedding, gifts, home decor, housewares, layette	Tamra Knepper, Knockout Licensing
<b>TipsyBartender</b>	YouTuber Skyy John is a party and drinking enthusiast who shares drink recipes (2.4 million followers).	All	Lisa Jacobson, United Talent Agency (UTA)

## Licenses Recently Granted, U.S.

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
<b>Aerosmith</b>	Colortone/Tie Dye USA	Fleece, t-shirts, tie dye t-shirts	Epic Rights
<b>Angry Birds</b>	SCS Direct	Pool games	Rovio Entertainment
<b>Beautyrest</b>	Ellery Homestyles	Bedding, window treatments	Simmons Bedding
<b>Billboard</b>	Zazzle	Accessories, custom on-demand apparel	Guggenheim Media
<b>Carson Kressley</b>	Oliver Gal Artist Co.	Wall art	Artist & Brand
<b>Corona</b>	Brew City Promotions	Sweatshirts, t-shirts	Joester Loria Group
	InGear Fashions*	Bags (men's), board shorts, footwear (men's), headwear (men's), rash guards (women's), swimwear (women's)	
	JGR Copa	Beach chairs, beach umbrellas, blankets, mats, towels	
	Northwest Co. (The)	Beach items, beach towels	
<b>Escape from New York</b>	Bottleneck Gallery	Art posters	Creative Licensing Corp. (CLC)
<b>Evil Dead 2</b>	Ripple Junction	Apparel	
<b>Expanse (The)</b>	MakerBot	3D printable models	Syfy
<b>Fog (The)</b>	Fright Rags	Hats, posters, t-shirts	Creative Licensing Corp. (CLC)
<b>Freebandz</b>	Neff Headwear	Headwear, sweatshirts, t-shirts	Sony Music Entertainment
<b>Garfield</b>	Leanin' Tree	Greeting cards, list pads, magnets, mugs	Paws, Inc.

\*Extension or renewal.

Continued on page 11

## Licensing News *Continued from page 10*

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Giada De Laurentiis	Wayfair	Housewares	Food Network
Hill-Side (The)	CB2 div. Crate and Barrel	Home furnishings	Hill-Side (The)
Howling (The)	Fright Rags	Hats, posters, t-shirts	Creative Licensing Corp. (CLC)
Jeep	Saks Fifth Avenue	Apparel	TLC/Iconix Europe
Joe's Jeans	Trebbiano dba Showroom35	Handbags, small leather accessories	Sequential Brands Group
John Carpenter's Halloween	American Classics Park Agencies	Apparel	Creative Licensing Corp. (CLC)
Joy Cho	Target	Baby accessories, bedding (infants'), home decor, nursery products	Nantaka Joy
Kevin Durant	Panini America	Memorabilia, trading cards	NFLPA
Klondike	Kate Spade & Co.	Mobile phone cases, purses	Seltzer Licensing Group
Limited Too	Southern Telecom	Bluetooth speakers, electronic accessories, headphones, mobile device & tablet protective cases	Bluestar Alliance
Lion Guard	Jay Franco & Sons Just Play Wonder Forge	Bedding Figures, plush, toys Games	Disney Consumer Products
Little Charmers	PercyVites/Percy 3DMedia	Personalized e-cards, personalized invitations	Corus Entertainment/Nelvana Enterprises
Loudmouth	Hunter Manufacturing	Collars, leashes, toys	Loudmouth Golf
Martha Stewart	Home Depot (The)* Staples*	Hardware, holiday decor, home goods, kitchenware Office products	Sequential Brands Group
Members Only	iApparel	Outerwear, sweaters	Members Only
Nanette Lepore	Josmo Shoes	Footwear (girls')	Bluestar Alliance
NASCAR	Toy State	Remote-controlled cars	NASCAR
NFL	Majestic Athletic div. VF*	Apparel	NFL
Norm of the North	Animoca Brands	Mobile game apps (Android & iOS)	Splash Entertainment
On the Night You Were Born	Demdaco	Figurines, frames, gifts, plush toys, water globes	JLK Brand Licensing
Outlander	Tonner Doll Toy Vault	Collectible figures Board games	Knockout Licensing
Pac-Man	Moff Inc.	Mobile fitness apps, smart watches	Bandai Namco Games Inc.
Penny Dreadful	Titan Publishing/Titan Entertainment*	Comic books	CBS Consumer Products
Pokémon	TOMY	Limited edition figurines, plush, toys	Pokémon Company Intl.
Pro Player	United Legwear & Apparel	Master accessories, master apparel, master footwear, master sportswear	Perry Ellis Intl./PEI Licensing
Realtree	Selk'bag	Sleeping bags	Realtree dba Jordan Outdoor Enterprises
Sam Savitt	Rightside Design	Decorative pillows, linens, serveware, wall decor	Sam Savitt
Shaun the Sheep	Lionsgate	All	Aardman Animations
Shopkins	American Marketing Enterprises (AME) div. LF U.S.A. Just Play	Sleepwear Plush toys	Moose Toys
Simmons	Ellery Homestyles	Bedding, window treatments	Simmons Bedding
SoulCycle	Target	Sportswear, water bottles, workout gear, yoga mats	SoulCycle
TKO	Ambrosia Fashion Group	Activewear (women's), loungewear (women's)	Technical Knockout
Tommy Bahama	Amerex Group	Swimwear (children's, infant's, toddler's)	Tommy Bahama
Total Recall	Grey Matter Art	Art posters	Creative Licensing Corp. (CLC)
Under Armour	Harman Intl. HTC	Headphones Fitness trackers	Under Armour
World of Eric Carle (The)	SCS Direct	Night lights, projector	Joester Loria Group
World's Smallest	Super Impulse USA div. Topcat Worldwide	Miniatures	Mattel
WWE	FanPrint	Apparel	World Wrestling Entertainment (WWE)
YooHoo & Friends	Green Kids Club	Picture books	Aurora World Corp.
Zootopia	FunKo TOMY	Figures Action figures, toys	Disney Consumer Products

Continued on page 12

## Licensing News *Continued from page 11*

International Properties Available or Recently Assigned			
PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
<b>Anthea Turner</b>	TV personality and presenter known for her expertise on how to run the modern home as well as fashion and beauty tips for the over 35s.	Electronics, housewares (U.K.)	Saphia Maxamed, Rights Management Intl. Ltd. (RMI)
<b>Asterix</b>	Heritage French comic book series starring a small but brave Gaulish warrior has sold four million copies worldwide.	All (U.K.: 2 yrs.)	Ian Downes, Start Licensing
<b>Beast Quest</b>	Children's fantasy book series with more than 15 million copies sold worldwide.	All (France, Belgium) All (Italy)	Francoise Bouvet, MJA Licensing Maurizio Distefano, Maurizio Distefano/The Evolution of Licensing
<b>Bottersnikes &amp; Gumbles</b>	Book-based animated comedy for kids 6–9 stars three heroes who love to grumble and can squash and stretch into any imaginable shape without being hurt.	All (U.K., Ireland) All (Australia)	Francesca Lisle-Grimshaw, Lisle Intl. Licensing Gail Mitchell, Fusion Agency
<b>Cartoon Network</b>	Portfolio of original animated properties includes The Powerpuff Girls, Ben 10 and Adventure Time.	All (Russia, CIS)	Anton Grishin, Megalicense
<b>Collier Campbell</b>	London-based design house creates hand painted works bursting with vibrant colors and distinct patterns.	All (North America)	Ilana Wilensky, Jewel Branding & Licensing
<b>Duke of Delhi</b>	Chocolatier that uses quirky and extraordinary flavor combinations. Ideas from India, made in London.	All (U.K.)	Russell Dever, Those Licensing People (TLP)
<b>Finlayson</b>	Scandinavian fabric design brand established 1820. Known for its affordable, high quality product ranges.	Accessories, bedding, furnishing, kitchenware, stationery (U.K.)	Ian Wickham, Licensing Link Ltd.
<b>IFLScience</b>	Web-based science media brand embodying values of humor, education and entertainment with over 23 million fans on Facebook.	Accessories, apparel, electronics, games, housewares, stationery, toys (U.K., Eire)	Jackie Phillimore, Global Merchandising Services Ltd.
<b>Kaenon</b>	Ocean lifestyle brand known for its Italian-made eyewear.	All (Worldwide)	Matt Till, OluKai
<b>Little Charmers</b>	Preschool series stars three magical girls who learn to harness their powers in the world of Charmville.	All (ANZ) All (Argentina, Paraguay, Uruguay) All (India, Indonesia, Malaysia, Singapore, South Korea, Thailand, Vietnam) All (Africa, Middle East) All (Bolivia, Peru) All (Chile) All (Caribbean)	Gail Mitchell, Fusion Agency Exim Licensing Peter Boey, Empire International Merchandising/EMC Empire Multimedia Co. Ahmad Weiss, Arabian Licensing Co. (ALC) AMV Licensing Agosin Licensing Big Star Licensing
<b>MGA Entertainment</b>	American toy manufacturer whose brands include Bratz, Project MC2, Zapf Creation, Little Tikes, Lalaloopsy, Mooshka and Moxie Girlz.	All (GAS) All (Cyprus, Greece) All (Cyprus, Turkey) All (Belgium, Luxembourg, Netherlands) All (Baltics, CEE, Nordics)	Marlies Rasl, Brand Residence (The) Tina Stathopoulou, Partner Plus Hakan Durdag, Lisans Dagitim Iletisim A.S. (Lisans A.S.) Jannienke Mulder, J&M Brands Maria Örnryd, Plus Licens AB
<b>Nidecker Sports</b>	120-year-old brand known for its innovation in action sports products.	All (Worldwide)	Angela Farrugia, TLC/Iconix Europe
<b>Om Nom</b>	Main character and candy-eating monster from mobile game app Cut the Rope.	All (U.K.)	Russell Dever, Those Licensing People (TLP)
<b>Precious Moments</b>	American design brand known for its endearing teardrop-eye children with products in figurines, collectibles and gifts.	All (South Korea) All (Southeast Asia)	Minkyung Kim, Asiana Licensing Jason Rabin, Global Brands Group
<b>Rita's Italian Ice</b>	International franchise famous for its frozen Italian treats seeks to expand to lifestyle products.	Apparel, beverages, confectionery, health & beauty aids (U.K.)	Tamra Knepper, Knockout Licensing
<b>SpacePop</b>	New music and fashion-driven brand for tween girls with animated shorts and music to be digitally distributed as well as broadcast.	All (Worldwide)	Amy Moynihan Heyward, Genius Brands Intl.
<b>Tony Hawk</b>	Launch of skateboarder's lifestyle brand accompanied by social media outreach, digital content and sponsorship at the 2015 NASS Festival.	Apparel (boys', juniors', men's), hats (U.K., Europe)	Margaret Kivett, IBML (Intl. Brand Management & Licensing) div. Sports Direct
<b>Wissper</b>	U.K. preschool animated series about a little girl who talks to animals.	All (Russia, CIS)	Denis Kulakov, brand4rent
<b>Zuma the Dog</b>	Book series and product line inspired by a Jack Russell terrier.	All (U.K.)	Russell Dever, Those Licensing People (TLP)

\*Extension or renewal.

*Continued on page 13*

## Licensing News *Continued from page 12*

### International Licenses Recently Granted

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Aerosmith	Crystal Art Gallery	Wall decor (North America, ANZ)	Epic Rights
Aerosmith, Def Leppard, Jefferson Airplane, Joan Jett, Journey, T. Rex	Buddyz Co. Ltd	Apparel (Japan)	Epic Rights
Aerosmith, Def Leppard, Journey, Styx, Yes	Crystal Art Gallery	Wall decor (North America, ANZ)	Epic Rights
Angry Birds	Accademia Srl	Back-to-school, giftware (Italy)	Maurizio Distefano/The Evolution of Licensing
	Giochi Preziosi	Easter eggs, snacks (Italy)	
	Grani & Partners S.p.A.	Erasers, key chains, tags (Italy)	
	Modecor	Cake decorations, lollipops, soft drinks (Italy)	
	Multiprint	Stamp kits (Italy)	
	NHN Studio629	Mobile game apps (Korea, Indonesia, Thailand, Taiwan, Japan)	
	Pengo SpA	Cups, mugs, plates (Italy)	
	Perletti S.p.A.	Rain boots, rain slickers, umbrellas (Italy)	
Around the World with Willy Fog	World Cart Srl.	Handkerchiefs, napkins, paper products (Italy)	BRB Internacional Group
	Meikme	Mobile book apps (Worldwide)	
Asterix	Margarete Steiff GmbH	Plush (U.K.)	Start Licensing
	Plastic Head Music Distribution Ltd.	Apparel, cushions, mugs (U.K.)	
Baby Looney Tunes, Batman, DC Super Friends, Superman	PT Erandra Surya Manunggal	Apparel (children's), apparel (infants': Indonesia)	Pacific Licensing Studio Pte. Ltd.
Baby Looney Tunes, Looney Tunes	Net Fashion Development Corp.	Accessories (children's, infants'), apparel (children's, infants': Taiwan)	
Batman	XM Studios Pte. Ltd.	Figurines (Indonesia, Malaysia, Philippines, Singapore, Thailand)	
Batman (classic)	LEGO Systems	Construction block sets (Worldwide)	Warner Bros. Consumer Products
Batman v Superman: Dawn of Justice	Mattel	Games (Worldwide)	
Batman, Justice League, Looney Tunes, Superman, Tom & Jerry	Gician Novelties Pte.	Games, gifts, housewares, novelties, plush, stationery, toys (Malaysia, Singapore)	Pacific Licensing Studio Pte. Ltd.
	PT Emway Globalindo	Games, toys (Indonesia, Singapore)	
Batman, Justice League, Superman	SPALLK	Clocks, watches (Philippines)	
Batman, Superman	Echotex Marketing Sdn. Bhd.	Bags, luggage (Malaysia)	
Blaze & the Monster Machines	LeapFrog	Tablet games (Worldwide)	Nickelodeon & Viacom Consumer Products
Boj	Paul Lamond Games	Craft kits (U.K.)	Pesky Productions Ltd.
Boo - The World's Cutest Dog	Games2win India Pvt. Ltd.	Mobile game apps (Worldwide)	Knockout Licensing
Capcom	Iron Gut Publishing	Art prints (Europe)	Capcom U.S.A.
Charlie and the Chocolate Factory	Margarete Steiff GmbH	Plush (U.K.)	Roald Dahl Literary Estate (The)
Clangers	B.M. Fashion Ltd. t/a Fashion U.K.	Apparel (U.K., Ireland)	Coolabi
	Character Options	Master toy (U.K., Ireland)	
	Ty Inc.	Plush (U.K., Ireland)	
Columbia Sportswear	Delta Galil	Sports bras, underwear (Worldwide)	Columbia Sportswear
	Marchon	Eyewear, sunglasses (Worldwide)	
DC Hello Kitty	Tang Chi Shiao Intl. Co. Ltd.	Apparel (children's, teen's: Taiwan)	Pacific Licensing Studio Pte. Ltd.
Dear Zoo	Marks & Spencer Plc	Bibs, blankets, sleeping bags, sleepwear (U.K.)	Metrostar Media Ltd.
Dinosaur Roar!	Macmillan Publishing	Board books, books (children's), sound books (children's: Worldwide)	Nurture Rights
Dogtania & the Three Muskehounds	Meikme	Mobile book apps (Worldwide)	BRB Internacional Group
Galaga	Spreadshirt	Bags, custom on-demand apparel, mobile phone cases, mugs, posters (Worldwide)	Bandai Namco Entertainment Europe S.A.S.

\*Extension or renewal.

Continued on page 14



## Licensing News *Continued from page 13*

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
<b>Ghostbusters (2016 film)</b>	Brand Alliance Ltd.	Sweatshirts, t-shirts (adults': U.K.)	Rocket Licensing
	Branded Clothing Intl.	Loungewear, nightwear, underwear (U.K.)	
	Branded Distribution Ltd.	3D lights (U.K.)	
	Centum Books	Publishing (U.K.)	
	Danilo Promotions Ltd.	Calendars, cards, gift wrap (U.K.)	
	Finsbury Food Group Plc	Celebration cakes, seasonal cakes (U.K.)	
	Hancocks Confectionery	Confectionery (U.K.)	
	Kinnerton Confectionery	Confectionery (U.K.)	
	Mattel	Master toy (U.K.)	
	Poetic Gem div. PDS Multinational Group	Loungewear, nightwear, underwear (U.K.)	
	Rubie's Masquerade Co. U.K. Ltd.	Master dress up (U.K.)	
<b>Underground Toys</b>		Master plush (U.K.)	
<b>Greg Hildebrandt's American Beauties</b>	Erazor Bits	Decals, drinkware, magnets, stickers, t-shirts (U.S., Canada)	Infinity Licensing
<b>Grinch (The)</b>	Park Agencies	Knitwear, sweatshirts, t-shirts (adults': U.K.)	Rocket Licensing
	Smiffys	Dress-up (U.K.)	
	Somerbond	Nightwear (adult's), underwear (adult's: U.K.)	
<b>Gruffalo (The)</b>	Green Owl Toys*	Wooden toys (U.K.)	Magic Light Pictures
<b>Gym Aesthetics</b>	Gymwatch GmbH	Fitness trackers (Germany)	Gym Aesthetics GmbH
<b>HAPPYWORLD by Heidi Kenney</b>	A&A Global Industries/Koko's Confectionery	Figurines, novelties, plush, stickers, temporary tattoos, toys (U.S., Canada)	Infinity Licensing
<b>How to Train Your Dragon</b>	Zoobies, Word of Web AB	Novelty books (U.S., Canada, U.K.)	DreamWorks Animation
<b>John Lennon</b>	Ecell Global Ltd.	Mobile device cases, sports accessories, watch straps (North America, Europe, Australia, Japan)	Epic Rights
	EuroGraphics	Puzzles (North America, Europe)	
<b>Justice League</b>	IMA Collectibles Sdn. Bhd.	Statues (Indonesia, Malaysia, Philippines, Singapore, Taiwan, Thailand)	Pacific Licensing Studio Pte. Ltd.
	Kotra Pharma (M) Sdn. Bhd.	Vitamins (Brunei, Malaysia, Singapore)	
	YLF Marketing (S) Pte. Ltd.	Candy (Brunei, Malaysia, Singapore, Thailand)	
<b>Justice League (animated), Justice League</b>	PT Hilon Indonesia	Bed linen (Indonesia)	
<b>Justice League, Baby Looney Tunes</b>	Matsushita Greatwall Corp. Pte.	Bed linen (Brunei, Malaysia, Singapore)	
<b>Laura Ashley</b>	Landau Sacamoto	Handbags, luggage (U.S., Canada)	Laura Ashley
<b>Looney Tunes</b>	Berli Jucker Public Co. (BJC)	Snack foods (Cambodia, Laos, Thailand)	Pacific Licensing Studio Pte. Ltd.
<b>New Balance</b>	Intel	Smart watches (Worldwide)	New Balance
<b>No. 21</b>	Andrea Montelpare SpA	Footwear (children's: Italy)	No. 21 div. Gilmar SpA
<b>Oakley</b>	Intel	Smart glasses (Worldwide)	Oakley div. Luxottica
<b>Original Penguin</b>	Matjar Al Watany	Sportswear (Saudi Arabia)	Perry Ellis Intl. Europe Ltd./PEI Licensing
<b>Pac-Man</b>	Spreadshirt	Bags, custom on-demand apparel, mobile phone cases, mugs, posters (Worldwide)	Bandai Namco Entertainment Europe S.A.S.
<b>Peppa Pig</b>	Kids Industries	Mobile game apps (Android & iOS: Worldwide)	Entertainment One (eOne) U.K.
<b>PJ Masks</b>	Just Play	Master toy (Worldwide)	
	Just Play	Master toy (Worldwide)	
<b>Playboy</b>	Silag Handel AG	Disposable razors, razor holders, razor sharpeners (U.K., Europe: selected territories)	Playboy Enterprises
<b>Premiership Rugby</b>	VirtTrade	Digital trading cards (Worldwide)	Premiership Rugby
<b>Red Sonja</b>	Leg Avenue	Costume accessories, Halloween costumes (U.S., Canada)	Infinity Licensing
<b>Rosetta Stone</b>	Spiral Toys	Interactive learning games (Worldwide)	Rosetta Stone
<b>Royal Horticultural Society</b>	Welovecushions	Cushions (U.K.)	Royal Horticultural Society/RHS Enterprises Ltd.
<b>Sega</b>	Numskull div. Rubber Road Ltd.*	Cufflinks, key rings, wallets (U.K.)	SEGA Europe

\*Extension or renewal.

*Continued on page 15*

## Licensing News Continued from page 14

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
<b>Shopkins</b>	Bendon Publishing Intl.	Coloring & activity books (U.S., Canada)	Moose Toys
	Dynacraft BSC	Bikes, scooters (U.S., Canada)	
	Frankford Candy & Chocolate	Confectionery (U.S., Canada)	
	Global Edge Brands	Helmets, skateboards, swim gear (U.S., Canada)	
	HG Intl.	Cold weather accessories (Canada)	
	PercyVites/Percy 3DMedia	Personalized invitations (Worldwide)	
<b>Sonic the Hedgehog</b>	Numskull div. Rubber Road Ltd.*	Socks (U.K.)	SEGA Europe
<b>SpacePop</b>	Macmillan Publishing	Master publishing (Worldwide)	Genius Brands Intl.
<b>Star Wars</b>	Topps	Sticker sets, trading cards (U.S., Canada, Europe)	Disney Consumer Products
<b>Stella McCartney</b>	adidas*	Sportswear (women's: Worldwide)	Stella McCartney
<b>Subbuteo</b>	Cartamundi Group	Card games (U.K.)	Hasbro
<b>Tales of</b>	Spreadshirt	Bags, custom on-demand apparel, mobile phone cases, mugs, posters (Worldwide)	Bandai Namco Entertainment Europe S.A.S.
<b>Ted Nugent</b>	Mad Engine	Apparel, loungewear (Worldwide)	Epic Rights
<b>Teenage Mutant Ninja Turtles</b>	Dr. Martens/AirWair Intl.	Footwear (Worldwide; multi-year)	Nickelodeon & Viacom Consumer Products
<b>Tekken</b>	Spreadshirt	Bags, custom on-demand apparel, mobile phone cases, mugs, posters (Worldwide)	Bandai Namco Entertainment Europe S.A.S.
<b>Thaneeya McArdle</b>	Andrews McMeel Publishing	Coloring calendars, desk calendars, wall calendars (U.S., Canada)	Infinity Licensing
	Beespace d.o.o. dba Drawissimo	Mobile coloring apps (U.S., Canada)	
	Peel People (The)	Wall decals (U.S., Canada)	
	Solid Oak	Charms, jewelry (U.S., Canada)	
	Wild Bangarang	Leggings (U.S., Canada)	
<b>TheBajanCanadian, JeromeASF, PrestonPlayz, Vikkstar123HD, Lachlan, MrWoofless</b>	Hipstreet	Gaming accessories, headphones, USB flash drives (U.S., Canada)	blackshore
<b>Tom &amp; Jerry</b>	BioFact Life Sdn. Bhd.	Vitamins (Brunei, Cambodia, Laos, Malaysia, Singapore, Vietnam)	Pacific Licensing Studio Pte. Ltd.
	PT Soho Industri Pharmasi	Juices, vitamins (Indonesia)	
<b>Twister</b>	Cartamundi Group	Card games (Worldwide)	Hasbro
<b>Vampirella</b>	Leg Avenue	Costume accessories, Halloween costumes (U.S., Canada)	Infinity Licensing
<b>Woodstock</b>	Fipo Group	Apparel, bedding, headwear, loungewear, towels (Spain, France)	Epic Rights
<b>World of Eric Carle (The)</b>	Ishida Total Industry	Handkerchiefs, paper bags (Japan)	Joester Loria Group
	SKATER Co. Ltd. (The)	Dish sets (children's), drinkware (children's), flatware (Japan)	
<b>YooHoo &amp; Friends</b>	Green Kids Club	Picture books, plush (Worldwide)	Aurora World Corp.
<b>Zombie Art by Arthur Suydam &amp; Lucio Parrillo</b>	Erazor Bits	Decals, drinkware, magnets, stickers, t-shirts (U.S., Canada)	Infinity Licensing

\*Extension or renewal.



## contacts & connections

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

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**All-American Licensing**, Michael Gottsegen, Licensing Executive, 818-749-7236, michael@aalmg.com, P. 10.

**Ambrosia Fashion Group**, Steven Oshatz, SVP Junior Division, 212-268-9030, P. 11.

**Amerex Group**, Roxanne Cohen, Manager Planning, 212-609-3000, roxanne.cohen@amerexgroup.com, P. 11.

**American Classics**, David Brown, President, 256-737-9995, david@americanclassics.bz, P. 11.

**American Marketing Enterprises (AME) div. LF U.S.A.**, Jennifer Nitz, Director Licensing, 646-839-7000, jennifernitz@ameny.com, P. 11.

**Andrews McMeel Publishing**, Joseph Wormington, Legal Services Manager, 816-581-7480, jwormington@amuniversal.com, P. 15.

**Artist & Brand**, Jean Kwolek, Partner, 424-253-9062, jean@artistandbrand.com, P. 10.

**Authentic Brands Group**, Nick Woodhouse, President & CMO, 212-760-2411, nwoodhouse@abg-nyc.com, P. 10.

**Bendon Publishing Intl.**, Casey Cooke, Licensing & Brand Managing, 419-207-3600 x245, ccooke@bendonpub.com, P. 15.

**blackshore**, Peggy Bekavac Olson, Strategic Marketing, 480-706-0816, P. 15.

**Bluestar Alliance**, Ralph Gindi, President & COO, 212-290-1370 x218, rgindi@bluestarall.com, P. 11.

**Bottleneck Gallery**, Joe Bouganim, Co-owner, joe@bottleneckgallery.com, P. 10.

**Brand Liaison (The)**, Steven Heller, Founder, 855-843-5424, steven@thebrandliaison.com, P. 10.

**Brew City Promotions**, George Keppler, Co-owner, 414-336-7163, george@brewcitypromotions.com, P. 10.

**Capcom U.S.A.**, Noriko Matsunaga, Manager Licensing, 650-350-6500 x6637, norikom@capcom.com, P. 13.

**CB2 div. Crate and Barrel**, Ryan Turf, Managing Director, 847-272-2888, rturf@crateandbarrel.com, P. 11.

**CBS Consumer Products**, Elizabeth Kalodner, EVP & GM, 212-975-7795, liz.kalodner@cbs.com, P. 11.

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Continued on page 16

**contacts & connections** *Continued from page 15*

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**Columbia Sportswear**, Matt Merriman, Director Licensing, 503-985-4000, mmerriman@columbia.com, P. 13.

**Concept Marketing Group**, Kerry Glasser, President & CEO, 212-308-0157, kg@conceptmarketinggroupinc.com, P. 10.

**Creative Licensing Corp. (CLC)**, Kim Penny, VP, 619-871-5930, kim@creativelicensingcorporation.com, P. 10,11.

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**Demdaco**, Ingrid Liss, Creative Director, 612-259-8917, ingrid.liss@demdaco.com, P. 11.

**Disney Consumer Products**, Josh Silverman, EVP Global Licensing, 818-544-0567, josh.silverman@disney.com, P. 11,15.

**DreamWorks Animation**, Michael Connolly, Head Global Consumer Products, 818-695-5000, michael.connolly@dreamworks.com, P. 14.

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**Epic Rights**, Lisa Streff, EVP Global Licensing, 310-424-1908, lisa@epicrights.com, P. 10,11,13,14,15.

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**FanPrint**, Darren Woodson, Director Partnerships, 214-997-3720, darren@fanprint.com, P. 11.

**Food Network**, Sergei Kuharsky, GM, 646-336-3784, skuharsky@foodnetwork.com, P. 11.

**Frankford Candy & Chocolate**, Kurt Dungan, VP Marketing, 215-735-5200 x221, kdungan@frankfordcandy.com, P. 15.

**Fright Rags**, Ben Scrivens, Founder, 585-730-8280, ben@fright-rags.com, P. 10,11.

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**Genius Brands Intl.**, Amy Moynihan Heyward, President, 310-273-4222, amy@gnusbrands.com, P. 12,15.

**Green Kids Club**, Sylvia Medina, Founder, President, CEO & Creative Director, 208-881-5184, sylvia@greenkidsclub.com, P. 11,15.

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**Harman Intl.**, Ralph Santana, EVP & Global CMO, 203-328-3500, ralph.santana@harman.com, P. 11.

**Hasbro**, Simon Waters, GM, SVP Entertainment & Consumer Products, 818-478-4804, simon.waters@hasbro.com, P. 15.

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**Hunter Manufacturing**, Marck Brock, Business Development Manager, 859-254-7573, marck.brock@huntermfg.com, P. 11.

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**Infinity Licensing**, Peter Van Raalte, Partner, 973-744-4639, peter@infinitylicensing.com, P. 14,15.

**InGear Fashions**, Kevin Frija, President, 305-830-2900, kevin@ingear.com, P. 10.

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**JGR Copa**, Jacob Goldszer, Owner, 954-966-1196, jacob@jgropa.com, P. 10.

**JLK Brand Licensing**, Joshua Kislavitz, President, 203-246-1375, joshua@jlkbrand.com, P. 11.

**Joester Loria Group**, James Slifer, SVP Business Development, 212-683-8548, jslifer@tjlggroup.com, P. 10,11,15.

**Josmo Shoes**, Sam Esquenazi, VP, 201-617-1477, sammy@josmo.com, P. 11.

**Just Play**, Geoffrey Greenberg, Co-President, 215-953-1208, ggreenberg@justplayproducts.com, P. 11,14.

**Kate Spade & Co.**, Allison Martin, Director Global Licensing, 212-354-4900 x7396597, amartin@katespade.com, P. 11.

**Knockout Licensing**, Tamra Knepper, Co-President, 212-947-5958, tk@knockoutlicensing.com, P. 10,11,12,13.

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**Leanin' Tree**, Susan January, VP Product Management, 303-581-2178, susan.january@leanintree.com, P. 10.

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**LEGO Systems**, Jill Wilfert, VP Licensing & Entertainment, 860-763-6827, jill.wilfert@lego.com, P. 13.

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**Mad Engine**, Carolyn Foreman, VP Licensing, 858-558-5270, carolyn@madengine.com, P. 15.

**Majestic Athletic div. VF**, Jim Pisani, President, 800-444-5574, jim\_pisani@vfc.com, P. 11.

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**Mattel**, Douglas Wadleigh, SVP & GM Global Brand Team ToyBox, 310-252-2000, doug.wadleigh@mattel.com, P. 13.

**Members Only**, Jaggi Singh, President & CEO, 646-370-4722, jaggis@membersonlyoriginal.com, P. 11.

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**NASCAR**, Blake Davidson, VP Licensing & Consumer Products, 770-348-9600, bdavidson@nascar.com, P. 11.

**Neff Headwear**, Shaun Neff, CEO & Founder, 805-644-6333, shaun@neffheadwear.com, P. 10.

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**Nickelodeon & Viacom Consumer Products**, Ron Johnson, EVP Intl. Consumer Products, 212-846-8000, ron.johnson@nick.com, P. 15.

**Nickelodeon & Viacom Consumer Products**, Manuel Torres, SVP Global Toys & Publishing, 212-846-4735, manuel.torres@vimm.com, P. 13.

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## SPORTS

### How Top Sports Leagues are Driving Licensed Sales

This is a golden age for pro sports in North America. You can see it in not only the record TV ratings and attendance figures, but also at the cash registers. Retail sales of licensed sports goods topped \$14.1 billion in 2014. Sports properties now account for 14.1% of all licensed goods sold in the U.S. and Canada, the third highest market share behind only corporate trademarks/brands (26%) and fashion (20.3%).

Read more about the sports licensing industry in *TLL's* brand new *2015 Sports Licensing Report*. This in-depth profile of the major leagues and sports organizations reveals retail, online, and concession sales breakdowns; product breakdowns by sport; and contacts for more than 200 key licensees. Contact our business development department at [randy@plainlanguage.com](mailto:randy@plainlanguage.com) or 201-747-3737 for more information.

#### MLB Continues to Score with Hot Markets

Like the other major pro sports leagues, Major League Baseball is getting better at making hay on hot market sales of licensed merchandise commemorating special events. These opportunities must be seized quickly while fan emotions are still ripe.

MLB's biggest hot markets are the post-season and mid-season All Star Game which, since 2003, has determined home field advantage in the World Series. All of these events are occasions to roll out specially licensed products. Wandering through the streets of Chicago this October, it was impossible to go two blocks without seeing Cubs playoff shirts, caps, flags, etc. As a team advances, so does the product selection. And for those lucky enough to be fans of the World Series winner, commemorative caps, t-shirts, sweatshirts and other gear are an absolute must.

In addition to the perennials, every four years, MLB holds its version of soccer's World Cup, the World Baseball Classic in which teams made up of big leaguers representing 16 countries compete for world baseball supremacy.

MLB hot markets also include unscheduled accomplishments, like a pitcher's perfect game. Although many MLB licensees like New Era and VF/Majestic are getting good at cranking out merchandise for these occasions, hot markets that are unscheduled are harder to time.

*Continued on page 19*



Continued from page 18

Accordingly, some of the best personal accomplishment hot markets for licensing are the ones people know are coming, like Cal Ripken's eclipsing of Lou Gehrig's epic games played-streak. In 2014, the New York Yankees and, to a lesser extent, MLB, benefitted from what may have been the biggest and most successful personal accomplishment hot market of all time in the retirement of Yankee legend Derek Jeter. What could have been, and some would argue should have been, a one-weekend celebration was transformed into a season-long farewell tour that generated millions in merchandising sales mostly but not exclusively in the New York market.

### NASCAR Looks to Diversify Its Fan Base

Like the other pro sports leagues, NASCAR has been reaching out to women and minorities. It's a considerable challenge.

NASCAR's fan base remains male, older (almost 2x more likely to be over 45 than under 29), concentrated in the South and Midwest, and downscale, with an average household income of \$71,000. Its television audience is even whiter (96%) and somewhat more female..

**Women & the Danica Factor:** In appealing to women, NASCAR has a unique advantage over other leagues: a female "player." After a moderately successful Indy Car career, driver Danica Patrick joined NASCAR in 2013, winning the pole in the Daytona 500. It would be her last pole. Although she's a hit with sponsors, Patrick's performance on the track has failed to live up to the hype. Through the 2015 Sprint Cup season, she had only six top 10 finishes and had yet to finish in the top five of any race, let alone take the checkered flag. Things took a turn for the wince in February 2014 when NASCAR legend Richard Petty quipped that Patrick could win a Sprint Cup race only if "everybody else stayed home." In the interest of fairness, it's worth noting that she holds the record for the highest finishing female in NASCAR National Series by finishing 4th at Las Vegas Motor Speedway in 2011.

**African Americans:** NASCAR is also seeking racial diversity—not just in its fans, but its drivers. In over 50 years, only four African-American drivers have made it to NASCAR. In 2004, NASCAR established a Drive for Diversity program to attract females and minorities not only as drivers, but pit crew members, sponsors and owners. NASCAR's only current African-American driver, the bi-racial Darrell (Bubba) Wallace, Jr., who races in the Xfinity and Camping World Series, came up through the program.

**Hispanics:** NASCAR has had more success courting Hispanic fans. In August 2014, Mexican driver Daniel Suarez, also a Drive for Diversity graduate, made history by becoming NASCAR's first full-time Latino driver. The year before, NASCAR races, including the Daytona 500, were aired live in Spanish under a new TV package with Fox Deportes. In 2012, NASCAR re-acquired many digital rights that had previously belonged to Turner Sports, enabling further interaction with Latinos via the web and social media, where Viva NASCAR has grown on both Twitter and Facebook.

In January 2015, NASCAR teamed up with Cuban-American actor William Levy on a new documentary series tracking young Hispanic drivers trying to break into racing. Seven months later, it announced a new collaboration with Mexican star Eugenio Derbez on an original, full-length comedy movie.

### More Information about NASCAR's Fan Base

Fan Base Demographics (Nielsen Scarborough):

- ▶ Gender: 62% male, 38% female
- ▶ Age: Two out of five fans are 18-44 years old
- ▶ Multicultural: Two out of five fans are multicultural
- ▶ Geographic Distribution: 42% South, 15% Northeast, 24% Midwest, 20% West
- ▶ Top 5 NASCAR Markets by number of people interested in the sport: 1. Los Angeles, 2. New York, 3. Chicago, 4. Dallas, 5. Atlanta

Consumption Patterns:

- ▶ NASCAR averaged 5.1 million average viewers per NASCAR Sprint Cup Series event in 2015 (The Nielsen Company).
- ▶ NASCAR.com garnered 50.2 million video views in 2015 and averaged 1.4 million unique visitors on NASCAR Sprint Cup Series race-day (Adobe Omniture SiteCatalyst).

NASCAR's social platforms garnered 4.1 billion social impressions in 2015 (Facebook Insights; Twitter Analytics; Nielsen Social).

### Top Sports Stars of 2015

With the Harris Poll's annual poll of American sports fans, we get to see a hint of the star power driving each major sports league. However, it is important to note that these rankings do not necessarily correlate with retail sales.

**National Football League (NFL):** Football's ranks have been unsettled by Joe Montana, the new top dog. Tom Brady and Peyton Manning occupy spots number two and three, respectively. The 2015 Sports Licensing Report found that, as expected, quarterbacks dominated retail sales for 2015.

**Major League Baseball (MLB):** The top ranking baseball legends are Babe Ruth, Hank Aaron and Mickey Mantle, in that order. This last year saw the retirement of Yankee legend Derek Jeter. What could have been, and some would argue should have been, a one-weekend celebration was transformed into a season-long farewell tour that generated millions in merchandising sales.

**National Basketball Association (NBA):** Michael Jordan naturally tops the list, followed by Wilt Chamberlain at number two and LeBron James making his first appearance on the list in spot number three.

No league relies more heavily on star power than the NBA. From Bird and Magic to Michael Jordan, Kobe Bryant, LeBron James and current golden boy and reigning

Continued on page 20

## Who's News

Nickelodeon promoted **Jennifer Caveza** to SVP Toys & Business Development and **Jon Roman** to SVP Boys' Toys & Business Development. Across the pond, Nickelodeon U.K. has appointed **Alison Bakunowich** as General Manager to replace **Tina McCann**, who is stepping down from running the children's TV network.

Discovery Consumer Products brought on **Felicia Tuan** as Regional Director Asia-Pacific, reporting directly to Nicolas Bonard, SVP Discovery Global Enterprises. She will be responsible for developing a portfolio of television properties across the region with brands including Discovery Expedition, Discovery Kids, and Animal Planet.

Bulldog Licensing appointed **Sole Puerto** as a new Creative Services Manager.

Newell Rubbermaid has acquired Jarden Corporation to create the combined Newell Brands. **Michael B. Polk** will lead Newell Brands as CEO. **Mark Tarchetti** serves as President. **Bill Burke** will lead the legacy Jarden business.

MCN Fullscreen hired **Martin Keely** as General Manager of the its new SVOD service. **Randy Ahn** is the service's SVP Product Strategy. And **Trent Good** is SVP Design.

Saxx appointed **Adrienne Moser** as VP Product and **Kathleen McNally** as Creative Director.

UFC GYM named **Tamer El Guindy** as SVP Intl. Franchising & Head UFC GYM University.

Young & Laramore hired **Taylor Harruff** as a Brand Action Strategist.

A+E Networks has named **Jim Hoffman** as EVP Program Partnerships & Strategic Initiatives. **Daniel Suratt** has been elevated to President Corporate Development, Strategy & Investments. **Sean Cohan** has also been promoted to President Intl. & Digital Media.

*Continued from page 19*

MVP Stephen Curry, charismatic superstars own not just the hardwood but cash registers.

**Major League Soccer (MLS):** For the first time, The Harris Poll also ranked the greatest soccer player of all time. Pelé tops the list, followed by Lionel Messi and David Beckham. Beckham, who hung up his cleats in 2013, is the closest thing soccer has to Michael Jordan. Like Jordan, he has become a team owner, spearheading the effort to bring an expansion team to Miami. Most of all, Beckham has become a fashion and lifestyle licensing empire.

**PGA TOUR:** The top three spots are held by Tiger Woods, Arnold Palmer and Jack Nicklaus. The PGA TOUR is unique in this group of sports leagues in that it doesn't have a player's union.

TOP 10 GREATEST SPORTS STARS		
SPORTS STAR	2009 RANK	2015 RANK
Michael Jordan	1	1
Babe Ruth	3	2
Muhammad Ali	4	3
Serena Williams	—	4
Peyton Manning	8	5
Joe Montana	6	6
LeBron James	10	7
Tiger Woods	2	8
Tom Brady	—	9
Wayne Gretzky	7	10

SOURCE: HARRIS POLL



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