

# TLL THE LICENSING LETTER

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## Average Royalty Rates, Guarantees & Advances in the U.S. & Canada Climb Thanks to Entertainment

Royalties on licensed goods in the U.S. and Canada in 2015 started a second decade of long-term stability, once again showing little or no movement. The average royalty in 2015 was 8.73% compared to 8.68% in 2014, a change of just 0.6%. Since 2005, the average royalty rate across property types and product categories has been in the 8.6% to 8.8% range.

More than half (59%) of respondents to TLL's *Annual Licensing Business Survey* report that royalties were flat in 2015, an increase over the 56% who judged royalties to be flat in 2014. Among those who saw a fluctuation in average royalty rates, however, more than three quarters (77%) said royalties increased and just 23% reported a decrease.

In addition to that subtle upward movement in payments, some survey respondents also told of an increase in marketing requirements for those who have them. A smaller percentage of survey participants (32%, compared to 42% in 2014) report that they are required to commit a percentage of annual wholesale or net sales to their own advertising or marketing of the license (or require such a contribution). But among those who are obligated to an advertising outlay, a significantly larger portion (31%) were required to spend greater than 5% of sales than last year, when just 15% were committed to advertisement spending at that level.

In another change for 2015, there was an increase in the percentage of new contract lengths longer than two years.

### Entertainment Royalties Jump Again

Changes to average royalties were slight—less than 1%—across most property types and product categories. Entertainment/character, for the third consecutive year, was the property type with the highest rise in average royalties, increasing to 9.84% in 2014 from 9.70%. The percentage gain, at 1.4% was only about half of 2014's 2.9% increase. Many of the

respondents reporting increases in royalties identified entertainment as the property type with the most fluctuation (in an upwards direction), but there were fewer mentions of specific platinum properties, when compared to a year earlier. Disney, which commands unequaled property type market share of about 50% since it added Marvel and Star Wars to its existing Disney brands through acquisitions over the past five years, has fueled much of the sales growth in the entertainment property type but also much of the increase in royalties and other payments in recent years. Licensees have generally absorbed those gains over the last two to three years, a licensee respondent related, noting that the industry has already gone through the "sticker shock."

"Royalties are generally flat, but anything specific to a movie is going to have an uptick," according to one licensee.

*Continued on page 3*

### RETAIL

## Licensed Product Distribution Grows in Online Channel as Physical Shelf Space Tightens for Smaller Brands

Sales of licensed products in the e-commerce channel continued to grow dramatically in 2015, and while the channel's rate of growth tapered slightly from 2014, sales of licensed products through online outlets continued to outpace the rate of overall online sales. Most other channels continued in a characteristically steady vein, gaining or losing just a fraction of one percentage point in market share, according to TLL's *Annual Licensing Business Survey*.

In fact, the growth of the e-commerce/online channel was the No. 1 retail issue reported by survey respondents, with more than 20% of those responding mentioning it when asked

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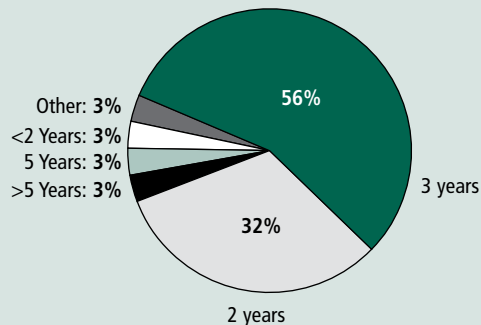
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# Licensing Ledger

## THREE YEARS MOST POPULAR CONTRACT TERM

TLL's *Annual Licensing Business Survey* participants say that contract lengths in 2015 were, on average, steady from 2014, with more than four-fifths (88%) of respondents saying so, versus 6% saying the average length increased and 6% saying it decreased. The largest percentage of respondents (56%) say their average contracts were three years, followed by 32% who say the average was two years; 3% report their average contracts signed in 2015 were five years or longer in length.

AVERAGE REQUIRED TO LICENSE ADVERTISING,  
AS A PERCENTAGE OF NET OR WHOLESALE SALES  
(EXCLUDES THOSE NOT REPORTING A COMMITMENT)



SOURCE: THE LICENSING LETTER

## AWESOMENESS WORLDWIDE

As part of **Endemol Shine** and **AwesomenessTV**'s partnership to extend the latter's international reach, the YouTube brand has now officially launched in the U.K., Spain, France, Germany and Brazil. Local-language versions will feature new and original tailored content.

## FASHION ON THE ROCKS

Fashion designer **Sergey Sysoev** is teaming up with **20th Century Fox** to develop a fashion collection for 2016/17 inspired by the upcoming movie *Ice Age: Collision Course*. Debuting during Moscow Fashion Week, the 30 pieces will feature characters and motifs from the film.

## SAMSUNG GOES VIRAL

According to Visible Measures, which ranks the most-viewed brand videos outside movies or video games on YouTube and Facebook, **Samsung** swept up 3 of the top slots. Over the last weeks Samsung grabbed multiple campaigns in the top 10 for four consecutive charts.

## NORDIC BRAND EXTENSION

**Moomin Characters** and **Bulls Press** have formed Rights & Brands, a new Nordic agency for literary rights and brand licensing.

## PLAY! COMES TO EUROPE

**Mattel** has partnered with the **Lappset Group Oy** from Finland, and the **Albert Dock** family entertainment center in England, to launch the indoor attraction **Mattel Play!** The Liverpool location will include branded play areas such as **Bob the Builder**, **Thomas & Friends** and **Fireman Sam**, in addition to a restaurant, shop, themed party rooms and a green screen experience.

## FUR FREE FASHION

Fashion licensors have been among the most scrupulous in aligning their brands with the right causes (or at least making sure their brand isn't associated with the wrong ones). **Armani** made an agreement with **The Humane Society** and **Fur Free Alliance** to stop using fur in all of its products starting with its fall 2016 collections. In a public statement, Giorgio Armani said the move reflects the company's "attention to the critical issues of protecting and caring for the environment and animals." Armani is hardly alone. Other high profile fashion designers and brands that have recently adopted fur free policies include **Hugo Boss**, **Calvin Klein**, **Tommy Hilfiger**, **Stella McCartney** and **Ralph Lauren**.

## ELLEN TURNS #CAPSON

**Ellen DeGeneres** got in the game for **MLB's #CapsOn** celebration of baseball headwear on "The Ellen Show." Two contestants arrived on stage for a best-of-three baseball-related quiz, with the winner receiving a trip to see their favorite team in action. And to make sure they weren't the only ones prepared for Opening Day, @MLB gave away 150 caps the same day.

## EMOJI FOR THE TASTEBUDS

Online food-ordering company **Grubhub** partnered with the mobile messaging provider **Snap** to create a new keyboard emoji app called **MMMoji**. The keyboard will include digital stickers of words such as **hangry**, **hot**, **tasty**, **delish** and **fresh**, as well as food-themed emojis such as **jalapeños** and **peppers**.

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## Average Royalty Rates, Guarantees & Advances

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### Royalties Trends of Other Property Types

Sports and videogames were the other property types respondents cited for increases in average royalty rates in 2015, though the increases were very small—0.2% and 0.1%, respectively. At 10.02%, sports is the property type with the second highest average royalty, trailing only celebrities, which fell slightly to 10.25%, but remained securely atop average rates. Within the celebrity property type, average royalties in the entertainers/models subset grew a bit, but the overall rate may have brought down by increased activity in the digital celebrities/other category (which is not broken out in this report), where emerging properties have not yet established licensing track records.

AVERAGE ROYALTY RATE AND RANGE OF ROYALTIES, BY PROPERTY TYPE, 2014-2015				
PROPERTY TYPE	AVERAGE ROYALTY 2015	AVERAGE ROYALTY 2014	% CHANGE 2014-2015	RANGE OF ROYALTIES, 2015
Art	6.20%	6.25%	-0.8%	4%-12%
<i>Art and Artists</i>	6.25%	6.35%	-1.6%	4%-12%
<i>Museums</i>	6.12%	6.15%	-0.5%	4%-15%
Celebrities	10.28%	10.31%	-0.3%	3%-18%
<i>Entertainers/Models</i>	10.48%	10.44%	0.4%	4%-16%
<i>Chefs/Home-related</i>	9.74%	9.74%	0.0%	2%-18%
Collegiate	10.00%	10.00%	0.0%	5%-18%
Entertainment/Character	9.84%	9.70%	1.4%	4%-20%
Estates	9.60%	9.65%	-0.5%	4%-18%
Fashion	8.46%	8.50%	-0.5%	2%-16%
<i>Apparel</i>	8.38%	8.40%	-0.2%	5%-16%
<i>Footwear</i>	7.13%	7.13%	0.0%	2%-14%
<i>Home</i>	7.50%	7.50%	0.0%	2%-14%
Music	8.22%	8.28%	-0.7%	4%-20%
Non-profit	8.28%	8.30%	-0.2%	4%-14%
Publishing	8.49%	8.55%	-0.7%	2%-18%
<i>Books</i>	7.92%	7.94%	-0.3%	6%-14%
<i>Newspapers/Magazines</i>	8.14%	8.17%	-0.4%	2%-12%
<i>Comic Books/Strips</i>	9.55%	9.55%	0.0%	5%-18%
Sports	10.02%	10.00%	0.2%	5%-18%
Trademarks/Brands	7.73%	7.78%	-0.6%	1%-16%
<i>Automotive/Motor Vehicle</i>	4.07%	4.09%	-0.5%	1%-16%
<i>Food/Beverage</i>	5.55%	5.53%	0.4%	1%-10%
<i>Restaurants</i>	5.91%	5.91%	0.0%	4%-8%
<i>Sporting Goods</i>	7.01%	7.01%	0.0%	6%-14%
Traditional Toys/Games	8.16%	8.16%	0.0%	5%-12%
Videogames/Interactive/Online	8.92%	8.91%	0.1%	6%-15%
<b>OVERALL AVERAGE</b>	<b>8.73%</b>	<b>8.68%</b>	<b>0.6%</b>	<b>1%-20%</b>

SOURCE: THE LICENSING LETTER

Overall, eight of the 13 major property types saw slight dips (all less than 1.0%) in their average royalty rates: art, celebrities, estates, fashion, music, non-profit, publishing and trademarks/brands. Three were up (entertainment, sports and videogames) and two were flat (collegiate and toys).

### Royalty Trends by Product Category

On the product side, more than one third of the 16 major product categories had average royalty rates that did not budge: apparel, consumer electronics, domestics, health and beauty, housewares and sporting goods. The largest fluctuations were in produced categories that saw their average royalties decline by 0.5% to 0.9%, including accessories, footwear, gifts/novelties, infant products, publishing and stationery/paper. The categories that gained all did so by less than 0.5%: food/beverages, furniture/home furnishings, toys and videogames.

AVERAGE ROYALTY RATE AND RANGE OF ROYALTIES, BY PRODUCT CATEGORY, 2013-2014				
PRODUCT CATEGORY	AVERAGE ROYALTY, 2015	AVERAGE ROYALTY, 2014	% CHANGE 2014-2015	RANGE OF ROYALTIES, 2014
Accessories	9.10%	9.15%	-0.5%	3%-18%
<i>Eyewear</i>	8.28%	8.28%	0.0%	5%-16%
<i>Handbags, Backpacks, Messenger Bags</i>	8.92%	9.00%	-0.9%	5%-18%
<i>Headwear</i>	9.85%	9.80%	0.5%	7%-14%
<i>Hosiery</i>	8.59%	8.59%	0.0%	5%-14%
<i>Jewelry and Watches</i>	7.70%	7.75%	-0.6%	3%-18%
<i>Luggage and Travel Accessories</i>	10.10%	10.15%	-0.5%	5%-18%
<i>Scarves and Ties</i>	7.34%	7.33%	0.1%	5%-14%
Apparel	9.50%	9.50%	0.0%	5%-18%
Consumer Electronics	5.25%	5.25%	0.0%	3%-10%
Domestics	8.85%	8.85%	0.0%	4%-14%
Food/Beverages	5.97%	5.95%	0.3%	1%-12%
Footwear	8.13%	8.19%	-0.7%	3%-16%
Furniture/Home Furnishings	7.52%	7.51%	0.1%	3%-14%
Gifts/Novelties	8.63%	8.70%	-0.8%	4%-15%
HBA	8.99%	8.99%	0.0%	5%-14%
<i>Fragrance</i>	9.29%	9.29%	0.0%	5%-18%
<i>Cosmetics, Hair Accessories, Other</i>	8.43%	8.43%	0.0%	6%-14%
Housewares	6.28%	6.28%	0.0%	3%-14%
Infant Products	8.65%	8.70%	-0.6%	5%-14%
Publishing	9.67%	9.73%	-0.6%	5%-15%
Sporting Goods	9.81%	9.81%	0.0%	4%-15%
Stationery/Paper	8.92%	9.00%	-0.9%	4%-12%
Toys/Games	10.44%	10.40%	0.4%	5%-20%
Videogames/Software	10.48%	10.45%	0.3%	1%-20%
<b>OVERALL AVERAGE</b>	<b>8.73%</b>	<b>8.68%</b>	<b>0.6%</b>	<b>1%-20%</b>

SOURCE: THE LICENSING LETTER

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### Guarantees, Advances Also Rise for Entertainment

In 2014, guarantees were just as flat as royalties, breaking with a previous pattern in which guarantees had been declining as royalties remained steady. The guarantee flatness continued in 2015, with more than one third of respondents (39%) reporting no change in average guarantees last year. The rest of the respondents were split, with slightly more (32%) reporting increases in dollar value of the average guarantee range and 29% reporting decreases in guarantees.

**"ADVANCES ROSE ON THE ENTERTAINMENT/ CHARACTER SIDE, INCLUDING QUARTERLY ADVANCES— MUCH TO THE DETRIMENT OF THOSE PROGRAMS."**

Following the theme of higher royalties in the entertainment sector, the increases came largely from the entertainment/character property type, with some movement in areas including fashion, food/beverage and gaming. Overall, minimum guarantees generally remained flat in most categories.

"Guarantees rose on the character side, much to the detriment of the programs," said one survey respondent. "Licensors seem more in the guarantee business than offering a reasonable guarantee, resulting in shortfalls particularly in the character area."

The trend in advances was similar to guarantees, with 39% of survey respondents saying they were flat year-on-year, compared to 29% reporting increases in advances and 32% reporting decreases.

"Advances rose on the character entertainment side, including quarterly advances," said one respondent. "Licensors are demanding more front loading of agreements over the term, thus squeezing manufacturers' cash flow."

In the art property type, however, one participant reported that guarantees and advances are being phased out completely, particularly in the U.S. "Regarding art licensing, advances and guarantees seem to be a thing of the past for most of us!" this respondent wrote.

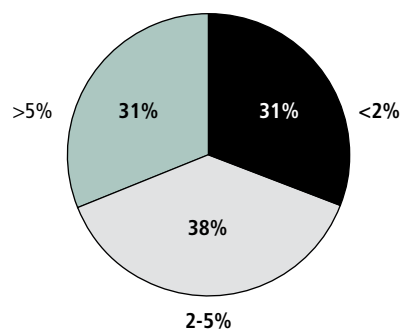
### Fewer Marketing Requirements Imposed

The percentage of respondents saying that they pay into or require a contribution to a central marketing fund (CMF) continued to trend downward, falling from 45% in 2014 to 41% in 2015.

A smaller percentage of survey participants (32%) also report that they are required to commit a percentage of annual wholesale or net sales to their own advertising or marketing of the license (or require such a contribution). It should be noted that these figures are likely to be higher than is actually the case for the licensing business as a whole. This is, perhaps, because the respondents who answered the questions about marketing contributions were skewed toward property types where such

requirements are more common, such as corporate trademarks, fashion, sports and entertainment/character.

**AVERAGE REQUIRED TO LICENSE ADVERTISING, AS A PERCENTAGE OF NET OR WHOLESALE SALES (EXCLUDES THOSE NOT REPORTING A COMMITMENT)**



SOURCE: THE LICENSING LETTER

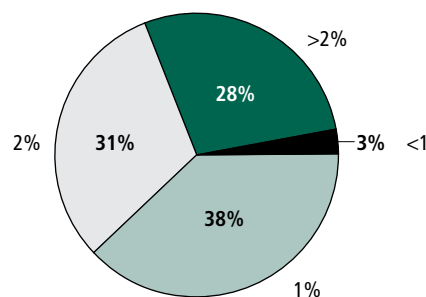
Among respondents who report making a CMF contribution, about three-quarters say it was 2% or less, while one-quarter report an average above 2% of net sales.

For annual marketing commitments, respondents report a range of 1% to 20% (of either net sales or wholesale), with the most commonly reported amounts (cited by 38% of respondents) being in the 2% to 5% range.

Other licensee marketing contributions cited by survey respondents—sometimes in combination with one or both of the above—include requirements to:

- ▶ Participate in trade shows, retail road shows and consumer exhibitions;
- ▶ Produce animated shorts for digital distribution;
- ▶ Buy TV or print advertising; and/or
- ▶ Market their products in licensor-controlled venues such as Web sites and comic books.

**AVERAGE CONTRIBUTION TO CENTRAL MARKETING FUND, AS PERCENTAGE OF NET SALES, 2015 (AMONG THOSE CONTRIBUTING TO CMF)**



SOURCE: THE LICENSING LETTER



## HOUSEWARES

## Licensed Housewares at IHHS

Retail sales of licensed housewares goods in the U.S. and Canada grew 1.5% in 2015 after a flat performance in 2014, according to *The Licensing Letter's Annual Licensing Business Survey*. And as consumer confidence in the economy grows, sales are only expected to increase. The International Home + Housewares Show (IHHS) in Chicago offered a glimpse of what we can expect for licensed housewares this year.

Here are some of the new licensed goods featured at IHHS:

- ▶ Spectrum Brands Holdings debuted a variety of home appliances from Black+Decker, George Foreman and Juiceman brands as well as personal care products from Remington.
- ▶ Montel Williams is launching his own brand, Living Well with Montel, unveiled by his new company Living Well Products for small kitchen appliances.
- ▶ Unibrands debuted MasterChef-inspired BBQ grilling sets and accessories.
- ▶ For the first time Wicked Cool Toys showed at IHHS, displaying its MasterChef Junior themed cooking sets.

Housewares licensing is often associated with properties emanating from the artist, fashion designer, celebrity (especially chefs), and entertainment/character sectors. And while such brands are prolific (see Martha Stewart), the bulk of activity is from housewares brands extending their names and designs into other areas of the home.

### Overall Retail Trends

Although housewares make up only 2.8% of licensed product sales in the U.S. and Canada, the category is ripe for growth. Because of the preponderance of long-term deals rather than trend-driven one off agreements, the average royalty rate is significantly lower than for the business as a whole.

According to The Leading Indicator of Remodeling Activity, spending in 2016 will be driven by products related to home remodeling, improvements and renovations. And the biggest drivers of growth, according to The NPD Group, are millennials and boomers who are entering new life stages. According to Lora Morsovillo, President of NPD's Home division, millennials contributed to 61% of the gains in small-appliance dollar sales in 2015, and boomers 61% of the increase in sales of non-electric housewares plus 66% of the growth in home textiles sales. The fastest area of growth in small appliances was hand/stick vacuums (20%). In home textiles the distinction went to bed ensembles (15%). Finally, in non-electric housewares the fastest gains were from portable beverage ware (30%).

## SPORTS

## NBA Licensing, Like Basketball Itself, Is All About Star Power

No league relies more heavily on star power than the NBA. From Bird and Magic to Michael Jordan, Kobe Bryant and current golden boy and reigning MVP Stephen Curry, charismatic superstars own not just the hardwood but the store shelves.

### The Fashion Factor

The NBA has been called the world's most fashionable and fashion-conscious sports league. Stephon Marbury, Dwyane Wade, Kevin Durant, Amar'e Stoudemire and Russell Westbrook are among the NBA stars with their own fashion labels. Players such as the Knicks' Carmelo Anthony and Cleveland's LeBron James have built or are building empires across multiple product categories encompassing just about everything from snow tires to digital entertainment. In 2015, James and his company, SpringHill Entertainment, partnered with Warner Bros. for "an unprecedented agreement spanning all areas of content creation," including projects for television, film and original digital content.

### Jordan Still Rules

The greatest of not only NBA but arguably all sports stars remains Michael Jordan. Although he retired in 2003, His Air-ness continues to reign supreme. *Forbes* reports that one of every two basketball shoes sold carries the Jordan brand and that Jordan makes at least \$75 million per year from his Nike deal even though it's been 12 years since he laced them up for real.

Jordan was also among the first sports stars to build his own brand. In 2015, his iconic Air Jordan brand turned 30. To commemorate the anniversary, the NBA teamed with Jordan Brand and Warner Bros. Consumer Products Nike's to revive the vintage Hare Jordan brand.

As if to drive home the point that, even in retirement, Michael Jordan still rules, 2K put Jordan on the cover of its Special Edition "NBA 2K16" video game and furnished Jordan posters, t-shirts and Fatheads for pre-orders.

*This story is an excerpt from The Licensing Letter's brand new Sports Licensing Report. This in-depth profile of the \$14.1 billion sports licensing industry covers the major leagues and sports organizations and 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-media.com](mailto:randy@plainlanguage-media.com) or 201-747-3737 for pre-order information.*

## Licensed Product Distribution Grows

*Continued from page 1*

about key trends affecting retailing. Among the respondents who labeled the growth of e-commerce an important trend for the year, it was not viewed as exclusively positive: about a quarter also mentioned it in concert with comments about their bricks-and-mortar business shrinking.

“E-commerce is changing it for everybody,” one licensing agent noted, pointing to the expanding number of distribution points for brands, stretching from the ubiquitous (and for vendors, demanding) Amazon, Walmart.com and Target.com, to dedicated Web stores for individual properties.

The other key retail trend identified by survey respondents was increasingly limited shelf space at physical retail stores for anything but the biggest licensed brands. “Monopolization of major licensors is creating limited shelf space for lesser known brands,” wrote one licensor, in a sentiment often repeated, particularly in respect to the entertainment/character property type. Star Wars, Frozen and Minions were frequently mentioned as dominant entertainment brands.

Other key retail trends identified by respondents included the growth of the dollar/value/off-price channel, which was reflected in the channel’s share growth.

While the changes in market share are mostly very small, the dollars involved are not. With retail sales of licensed merchandise in the U.S. and Canada accounting for just over \$103 billion in 2015, a one-tenth of a percent change represents more than \$100 million.

The e-commerce channel saw its share of market increase 1.4 percentage points in 2014, from 10% to 11.4% of all retail sales of licensed products. That translates to a 14% relative increase in both channel share and dollar volume. “In e-commerce, people are getting more successful in knowing how to sell,” through the use of such tools as social media and search engine optimization, noted one licensing agent.

Overall online sales account for about 10% of U.S. retail sales and are expected to grow at a compound annual growth rate of about 10% through 2019, according to Forrester Research. Key factors in this growth include the increased penetration of smartphones and tablets, a continuing share shift to the e-commerce channel as shoppers follow aggressive promotions by online merchants, and an “omnichannel” approach adopted by retailers seeking to present their in-store and online offerings to consumers in a seamless way.

After e-commerce, the most dramatic share changes came at the high and low ends of the channel spectrum. The department store/mid-tier segment, which fell 0.4 percentage points for the second year in a row, landed at 12.2% channel share, from 12.6% in 2014 and 13.0% in 2013. When asked what retail channel saw the greatest decrease in licensed sales in 2015, more than one fourth of respondents said mid-tier/department stores faltered.

## Off-Price Leads the Value Segment

That share lost by department stores was picked up by the lowest-priced retail tier, consisting of dollar/value/off-price stores, which saw its share of market grow 0.4 percentage points in 2015. The segment rose from 8.8% to 9.2% of all retail sales of licensed products. That translates to a 4.5% relative increase in share.

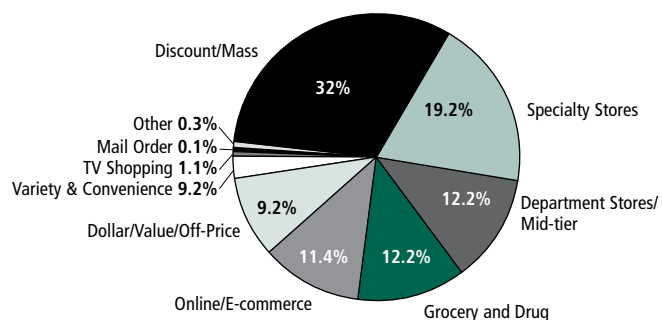
While survey respondents last year talked about entertainment properties expanding in dollar stores, more respondents this year mentioned the growth of fashion, lifestyle and entertainment brands in the off-price sector. “In fashion, there’s been a compression of retail like never before,” said one licensor. “Better brands are moving into lower markets faster than ever before, presenting huge volume opportunities.” While he questioned the sustainability of that trajectory, other executives said that brands are also beginning to court the off-price retailers (epitomized by retailers such as Ross Stores, TJ Maxx and Nordstrom Rack) with licensed products being created specifically for the expanding channel. In addition, it is becoming easier to negotiate contracts allowing a larger percentage of merchandise to flow into the off-price channel, one licensing agent related.

**RETAIL SALES OF LICENSED MERCHANDISE,  
BY DISTRIBUTION CHANNEL, 2015**

DISTRIBUTION CHANNEL	SHARE OF MARKET, 2015	SHARE OF MARKET, 2014	PERCENTAGE POINT CHANGE, 2014-2015	% GROWTH IN SHARE 2014-2015
Discount/Mass	32.0%	31.9%	0.1	0.3%
Online/E-commerce	11.4%	10.0%	1.4	14.0%
TV Shopping	1.1%	1.3%	-0.2	-15.4%
Mail Order	0.1%	0.2%	-0.1	-50.0%
Specialty Stores	19.2%	19.3%	-0.1	-0.5%
Department Stores/Mid-tier	12.2%	12.6%	-0.4	-3.2%
Grocery and Drug	12.2%	12.3%	-0.1	-0.8%
Variety & Convenience	2.6%	2.9%	-0.3	-10.3%
Dollar/Value/Off-Price	9.2%	8.8%	0.4	4.5%
Other	0.3%	0.7%	-0.3	NA

SOURCE: THE LICENSING LETTER

**SHARE OF MARKET OF RETAIL SALES OF LICENSED  
MERCHANDISE, BY DISTRIBUTION CHANNEL, 2015**



SOURCE: THE LICENSING LETTER

## Mass, Grocery/Drug Edge Up

Mass/discount chains also saw their share rise, from 31.9% to 32.0%. While that translates to relative growth of only 0.3%, it is significant in dollar terms, since this channel has by far the largest share of market of any distribution tier.

Nevertheless, shrinking shelf space at mass merchants is an ongoing issue for licensed products. As major retailers become more risk averse, Target and Walmart may disproportionately support the biggest brands, executives said, making it hard for new or lesser known properties to claim shelf space. That makes Amazon—with its unlimited shelf space and expertise in selling “long tail” products—more important to niche products, even while some vendors remain wary of the e-commerce leader’s clout.

Grocery and drug stores slipped slightly, edging back to 12.2% in 2015, from 12.3% in 2014, with survey respondents pretty evenly split on whether the channel increased, decreased or remained flat.

Specialty stores fared similarly, sliding back to 19.2%, from 19.3% in 2014, amid conflicting opinions from survey respondents. This is likely driven by the wide variety of retailers in the specialty sector, as well as the omnichannel strategies of most specialty chains, which blur the lines between physical stores and e-commerce.

Even as e-commerce continued to grow over the year, both mail order and TV shopping saw their shares decline significantly. Mail order’s decline of 50%, from a 0.2% to 0.1% share, follows a multi-year pattern as e-commerce has largely replaced shopping by mail.

The decline in TV shopping was smaller, with the channel’s share dropping from 1.3% to 1.1%, a 15.4% decline. While

## REPRESENTATIVE RETAIL STORES BY DISTRIBUTION CHANNEL

- ▶ **Mass/Discount/Club/Big Box:** BJ’s, Costco, Kmart, Sam’s, Target, Toys ‘R’ Us, Walmart
- ▶ **Specialty Stores:** Ace Hardware, Barnes & Noble, Bass Pro, Bed Bath & Beyond, Best Buy, Cabela’s, Cracker Barrel, Dick’s, Forever 21, GameStop, H&M, Home Depot, Limited, Lowe’s, Michaels, Modell’s, museum stores, PetSmart, Sherwin-Williams, Sports Authority, Staples, Zara
- ▶ **Department Stores & Mid-tier:** Bloomingdale’s, Dillard’s, JCPenney, Kohl’s, Macy’s, Neiman-Marcus, Sears
- ▶ **Grocery and Drug:** Ahold, Aldi, CVS Caremark, Giant Eagle, Kroger, Meijer, Publix, RiteAid, Safeway, ShopRite, Walgreen
- ▶ **Dollar/Value/Off-Price:** Amazing Savings, Big Lots, Dollar General, Family Dollar, Ross Stores, Save Mart, Supervalu, TJ Maxx
- ▶ **Online/E-commerce:** Amazon, Café Press, Gilt, Zappos, Zazzle
- ▶ **Variety and Convenience:** 7-Eleven, Circle-K
- ▶ **TV Shopping:** HSN, QVC, ShopHQ
- ▶ **Mail Order:** Oriental Trading, Signals
- ▶ **Other:** Kiosks, on-site, vending, more

there is an abundance of licensing activity on QVC and HSN, these outlets are also increasingly driven by e-commerce.

The variety/convenience channel also lost a fraction of a share point, falling from 2.9% to 2.6% in share, a 10.3% drop.

When asked about the incidence of direct-to-retail deals, about 40% of respondents answering the questions said that the deals are becoming more prevalent, often pointing to specific retailers (Kohl’s, Macy’s) and markets (Las Vegas) where the deals are proliferating. The same percentage, however, said they had not know or had no opinion, perhaps reflecting the fact that such deals are specific only to certain property types and product categories.

## BRAND BUILDERS

### Emily Weiss Gives Beauty a Millennial Makeover

Unless you’re a close follower of the beauty market, this week’s launch of the Glossier (pronounced “glossy AY,” as in “dossier”) Phase 2 Set might have escaped your notice. But while the new makeup set is no game changer, Emily Weiss, the persona behind the Glossier brand is. Weiss and the digital company she founded three years ago are in many ways the face of beauty brand building in the 21st century. Here are four reasons why.

**The Digital Celebrity Roots:** Celebrity brand building in the fashion space is old hat. But Weiss is not a model, actress or even a musician; she’s a blogger. Her Into The Gloss beauty blog, featuring in-bathrooms interviews with guests proudly displaying their personal perfume and cosmetics collections, draws a million unique visitors per month.

**The Millennial Vision:** The blog began in 2010 but the idea of a product line took nearly three years to hatch. Weiss recognized the need for a beauty brand geared toward millennials. “I love all my products but there has not been a brand that has come to define my generation,” Weiss says in a *Business of Fashion* interview.

**The Social Media Launch:** In 2013, Weiss decided to leverage her following to create a digital business. After raising \$2 million in seed capital, she launched Glossier in October 2014, following roughly the same model used by successful new online lifestyle brands such as Warby Parker, the online glasses retailer. But Weiss’s choice of Instagram—whose users are predominately female millennials—as the launch platform was positively inspired.

**The Creative Model:** Weiss’s inside-out approach to product development and marketing is typical of the new digital celebrity entrepreneur. The Glossier brand is built on community. The business goal is to turn community members into not only paying customers but partners in the creative process. To achieve the goal, Weiss engages the consumer at the *beginning* of the process; *then*, she creates products based on their feedback. For example, Glossier created its Priming Moisturizer, one of its first four products, in direct response to complaints about the sticky finish of the moisturizers on the market

# Licensing News

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

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
Floogals	Photo CGI and live action children's TV series stars three pocket-sized alien adventurers on a mission to experience Earth.	All	Bob Traub, Brand Activation Consulting
Salvador Dali	Surrealistic Spanish artist; program to focus on the Dali collection entitled, "el triomf i el rodoli de la Gala I en Dali" which explores 44 motifs.	Apparel, electronic accessories, home decor, social expressions	Michael Gottsegen, All-American Licensing

## Licenses Recently Granted, U.S.

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
30 Days of Night	Art.com	On-demand poster printing	Idea Patch
Amy Coe	ABG Accessories	Baby accessories, footwear (infant, toddler)	Joester Loria Group
Arm & Hammer	Ginsey Home Solutions	Laundry storage	Brandgenuity
Assassin's Creed	Underground Toys	Aprons, coasters, glassware, key chains, mugs, notebooks	Ubisoft
Attack on Titan	Cryptozoic Entertainment	Board games	FUNimation/Group 1200 Media
Avalanche	Argento SC by Sicura Inc.	Camping equipment, electronic accessories, pet accessories	Excel Branding
AwesomenessTV	Macy's	Apparel (juniors')	DreamWorks Animation
Batman v Superman: Dawn of Justice	Buffalo Games*	Puzzles	Warner Bros. Consumer Products
Bee and PuppyCat	Viz Media	Cookbooks	Federator Studios
Boy Scouts of America	Bachmann Trains	Games, toys	Boy Scouts of America
	Kid Galaxy		
	Richlife Footwear Intl.	Footwear	
Britannica Kids	GeoToys	Board games	JRL Group
Corona	ADG Source/Trademark Global	Home furniture	Joester Loria Group
	Dundalk LeisureCraft	Furniture	
	Koolatron	Appliances, coolers	
	Modern Gourmet Foods	Barware gift sets	
	Northwest Co. (The)	Throws, towels	
	Victory Tailgate	Tailgating kits	
Corona Extra, Corona Light and Cerveza Modelo Especial	Wild Eye Designs	Bar towels, bottle openers, coasters, totes	Warner Bros. Consumer Products
	PB Licensing USA	Glassware	
DC Comics	Maikii	USB flash drives	Warner Bros. Consumer Products
	Underground Toys	Bbq sets, bookends, housewares, utensils	
DC Super Hero Girls	Buffalo Games*	Puzzles	
Destiny	MEGA Brands/Mattel	Construction toys	Activision
Emeril Lagasse	Bradshaw Intl.	Bakeware, bbq sets, cookware, small kitchen appliances	Sequential Brands Group
emoji	Accutime Watch	Watches	Global Merchandising Services
	Ata Boy	Buttons, magnets	
	Bentex Group	Sportswear (children's)	
	Exist	Apparel	
	FAB Starpoint	Bags, luggage, social stationery, travel accessories	
	Jacmel Jewelry	Cosmetics, jewelry	
	Jay Franco & Sons	Bed & bath products	
	Stargate Apparel	Sleepwear (children's), swimwear (children's)	
	Tervis	Drinkware	
	Townley Cosmetics	Cosmetics, hair accessories	
Friendly's Ice Cream	You and Me Legwear	Hosiery, socks	Excel Branding
	Almar Sales	Accessories, lip gloss	
Game of Thrones	Two Rivers Coffee	Coffee	HBO
	Maikii	USB flash drives	
Halloween	American Classics	Apparel	Creative Licensing Corp. (CLC)
	Park Agencies		
Halo	Mattel	Figures, radio-controlled vehicles, toys	343 Industries Microsoft

\*Extension or renewal.

Continued on page 9



## Licensing News Continued from page 8

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Hang Ten	Hermes-Otto Intl. U.S.A.	Bags	Hang Ten
	Island Surf Co.	Footwear	
	JGR Copa	Beach accessories	
	Silver Buffalo	Drinkware, wall decor	
	Zeon	Watches	
Hind	Star Ride Kids	Footwear	Authentic Brands Group
	Twisted Shoes/Elis		
John Lennon	Trevco Sportswear	Apparel	Epic Rights
Judy Ross Textiles	Garnet Hill	Home decor	Excel Branding
Lady Gaga	Mattel	Dolls	Bravado Intl. Group Merchandising Services
Ladybird Books	Liberty London/Liberty Ltd.	Fabrics, wallpaper	Penguin Random House (U.K.)
LeBron James Family Foundation	MGA Entertainment	Sports toys	LRMR Management Co.
Little House on The Prairie	Queen's Treasures (The)	Doll accessories, doll apparel, dolls	Knockout Licensing
Little Nemo: Return to Slumberland	Art.com	On-demand poster printing	Idea Patch
Locke & Key	Art.com	On-demand poster printing	Idea Patch
Magic: The Gathering	Viz Media	Art books	Wizards of the Coast
Marvel	Underground Toys	Housewares	Disney Consumer Products
MasterChef Junior	KidKraft	Role play sets, toys	Endemol Shine North America
Mentos	Accessawear	Electronic accessories	Lisa Marks Associates (LMA)
	Desperate Enterprises	Magnets, tin signs	
	Jay Companies	Candles, diffusers, mugs	
Mr. Men & Little Miss	Gap	Apparel (infants', toddlers')	Sanrio
Nickelodeon	BrickStix	Decals	Nickelodeon & Viacom Consumer Products
Outlander	Dark Horse Comics	Bookmarks, books, coasters, collectibles, magnets, patches	Knockout Licensing
Peanuts	Dark Horse Comics	Collectible figurines	Peanuts Worldwide div. Iconix Brand Group
Peekaboo Barn	Candlewick Press	Books	Night & Day Studios
	Rich Frog	Plush toys	
	Zazzle	Apparel (children's), backpacks, blankets, lunch boxes, posters, stickers, t-shirts	
Peppa Pig	Colorforms Brand	Sticker activity kits, vinyl stick-on playsets	Entertainment One (eOne)
	FAB Starpoint	Coin bank	
	Galerie	Chocolate	
	Jazwares*	Construction toys, toys	
	Kurt S. Adler	Christmas ornaments, light sets, stockings	
	Parragon Books Ltd.	Activity books, coloring books	
	Jazwares*	Collectible figures, playsets	
Rachael Ray	Underground Toys	Bakeware	Entertainment One (eOne) U.K.
	Craftmaster Furniture	Case goods (for the home), upholstery	
	Legacy Classic Furniture		
Revlon	Accessory Headquarters (AHQ)	Cosmetic bags, travel accessories	Revlon
Rick and Morty	Cryptozoic Entertainment	Board games	Turner Broadcasting System
Sanrio	iHome div. SDI Technologies	Bluetooth speakers, consumer electronics, earbuds, headphones, microphones, mobile phone cases	Sanrio
	Just Play*	Collectible figures, dollhouses, master toy, toys	
Scooby-Doo	Buffalo Games*	Puzzles	Warner Bros. Consumer Products
Sesame Street	Speakaboos	Mobile educational apps	Sesame Workshop
Shaun White	Macy's	Apparel (men's), limited edition apparel	Creative Artists Agency (CAA)
Shimmer & Shine	Accessory Innovations	Accessories	Nickelodeon & Viacom Consumer Products
	ACI International	Footwear	
	Alex Brands	Arts & crafts	
	Baby Boom div. Betesh Group	Baby products	
	Bendon Publishing Intl.	Sticker activity kits	
	Bentex Group	Apparel	
	Berkshire Fashions	Accessories	
	C-Life Group	Apparel	

Continued on page 10

## Licensing News *Continued from page 9*

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Shimmer & Shine	Cardinal Industries	Games, puzzles	Nickelodeon & Viacom Consumer Products
	Children's Apparel Network	Apparel	
	DecoPac	Party goods	
	FAB Starpoint	Accessories	
	Fisher-Price	Doll accessories, dolls, toys	
	Franco Manufacturing	Home goods	
	Freeze div. Central Mills	Apparel	
	Global Brands Group	Accessories, apparel	
	Global Design Concepts	Accessories	
	Handcraft Manufacturing	Underwear (children's)	
	High Point Design	Hosiery	
	Just Play	Dress-up, role play	
	Medibadge	Sticker activity kits	
	Party City	Party decorations, role play	
	Phoenix Intl.	Publishing	
	Random House Children's Books	Publishing	
	Thermos	Drinkware	
	University Games	Games, puzzles	
	Zak Designs	Home goods	
Smiley World	Somerbond	Apparel, pajama sets, underwear	SmileyWorld
Spacepop	H.E.R. Accessories	Fashion accessories, hair accessories, jewelry, watches	Genius Brands Intl.
	Jaya Apparel Group	Apparel (girls'), jackets, leggings, t-shirts	
Star Ride Kids	Mamiye Brothers	Apparel (children's), sportswear	Star Ride Kids
Star Trek	Gund	Plush	CBS Consumer Products
Star Wars	Underground Toys*	Housewares, kitchen accessories, salt & pepper shakers	Disney Consumer Products
Tamara Kate	Éccolo	Adult coloring books	Painted Planet Licensing Group
Teenage Mutant Ninja Turtles	Gund	Plush	Nickelodeon & Viacom Consumer Products
	Select Brands	Coffee makers, pizza makers, small kitchen appliances, waffle makers	
Todd Parr	North American Bear	Plush	SupperTime Entertainment
Trisha Yearwood	Imax Worldwide Home	Home accessories, lamps, trays, vases, wall decor	ACI Licensing
Trolls	Franco Manufacturing	Bath, beach accessories, bedding	DreamWorks Animation
	H.I.S. Intl.	Sportswear	
U.S. Army	Superior Brands Group	Fitness equipment & accessories	Beanstalk
V19.69 Italia	MinxNY div. Vintage Home	Cold weather accessories	Versace 19.69 Abbigliamento Sportivo Srl, Harris-Sachs
Walking Dead (The)	Alex Brands	Dart blasters, toys, water guns	Skybound Entertainment
Wild Kratts	Isaac Morris	Bottoms, hoodies, t-shirts	Kratt Brothers Co.
	Pressman Toy/Goliath Games*	Games, puzzles	
	Wicked Cool Toys*	Action figures, role play	
Witcher 3: Wild Hunt (The)	Dark Horse Comics	Action figures, barware, collectibles, prop replicas, stationery, statues	CD Projekt RED S.A.
X-Files	Underground Toys	Coasters, mobile device cases, mugs	20th Century Fox Consumer Products
Yo-Kai Watch	Underground Toys	Drinkware, storage, throws	Evolution USA
Zombies vs. Robots	Art.com	On-demand poster printing	Idea Patch
Zutano	aden + anais	Baby accessories, bibs, blankets (infants')	Zutano

## International Properties Available or Recently Assigned

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
Antik Batik	Fashion label with an eclectic mix of European and Indonesian influences; romantic designs combined with colorful prints and embellishments.	Accessories, bath & body, fragrance, home furnishings (North America)	Julie Newman, Jewel Branding & Licensing
Beyblade Burst	Third season of Japanese franchise, about a group of kids who form teams and battle with spinning tops, debuts in Japan this April.	All (Worldwide excl. Asia)	Hiro Nishimura, Sunrights
Chupa Chups	Lollipop brand and the 5th largest confectionary brand worldwide. Colorful and playful graphic design by Salvador Dali.	All (North America)	Lisa Marks, Lisa Marks Associates (LMA)
Evolution Management + Marketing	Clients from Evolution include DIY experts and TV hosts like Andy and Candis Meredith, Chris and Payton Lambton and Jason Cameron.	Garden, home decor (North America)	Ted Larkins, CPLG (Copyright Promotions Licensing Group)
Little Baby Bum	Educational preschool YouTube series with over 16 billion viewers worldwide.	All (U.K., Ireland)	Whitney Lucas, Licensing Link

\*Extension or renewal.

*Continued on page 11*

## Licensing News *Continued from page 10*

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
Little Critter	Children's book series by Mercer Mayer with over 300 titles; animated content for multiplatform distribution planned.	All (Worldwide)	Stuart Snyder, Snyder Media
Ñañaritos	Youth-oriented English-Spanish brand features beautifully distinctive hand painted characters and art that carry a message of happiness and love.	All (Worldwide)	David San Juan, Vidorra Group
NBC Universal	Portfolio includes Despicable Me, Jurassic World, Fast & Furious, The Secret Life of Pets, Back to the Future and Jaws.	All (India, South Asia incl. Sri Lanka, Bangladesh, Nepal)	Bhavik Vora, Black White Orange Brands Pvt. Ltd.
Pantone	Global color authority and provider of professional color standards such as the Color of the Year.	Giftware, home decor, lifestyle, publishing (Canada)	Andrew Menceles, JAM Brands
Petra's Planet	Book-based property and educational virtual world for children with millions of users worldwide.	All (U.K., Ireland)	Natasha Dyson, Blonde Sheep Licensing
Rebecca Bonbon	Master licensee for French bulldog design character, program aimed at young female consumers.	Apparel, cosmetics, home decor, pet products, plush (U.S., Canada, Europe)	Jennifer Coleman, 4K Media
Royal Ascot	305 year old U.K. horse racing course; program includes the ground and its prestigious annual racing festival.	Apparel, housewares, memorabilia, stationery (Worldwide; multi-year)	Simon Gresswell, WME/IMG
Sammy & Co.	Preschool animated TV series follows the everyday underwater adventures two young sea turtles and their friends.	All (Iberia)	Laura García Ortega, Nottingham Forest

## International Licenses Recently Granted

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Angry Birds	Admiranda S.r.l.	Personal care products, shampoo, soap (Italy)	Maurizio Distefano/The Evolution of Licensing
Betty Boop	Daiwabo Advance Co., Ltd.	Apparel, hoodies, t-shirts (Japan)	King Features Syndicate
Beyblade Burst	Hasbro	Toys (Worldwide)	Sunrights
Billy Joel	Junk Food Clothing	Fleece, loungewear, t-shirts, tops (Worldwide)	Epic Rights
CBGB	American Classics	Onesies, sweatshirts, t-shirts (North America)	
Doobie Brothers (The)	CARD.com	Prepaid debit cards (North America)	
emoji	China Industries Ltd. t/a WOW! Stuff	Master gift (Worldwide)	Global Merchandising Services
Furla	Morellato Group	Watches (Worldwide; 5 yrs.)	Furla
Geronimo Stilton	MyLocker	Apparel, blankets, laptop accessories & cases, mugs (North America)	Lawless Entertainment
Jason Santos	Buzzy	Gardening grow kits (U.S., Canada, Mexico)	C3 Entertainment
	Jimed Holdings/Cool Patches	Decals, patches (Worldwide)	
	Rocket Fizz	Soft drinks (Worldwide)	
	Zebra Content Merchandising/Holysnap	Digital content (Worldwide)	
Jefferson Airplane	CARD.com	Prepaid debit cards (North America)	Epic Rights
Journey	CARD.com	Prepaid debit cards (North America)	
	Source3	3D printed album art (Worldwide)	
Judith Leiber	Paradox London U.S.	Footwear (women's) (Worldwide)	Authentic Brands Group
KISS	Rhode Island Novelty	Basketballs, inflatables, play balls, plush (U.S., Canada, Mexico)	Epic Rights
Little Baby Bum	Commonwealth Toy & Novelty	Plush, soft toys (U.S., U.K.)	Licensing Link
	Parragon Books Ltd.	Activity books, master publishing, story books (Worldwide)	Surge Licensing
Marmite	Carousel Calendars div. Otter House Group	Calendars (U.K.)	Hot Pickle Trading Ltd.
Me to You	Coochy Coo Nappy Cakes Ltd.	Baby products, books, comforters, gift sets, toys (U.K.)	Carte Blanche Greetings
Miffy	UNIQLO*	T-shirts (Worldwide, selected)	Mercis B.V.
Motor Marc Lacourciere	America Remembers/American Heroes & Legends	Limited edition collectible firearms (U.S., Canada)	C3 Entertainment
	Desperate Enterprises	Tin signs (Worldwide)	
Mulberry	Onward Luxury Group	Apparel, footwear (Worldwide)	Mulberry
Octonauts	Fisher-Price*	Figures, master toy, play sets, plush, toy vehicles (Worldwide; 3 yrs.)	Silvergate Media
Original Penguin	Lifestyle Essences	Apparel (children's) (Philippines)	Perry Ellis Intl./PEI Licensing
	PICO Manufacturing	Sleepwear (boys'), underwear (boys') (U.S., Canada)	
Paw Patrol	Poplar Linens	Home textiles (U.K., Ireland)	Nickelodeon & Viacom Consumer Products
Playboy	Joyrich*	Apparel, bags (U.S., Japan, Korea, Taiwan, Hong Kong)	Playboy Enterprises
Powerpuff Girls (The, 2016 series)	ABG Accessories	Cold weather accessories, headwear (North America)	Cartoon Network Enterprises
	Everything Legwear	Hosiery (North America)	
	Hybrid Apparel	Tops (girls', juniors') (North America)	
	Jerry Leigh Apparel	Apparel (girls', juniors') (North America)	
	Komar Sleepwear	Sleepwear (girls') (North America)	
	Moschino SpA	Apparel, bags, knitwear, mobile phone cases, swimsuits (North America)	

\*Extension or renewal.

Continued on page 12

## Licensing News *Continued from page 11*

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
<b>Rihanna</b>	Puma	Accessories, apparel, footwear (Worldwide)	Live Nation
<b>Secret Life of Pets (The)</b>	Alex Brands	Activity sets, arts & crafts (Worldwide)	Universal Brand Development
	Bulls I Toy	Magnets, stickers, temporary tattoos, trading cards (Worldwide)	
	Colorforms Brand	Sticker activity kits (Worldwide)	
	DecoPac	Cake decorations (Worldwide)	
	Disguise	Costumes (Worldwide)	
	Dynacraft BSC	Bicycles (Worldwide)	
	Franco Manufacturing	Bedding (Worldwide)	
	FunKo	Collectible figures (Worldwide)	
	H.E.R. Accessories	Jewelry (Worldwide)	
	High Point Design	Socks (Worldwide)	
	Hybrid Apparel	Sweatshirts (Worldwide)	
	Mad Engine	T-shirts (Worldwide)	
	Open Road Brands	Wall decor (Worldwide)	
	Penguin Random House	Publishing (Worldwide)	
	PetSmart	Pet apparel, pet beds, pet toys (North America)	
	Ravensburger AG	Puzzles (Worldwide)	
	SDI Technologies/KIDdesigns	Electronics (Worldwide)	
	Tin Box	Collectibles, gifts (Worldwide)	
	Ty Inc.	Beanie babies (Worldwide)	
	Unique Industries	Party goods (Worldwide)	
	What Kids Want!	Crafts, hobby kits, inflatables, musical instruments (Worldwide)	
	Winning Moves Deutschland GmbH	Games (Worldwide)	
	Wish Factory (The)	Novelties (Worldwide)	
	Wonder Forge	Games (Worldwide)	
<b>Sesame Street</b>	Puma	Accessories, apparel, backpacks, footwear, leggings, sportswear, water bottles (Worldwide)	CPLG (Copyright Promotions Licensing Group)
<b>Steve Backshall</b>	Mountain Warehouse	Apparel (children's) (U.K.)	Jo Sarsby Management
<b>Styx</b>	CARD.com	Prepaid debit cards (North America)	Epic Rights
	Source3	3D printed album art (Worldwide)	
<b>Three Stooges (The)</b>	American Mythology Productions	Comic books (print: U.S., Canada; digital: Worldwide)	C3 Entertainment
	CARD.com*	Prepaid debit cards (Worldwide)	
<b>Three Stooges (The)</b>	ComicFlix	Comic books (print: U.S., Canada; digital: Worldwide)	C3 Entertainment
	Front Row Collectibles*	Framed prints (Worldwide)	
	Fun Incorporated	Practical joke kits (Worldwide)	
	International Game Technology (IGT)*	Lottery tickets (Worldwide)	
	Polyslab Games	Mobile game apps (Worldwide)	
<b>Throwboy</b>	Throwboy	Character pillows, key chains, pillows (Worldwide)	
<b>Tiny Tatty Teddy</b>	Coochy Coo Nappy Cakes Ltd.	Baby products, books, comforters, gift sets, toys (U.K.)	Carte Blanche Greetings
<b>Todd Parr</b>	North American Bear	Plush (U.S., Canada)	SupperTime Entertainment
<b>Trolls</b>	Bentex Group	Sportswear (Worldwide)	DreamWorks Animation
	Clementoni GmbH Germany	Puzzles (Europe)	
	Franco Manufacturing	Bath, beach items, bedding (Worldwide)	
	Hallmark Cards	Gift bags, greeting cards, ornaments (Worldwide)	
	Hasbro	Figures, games, master toy, playsets, plush (Worldwide)	
	Planeta Editorial	Activity books, novelizations, novelties, sticker books, story books (Spain, Portugal)	
	Procos S.A.	Partyware (Europe)	
	Random House Children's Books	Coloring books, novels, novelty books, story books (Worldwide)	
	Ravensburger AG	Arts & crafts, paint-by-number kits, puzzles (Worldwide)	
	Trends International	Calendars, posters, stickers, temporary tattoos (Worldwide)	
<b>Voice (The)</b>	Adhrena*	Fragrance (France)	Endemol Shine UK, TF1 Entreprises
	Costa Cruises/Costa Crociere S.p.A.*	Cruise activities (France)	
	Francaise des Jeux (FDJ)	Lottery tickets, online scratch cards (France)	
	Lansay France*	Microphones (France)	
<b>Voltron: Legendary Defender</b>	Playmates Toys	Master toy (Worldwide)	DreamWorks Animation

\*Extension or renewal.



# contacts & connections

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

**20th Century Fox Consumer Products**, Roz Nowicki, EVP Global Sales & Retail, 310-369-2207, roz.nowicki@fox.com, P. 10.

**343 Industries Microsoft**, Bonnie Ross, Corporate VP & Head 343 Industries, 425-882-8080, bross@microsoft.com, P. 9.

**4K Media**, Jennifer Coleman, VP Licensing & Marketing, 212-590-2120, jcoleman@4kmedia.com, P. 11.

**ABG Accessories**, Jolene Cappadona, VP Licensing, 908-558-1200 x144, jolene@abgnyc.com, P. 12.

**ABG Accessories**, Loren Cohen, VP Baby, 908-558-1200, lcohen@abgnyc.com, P. 8.

**Accessawear**, Ian Girshek, VP Operations, 347-296-8891, ian@piaccessories.com, P. 9.

**Accessory Headquarters (AHQ)**, Morris Beyda, Division Manager Kids, 212-328-1560 x642, mbeyda@ahq.com, P. 9.

**Accessory Innovations**, Karyn Weiss, SVP Business Development & Licensing, 212-292-1238, kweiss@accessory-innovations.com, P. 10.

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**aden + anais**, Raegan Moya-Jones, CEO & Co-founder, 718-801-8432, raegan@adenandanais.com, P. 10.

**ADG Source/Trademark Global**, Timothy Adkins, Licensing & Product Development Manager, 800-218-0104, sales@adgsource.com, P. 8.

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**Wild Eye Designs**, Jayson Nusbaum, Director Sales, 800-824-0496, jayson@wildeyedesigns.com, P. 8.

**Wish Factory (The)**, Scott Bachrach, President & CEO, 973-744-3131, scott@thewishfactoryinc.com, P. 12.

**Wizards of the Coast**, Jerome Lalin, SVP Global Brand Strategy & Marketing, 425-226-6500, jerome.lalin@wizards.com, P. 9.

**Wonder Forge**, Joel Berman, Head Global Business Development & Licensing, 206-979-5736, joel@wonderforge.com, P. 12.

**You and Me Legwear**, Albert Cohen, President, 212-279-9292, P. 8.

**Zak Designs**, Reggy Thomas, VP Global Licensing & Marketing, 509-244-8644, thomas@zak.com, P. 10.

**Zazzle**, Leah Wonski, Head Business Development, 650-853-0100, leah.wonski@zazzle.com, P. 9.

**Zebra Content Merchandising/Holysnap**, Anton Pereiaslavtsev, Founder & CEO, 310-595-4974, anton@runzebra.com, P. 11.

**Zutano**, Uli Belenky, Co-founder & Designer, 802-563-2961, uli@zutano.com, P. 10.



# 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.

**Adhrena**, Gregory Chegrani, Director Commercial, 33 1 47 10 04 40, chegrani.g@adhrena.com, P. 13.

**Admiranda S.r.l.**, Marco Iannotta, Marketing & Development Manager, 39 02 646 9340, m.iannotta@admiranda.it, P. 11.

**Black White Orange Brands Pvt. Ltd.**, Bhavik Vora, Founder & CEO, bhavora@gmail.com, P. 11.

**Blonde Sheep Licensing**, Natasha Dyson, MD, P. 11.

**Bravado Intl. Group Merchandising Services**, Alex Mitchell, Licensing & Partnership Manager, 44 3305 871 192, alexander.mitchell@bravado.com, P. 9.

**Carousel Calendars div. Otter House Group**, Martin Rees-Davies, Head Licensing, 44 7971 155 127, mrees-davies@carouselcalendars.co.uk, P. 12.

**Carte Blanche Greetings**, Sarah Quigley, Head U.K. Licensing, 44 1243 792600, sarah.quigley@cbg.co.uk, P. 12,13.

**CD Projekt RED S.A.**, Michal Nowakowski, VP Business Development, 48 22 519 69 00, biz@cdprojektred.com, P. 10.

**China Industries Ltd. t/a WOW! Stuff**, Richard North, Director & Joint Head New Product Development, 44 870 054 6000, richard.north@wowstuff.com, P. 11.

**Clementoni GmbH Germany**, Ulrich Hirsch, MD, 49 2234 936500, hirsch@clementoni.de, P. 13.

**Coochy Coo Nappy Cakes Ltd.**, Lorraine Bostoff, Owner, 44 800 023 5501, admin@coochycoonappycakes.co.uk, P. 12,13.

**Costa Cruises/Costa Crociere S.p.A.**, Luca Casaura, VP Corporate Marketing, 39 010 54831, casaura@costa.it, P. 13.

**Daiwabo Advance Co., Ltd.**, Takao Shibano, Director, 81 6 6281 2325, info@daiwaboadvance.co.jp, P. 11.

**Dundalk LeisureCraft**, David Martin, 519-923-9813, david@dundalkleisurecraft.com, P. 8.

**Endemol Shine UK**, Tom Jeans, Director Commercial & Business Affairs, 44 870 333 1700, tom.jeans@endemolshine.com, P. 13.

**Entertainment One (eOne) U.K.**, Andrew Carley, Head Global Licensing, 44 20 7907 3797, acarley@entonegroup.com, P. 9.

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**Global Merchandising Services**, Gabbi Langdorf, Senior Licensing Manager, 44 207 384 6467, gabbi@globalmerchservices.com, P. 11.

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**Koolatron**, Lloyd Stenmark, VP Sales & Marketing, 519-756-3950, sales@koolatron.com, P. 8.

**Kratt Brothers Co.**, Bridget Whitely, Product Manager, 613-686-6497, licensing@krattbrothers.com, P. 10.

**Lansay France**, Stephane Azoulai, MD, 33 1 39 98 48 65, stephane.azoulai@lansay.fr, P. 13.

**Liberty London/Liberty Ltd.**, Sarah Halsall, Managing Director, 44 20 7734 1234, customerservices@liberty.co.uk, P. 9.

**Lifestyle Essences**, Cheryl Ann Lao Lee, MD, 632 722 2237, cheryl@anthemshoppes.com, P. 12.

**Maurizio Distefano/The Evolution of Licensing**, Maurizio Distefano, President & Owner, 39 131 481501, info@mdistefanolicensing.com, P. 11.

**MEGA Brands/Mattel**, Susie Lecker, SVP Global Design & Marketing, 514-333-5555, susie.lecker@mattel.com, P. 8.

**Mercis B.V.**, Marja Kerkhof, MD, 31 20 675 8036, marjakerkhof@mercis.nl, P. 12.

**Morellato Group**, Sara Viola, Global Head Marketing, Licensing & Communication, 39 049 9323777, sara.viola@morellatogroup.com, P. 11.

**Moschino SpA**, Roberta Colombo, Licensing Manager, 39 026 787 731, roberta.columbo@moschino.it, P. 12.

**Mulberry**, Thierry Andretta, CEO, 44 1761 234 500, companysecretary@mulberry.com, P. 12.

**Nickelodeon & Viacom Consumer Products**, Mark Kingston, GM & SVP Consumer Products EMEA/Australasia, 44 20 3580 3020, mark.kingston@vimm.com, P. 12.

**Nottingham Forest**, Laura Garcia Ortega, Commercial Director, 34 914 467 300, laura.garcia@nottinghamforest.es, P. 11.

**Onward Luxury Group**, Franco Pene, CEO GIBO, 39 055 237 201, francopene@onwardluxurygroup.com, P. 12.

**Park Agencies**, Tony Park, Director, 44 7900 213 919, tony.park@parkagencies.co.uk, P. 9.

**Parragon Books Ltd.**, Vickie Voss, Global License Director, 44 1225 478 888, vickie.voss@parragon.com, P. 9,11.

**Penguin Random House (U.K.)**, Jennifer Greenway, Licensing Executive, 44 20 7010 3405, jgreenway@penguinrandomhouse.com, P. 9.

**Planeta Editorial**, Ignasi Estape, Editor Comics, 34 934 928 874, iestape@planeta.es, P. 13.

**Poplar Linens**, Colm Walsh, Business Development Manager, 353 98 25633, colm@poplarlinens.eu, P. 12.

**Procos S.A.**, Miltos Procos, Owner, 30 22 6203 1434, info@procos.gr, P. 13.

**Puma**, Anthony Ward, Head Global Licensing, 49 9132 81 3168, anthony.ward@puma.com, P. 12.

**Ravensburger AG**, Siglinde Nowack, Intl. Product Manager Puzzle, Licenses, Arts & Crafts, 49 751 861974, siglinde.nowack@ravensburger.de, P. 12,13.

**SmileyWorld**, Margherita Vecchio, Intl. Licensing Manager, 44 20 7378 8231, margherita@smiley.com, P. 10.

**Somerbond**, Mark Tomlin, Director Licensing, 44 208 838 2100, mark.tomlin@somerbond.co.uk, P. 10.

**TF1 Entreprises**, Hubert Taieb, Deputy GM, 33 1 41 41 12 34, htaieb@tf1.fr, P. 13.

**Underground Toys**, Robyn Cowling, Licensing Director, 44 207 801 6327, robyn@underground-toys.com, P. 8,9,10.

**UNIQLQ**, Yuki Katsuta, Head Research/Design & Group SVP Fast Retailing, 81 3 6865 0296, yukihiro.katsuta@fastretailing.com, P. 12.

**Versace 19.69 Abbigliamento Sportivo Srl**, Rabih Salha, GM, 39 0331 333 933, v1969italia@v1969italia.com, P. 10.

**Winning Moves Deutschland GmbH**, Kathrin Piel, Head Product Development & Licensing, 49 211 55 02 75 12, piel@winningmoves.de, P. 12.

**WME/IMG**, Simon Gresswell, VP Licensing, 44 20 8233 5300, simon.gresswell@img.com, P. 11.

**Zeon**, Robert Hughes, Head Licensing, 44 208 208 1833, rob\_hughes@zeonltd.co.uk, P. 9.

## Who's News

LMCA names **Donna M. Bruschi** Director Brand Licensing.

Iconix's board of directors appoints **John Haugh** President & CEO.

**Carla Silva** is the new VP, GM & Global Head Licensing for King Features.

Rockpool Licensing appoints **Nicola Thompson** to join MD **Vickie O'Malley**.

Warner Bros. Consumer Products names **Peter van Roden** SVP Global Themed Entertainment.

**Brit Gordon** joins Fermata Partners to collaborate with Founding Partners **Kit Walsh**, **Scott Bouyack**, **Derek Eiler**, and **Chris Prindiville** on behalf of the PGA TOUR.

DHX Brands appoints **Kaisa Nieminen** Senior Brand Manager North America, **Dave Tovey** joins in the newly created role of Business Development Manager EMEA, and **Danielle Tanton** is now Global Live Events & Attractions Manager.

Cherokee Global Brands appoints **Randi Spieker** as EVP Business Development.

UBM Americas promotes **Jessica Blue** to SVP Licensing.

Marchon names **Thomas Burkhardt** SVP Global Licensing & Marketing.

**Craig Takiguchi** joins Sanrio as VP Retail Business Development. Meanwhile, **Jill Cook** is promoted to Director Retail Business Development, **Stephanie Simpson** to Director Retail Merchandising and **Dave Marchi** to VP Brand Management & Marketing.

DC Thomson names **Amy Jarashow** the new Licensing Director North America for both Parragon and Wild and Wolf.

Random House Children's Books appoints **Rachel Bader** as Licensing Director to manage partnerships in the U.S. and Canada.

Boatrocker Media names **Gia DeLaney** VP Global Sales & Licensing for Boat Rocker Rights.

4K Media names **Michelle Zamora Dean** Senior Manager Licensing & Marketing.

**James Pitaro** is Chairman of Disney Consumer Products & Interactive Media following current Co-chair **Leslie Ferraro's** departure. **Jonas Agin** is VP Original Series for Disney Channel & Disney XD. And **Lauren Kisilevsky** is now VP Original Movies for Disney Channel.

Bob's Discount Furniture promotes **Michael Skirvin** to President & CEO and **Ted English** to Executive Chairman.

The Northwest Co. has created a new Beach, Bath, Bags and Accessories division to be led by **Jay Dickerscheid**.

Mind Candy appoints **Ian Chambers** as its new CEO.

Entertainment media company Boatrocker Media names **Gia DeLaney** VP Global Sales & Licensing for Boat Rocker Rights.

Vandor promotes **Lisa Juul** to VP Sales.

Wow! Stuff appoints **Frank Adler** as President of its U.S. operation.

Awesome Media & Entertainment is extending its global presence with the appointment of media veteran **Peter Sussman** as Board Director.

UFC hires **Matt Neidl** to serve as Marketing Partnerships Director.

Toys 'R' Us promotes **Joe Venezia** as the firm's new EVP Global Store Operations.

Planeta Junior appoints **Antonella Ceraso** as the new Country Manager for Spain and Portugal.

Wind Dancer Films names **Dete Meserve** as Principal.

**Robert Miller**, President of Studio Licensing, passed away.

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