

# TLL THE LICENSING LETTER

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## Entertainment/Character Once Again Fastest-Growing Property Type in 2015

Entertainment/character licensing put on a display of superhero strength and speed in 2015, growing 8.0% to dash past \$11 billion in retail sales in the U.S. and Canada, according to *The Licensing Letter's Annual Licensing Business Survey*. It was the property type's third consecutive year of notable growth: After five years of decline from 2008 through 2012, the sector posted 3.6% growth in 2013 and a 6% increase in 2014.

At \$11.9 billion and 11.5% of the market for licensed products in the U.S. and Canada, entertainment/character is still the fourth largest property type, behind corporate (\$27.7 billion in retail sales, 26.8% share), fashion (\$20.9 billion, 20.3%) and sports (\$14.8 billion, 14.3%).

"It was a really big year for entertainment brands," says one licensor in the sector. "Because entertainment is working so much, people are chasing dollars in it."

In 2015, as in the previous year, one property was a clear leader (though not the only success). But while 2015 champ *Star Wars* and 2014 victor *Frozen* are both Disney properties, their paths to market leadership couldn't have been more different.

### Star Wars' Direct Path to the Top

Like the entire entertainment/character universe, which began to grow in 2013 but really took off in 2014, *Frozen* was introduced with the Disney film in 2013, but did not reach its full potential until 2014, after retailers who were initially caught off guard by the movie's popularity rushed to catch up.

*Star Wars*, however, is a powerful evergreen license and products tied to new movie *The Force Awakens* hit retail with a campaign larger and earlier than ever before, as respondents to last year's Survey predicted it would. Disney threw the merchandising window wide open with a unique 18-hour global unboxing

marathon broadcast live on YouTube to celebrate the debut of *The Force Awakens* products on Sept. 4 for a retail holiday dubbed "Force Friday," a full 15 weeks before the movie hit theaters on Dec. 18 (as opposed to the usual six weeks).

"It was hard to get anything besides *Star Wars* on shelf," says one agent. "Anything that did get on wouldn't be taken very deep."

*Continued on page 3*

### ART

## Art Licensing Up 2.1%; Commercialization is the Name of the Game

After years of flat or declining growth, sales of licensed art merchandise grew by 2.1% in 2015 from \$5.55 to \$5.67 billion, according to *The Licensing Letter's Annual Licensing Business Survey*. The sector's rebound was largely thanks to "strong performance of commercial art properties which made up for sluggish sales on the fine arts side," according to one consultant.

Compared to the industry-wide growth rate of 3.4%, sales of art-based merchandise were sluggish. All told, art-related properties accounted for 5.5% of the total licensing business in 2015, with art and artists comprising 75% of that and museums 25% (or 4.1% and 1.4% of the total licensing business, respectively). The sector's share has been slowly but steadily declining over the last decade as top gunners like entertainment/character (8.0% growth in 2015), sports (4.8%) and corporate trademarks/brands (3.0%) are enjoying robust increases in sales.

### Property Trends

Following a years-long trend, retail sales of museum-licensed merchandise exhibited

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# ➡ Licensing Ledger

**NBCUniversal** has acquired **DreamWorks Animation** for \$3.8 billion. Dreamworks will become part of the Universal Filmed Entertainment Group under the banner DreamWorks New Media. NBCUniversal will also add DreamWorks' consumer products business, which brought in \$3.3 billion at retail in 2015, to its own \$4.5 billion merchandise arm. The merger adds DreamWorks' line-up of top kids' properties, including *How to Train your Dragon*, *Shrek* and *Kung Fu Panda*, to NBCUniversal's *Minions*, *Despicable Me*, and the forthcoming *The Secret Life of Pets*.

Steve Burke, CEO of NBCUniversal, said in a release, "DreamWorks will help us grow our film, television, theme parks and consumer products businesses for years to come."

Jeffrey Katzenberg, CEO & Co-founder of DreamWorks Animation, will become Chairman of the new division, as well as serve as a consultant to NBCUniversal. "As for my role, I am incredibly excited to continue exploring the potential of AwesomenessTV, NOVA and other new media opportunities, and can't wait to get started."

## TOM BRADY NOSES OUT PEYTON MANNING FOR TOP PLAYER MERCHANDISE SALES

Peyton Manning may have retired with a Super Bowl ring but he was unable to overtake his career-long rival Tom Brady at the cash registers. The NFLPA announced that Tom Brady led all NFL players in merchandise sales for the year. Career-long rival Peyton Manning had to settle for the second spot.

TOP-SELLING NFL PLAYERS, FY 2016  
(MAR. 1, 2015 THRU FEB. 29, 2016)

RANK	PLAYER	POS.	TEAM
1	Tom Brady	QB	New England Patriots
2	Peyton Manning	QB	Denver Broncos
3	Russell Wilson	QB	Seattle Seahawks
4	Aaron Rodgers	QB	Green Bay Packers
5	Dez Bryant	WR	Dallas Cowboys
6	Odell Beckham Jr.	WR	New York Giants
7	Cam Newton	QB	Carolina Panthers
8	Rob Gronkowski	TE	New England Patriots
9	J.J. Watt	DE	Houston Texans
10	Jason Witten	TE	Dallas Cowboys

Note: Covers physical and online retail sales of game jerseys, off-field apparel, accessories, electronics, figurines, etc.

SOURCE: THE LICENSING LETTER

Other highlights reported by the NFLPA:

- ▶ Total NFLPA sales for the year exceeded \$1.5 billion;
- ▶ Cam Newton sold the most collegiate co-branded merchandise;

- ▶ Brady, Newton, Gronkowski and Carolina linebacker Luke Kuechly sold the most toys and kids' apparel
- ▶ Despite being rumored on his way out of San Francisco for months, Forty Niner quarterback Colin Kaepernick sold the most player caps from New Era and Lids.

**Oxford Industries** buys **Southern Tide** for \$85 million. The brand will contribute approximately \$35 million in sales and \$7 million in operating income.

**Mattel** has formed a new theatrical, TV and digital content creation division called **Mattel Creations**. The new division will utilize the firm's portfolio of brands to drive content across multiple platforms including theatrical, television and digital.

**Genius Brands Intl.** has joined forces with **Sony Music Entertainment** and its **Legacy Recordings** label on a new music label for kids, **Genius Brands Music**, which will include content from GBI's upcoming tween girls brand **SpacePOP**.

**Spin Master** has acquired two kids' app brands—**Toca Boca** and **Sago Mini**—from the **Bonnier Group** of Sweden.

**HanesBrands**, the parent of **Champion**, **Gear for Sports**, **Hanes** and other intimate apparel brands, entered into a definitive agreement to acquire **Pacific Brands Ltd.**, an

Australian underwear and intimate apparel company.

**Lion Capital** signed a definitive agreement to acquire a minority stake in **Authentic Brands Group**.

**WME/IMG** has acquired the marketing agencies **Fusion Marketing** and **IMG Live**.

**Marvel** partnered with **Victory Hill Exhibitions** to open the **Avengers S.T.A.T.I.O.N.**—an experience that promises to give fans a look at intelligence files and classified information as they explore the history and scientific origins of the **Avengers** team—at the **Esplanade de La Défense** in Paris. A second will open at the **Treasure Island Hotel and Casino** in Las Vegas, Nev., this summer. The Paris location will run until September, after which it will visit other European locations.

**Warner Bros.** partnered with **Miral** to create a themed destination in **Abu Dhabi, UAE**. Located on **Yas Island**, **World Abu Dhabi** will include a theme park as well as the only **Warner Bros.**-branded hotel. The themed destination will bring together the studio's portfolio of **DC Comics** superheroes as well as cartoons such as **Looney Tunes**, **Scooby-Doo** and **Tom and Jerry**. The project is slated to open in 2018, with the branded hotel to follow at a later date. The location will be neighbored by the first **Ferrari**-branded theme park and the **Emirati-themed water park, Yas Waterworld**.



**Executive Editor**  
Karina Masolova  
karina@plainlanguagemedia.com

**Contributing Editor**  
Glenn Demby  
glensdemby@gmail.com

**Contributing Editor**  
Marcy Magiera  
marcy@plainlanguagemedia.com

**Managing Editor**  
Barbara Manning Grimm  
barb@plainlanguagemedia.com

**Business Development**  
Randy Cochran  
randy@plainlanguagemedia.com

**Marketing Director**  
Michael Sherman  
michaels@plainlanguagemedia.com

**Customer Service**  
customerservice@  
plainlanguagemedia.com

**General Manager**  
Jim Pearmain

**CEO**  
Mark Ziebarth

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

## Entertainment/Character

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Like Frozen before it, Star Wars stole from other brands, said *Survey* respondents—even brands outside the entertainment/character property type. Demand for music licensed apparel and other products, for instance, was softened (down 1.7%, per *Survey* findings), according to one agent, because of competition from Star Wars and other movies. “We found that it was a bit soft at mass market and in young men’s” for music properties, the agent says. “A couple of movie properties were capturing the consumer—Minions and Star Wars. The buyers were allocating dollars to those brands.”

*The Force Awakens* may have grabbed an overwhelming share of attention in 2015 from consumers, the media and others, but it was not the only property driving sales of entertainment licensed goods.

Other franchise properties also were successful during the year, some of them pure entertainment/character licenses, and others toy licenses that cross over into entertainment. Frozen continue to sell well, although possibly not at the same level as in 2014, according to *Survey* respondents. “Frozen still garnered a lot of space, says one licensee.

Properties mentioned as market leaders include Teenage Mutant Ninja Turtles, Minions, Avengers, Paw Patrol, Minecraft and DinoTrux. Imports from outside the U.S. that were gaining traction stateside during the year include Peppa Pig and Yo-Kai Watch, the hot Japanese kids’ property that launched in the U.S. in fall 2015. “Minions had a lot of presence at retail going into the holidays,” recalls a licensor. “And Frozen is one of those things people keep chasing.”

### Combination Punch: Movies and TV

While “TV licensing in general is up,” as one licensor explains, the continuing popularity of edgy TV series for adults contributed to growth. Adult collectors were strong spenders in 2015, particularly for TV shows such as “Breaking Bad,” “The Walking Dead,” “Outlander,” “Doctor Who,” and “Game of Thrones.” Edgy entertainment is the basis for relative pricy collectibles, apparel and other merchandise, such as a “Dr. Who” Tenth Doctor Sonic Screwdriver Universal Remote (\$115) or a “Game of Thrones” Targaryen Zip Up Hoodie (\$50). “A lot of the growth was in properties that cater to fandoms,” says one licensee.

Specialty toy companies and retailers “get excited for something that isn’t Disney,” adds a licensing agent. Merchandise tied to adult hits including “Game of Thrones” and “Walking Dead” propped up retailers like Hot Topic and Spencer’s, the agent says. “These guys are doing great because the content is so strong.”

While some respondents continued to bemoan the short life span of movie properties, as in past years, others pointed to the power of entertainment properties that

### RETAIL SALES OF ENTERTAINMENT/CHARACTER-LICENSED MERCHANDISE, 2014-2015, BY PRODUCT CATEGORY (FIGURES IN MILLIONS)

PRODUCT CATEGORY	RETAIL SALES 2015	RETAIL SALES, 2014	CHANGE, 2014-2015	SHARE OF MARKET, 2015
Accessories	\$1,104	\$1,023	8.0%	9.3%
Apparel	\$1,079	\$964	11.9%	9.1%
Consumer Electronics	\$472	\$426	10.7%	4.0%
Domestics	\$297	\$268	11.0%	2.5%
Food/Beverages	\$421	\$375	12.4%	3.5%
Footwear	\$299	\$303	-1.3%	2.5%
Furniture/Home Furnishings	\$285	\$277	2.9%	2.4%
Gifts/Novelties	\$282	\$302	-6.6%	2.4%
HBA	\$557	\$525	6.0%	4.7%
Housewares	\$218	\$212	2.9%	1.8%
Infant Products	\$376	\$373	0.8%	3.2%
Publishing	\$785	\$771	1.8%	6.6%
Sporting Goods	\$198	\$193	2.5%	1.7%
Stationery/Paper	\$478	\$474	0.8%	4.0%
Toys/Games	\$3,742	\$3,389	10.4%	31.5%
Video games/Software	\$872	\$847	2.9%	7.3%
Other	\$413	\$275	50.1%	3.5%
<b>TOTAL</b>	<b>\$11,878</b>	<b>\$10,998</b>	<b>8.0%</b>	<b>100.0%</b>

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

SOURCE: THE LICENSING LETTER

have both movie and TV exposure and the growing potential of digital platforms to launch or extend properties.

“Movies popping in and out, while having baseline TV stuff. That’s what retailers want, to be honest with you,” said one licensor. Examples of this strategy at work include Disney’s use of its cable network Disney XD to keep properties including Spider-Man, Avengers and Star Wars on boys’ radar between feature films with shows including “Ultimate Spider-Man,” “Star Wars Rebels” and “Avengers Assemble”; Warner Bros.’ seeding of primetime network TV with “Supergirl,” “Gotham,” “Arrow” and “The Flash” to maintain awareness of the DC Comics properties that it is drafting for a steady flow of feature films; and Nickelodeon’s Teenage Mutant Ninja Turtles cartoon series as a companion to the 2014 and 2016 theatrical films.

Digital platforms like Netflix, Hulu, YouTube and Amazon Prime can also effectively extend media exposure for licensed properties, and possibly even launch the licensing programs of some properties. “Netflix has moved the needle on shows that have gone from broadcast to Netflix,” one agent says. And while respondents were split on how well digital platforms serve to launch new properties, it should be noted that Marvel’s “Jessica Jones” and “Daredevil” both are distributed as Netflix originals.

Continued on page 4

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### Prediction: Franchise Domination Will Continue

“The reality is, now there’s Disney and then there’s everyone else,” explains one entertainment licensor. “Disney is half the market and the rest is pretty fragmented.” Studios often schedule release dates for their movies around Disney, the executive says, which can have a large impact on licensing plans in international markets as well as in the U.S. and Canada. “Sometimes you’re moving quarters within the same year. Sometimes you’re moving years. Disney is the 800 lb. gorilla and we wait and see what we do.”

The dominance of platinum properties from Disney and other select licensors is likely to continue as Hollywood production is increasingly geared to franchises. There will be a Star Wars movie, related to either the core franchise or a spin-off concept, distributed to theaters every year through at least 2019; at least one Marvel movie per year in the same timeframe; and a similar schedule of films based on one or more characters from the DC universe from Warner Bros. Add to that Comcast’s planned combination of DreamWorks Animation with its Universal Pictures operations, and the return of Avatar with four sequels bowing from 2018 from 2023, and there’s no sign of abatement in the domination of power franchises.

### Category Trends

As entertainment/character led all other properties types in growth in 2015, product category performance in the sector also outperformed the overall market. Of the 16 product categories broken out in entertainment/character licensing (not including the grab-bag “other”), 13 performed better than the market as a whole and five grew at a rate above 10%: apparel, consumer electronics, domestics, food/beverages and toys. A year earlier, apparel was the only category to top 10% growth. In some product categories the 2015 growth of entertainment licensed products was as much as four or five times larger than it was in the general market, such as accessories (1.8% overall vs. 8.0% in entertainment) and domestics (2.1% vs. 11.0%). Health and beauty products were flat overall but grew 6.0% in entertainment.

Food/beverage was the fastest-growing product category in entertainment/character licensing in 2015, surpassing even apparel, with 12.4% growth, almost double the 6.7% growth of the overall food/beverages category. *Survey* respondents attributed the pace of growth to several factors including a trend among packaged food companies to expand promotional partnerships to year-round licenses; entertainment brands seeking to be affiliated with healthy foods for kids; and the rise of entertainment licensing for non-traditional categories like liquor.

Industry analyst The NPD Group said in its 2015 recap that content—including movies, TV, apps and short-form Internet video—was the key driver behind the growth of the toy industry last year. Toys tied to movies outperformed the general toy market in 2015, growing 9.4% in sales, NPD reported, compared to 6.7% in the overall toy market.

**“THE REALITY IS, NOW THERE’S DISNEY AND THEN THERE’S EVERYONE ELSE. DISNEY IS HALF THE MARKET AND THE REST IS PRETTY FRAGMENTED.”**

Star Wars was the top licensed property in toys in 2015, selling a third more toy than 2014’s top toy property, Frozen, and representing more sales than Jurassic World, Minions and Avengers combined, accord to NPD. The research firm estimated that Star Wars rang up more than \$700 million in toy sales, compared to Frozen’s \$531 million in 2014.

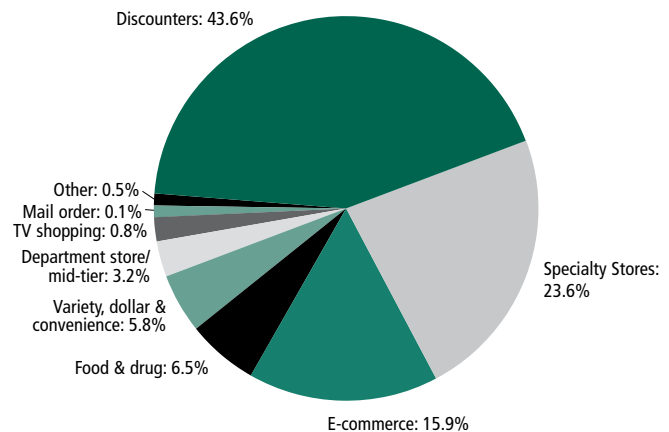
The only product category that declined for entertainment licensing was gifts/novelties, which showed a decline of 6.6%, steeper than its 4.0% decline in the overall market.

### Sales by Distribution Channel

Retail distribution of entertainment licensed products mirrored that of licensed products overall, with sales accelerating in the e-commerce channel while most other retail channels continued in a traditionally steady vein. The e-commerce channel grew to represent 15.9% of all entertainment licensed product sales in the U.S. and Canada in 2014, a change of three-tenths of a percentage point, about half of 2014’s channel growth but still the largest growth of any channel in 2015. Smaller increases were seen in the value/dollar/convenience channel, discounters, and food and drug stores.

Some entertainment licensors, like those in fashion, are attempting to place more product in the value/dollar channel, once exclusively a last resting place for slow-to-sell merchandise, as shoppers gravitate to both the upper and lower ends of retail.

**RETAIL SALES OF LICENSED ENTERTAINMENT/CHARACTER MERCHANDISE, BY DISTRIBUTION CHANNEL, U.S./CANADA, 2015**



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



## MERCHANDISING

## Can Movie Give a Lift to Angry Birds Licensing?

Mobile game maker Rovio is counting on a new 3D animated movie to create a licensing lift beneath the wings of its Angry Birds franchise. *The Angry Birds Movie* will open May 20 in the U.S. and China, following its May 12 debut in other international markets.

Angry Birds counts more than 3 billion downloads and 100 million-plus monthly active users, according to Rovio. It is legitimately an international phenomenon that, upon its release in 2009, expanded the then-fledgling business of casual mobile games—last fall the original Angry Birds game ranked third on App Annie’s list of Top 10 Games by Global Downloads since 2010 and its 2011 installment, *Angry Birds Rio*, was eighth. In the last several years the franchise has lost much of its cachet as a licensed property, however, as casual gamers have become increasingly engaged with other games such as Minecraft.

Rovio’s clipped licensing revenue has been apparent in its financials: In 2015 the company saw revenue fall to 142 million euros (\$161.9 million) from 158 million euros (\$180.2 million) a year earlier, and posted an operating loss 13 million euros (\$14.8 million). It was the third consecutive annual earnings decline, even while the company reported that its games business grew each year.

Industrywide, sales of licensed merchandise in the video games/online/interactive property type fell 4% in 2014 to \$574 million, according to *TLL’s Annual Licensing Business Survey*, largely as a result of declining sales of Angry Birds branded goods. The property type bounced back with 2% growth in 2015, however, as popular properties with relatively small but growing licensing programs like Minecraft, Halo and Call of Duty surged.

With *The Angry Birds Movie* flying to screens, Rovio is predicting that 2016 will be a “transformative” year for its business. The company says its first quarter is already profitable, and the outlook for the rest of the year positive, due to the release of *The Angry Birds Movie* and other activity around the property, such as the August 2015 launch of game *Angry Birds 2* and the availability of Rovio’s ToonsTV service on AppleTV.

Licensees signed for *The Angry Birds Movie* include LEGO Group (construction sets), Spin Master (action figures, vehicles, play sets, plush), Hasbro (games), Amscan (party goods), Commonwealth Toy & Novelty (plush), HarperCollins (books), Centum Books (books), IDW (comics) and National Geographic (books).

“More than 300 licensees globally across all product categories have joined us to help tell the Angry Birds story,” Alex Lembeek, Rovio’s Chief Commercial Officer and leader of the company’s consumer product business, said in announcing the movie licensing program earlier this year. “Together with our partners we can bring the Angry Birds storyworld to life in our fans’ imaginations, in a spirit

of play and mischief. That is how we will win together and build a sustainable business around an evergreen brand.”

### ANGRY BIRDS LAUNCHES WITH \$250 MILLION IN PROMOTIONS

In anticipation of the May release of *The Angry Birds Movie*, Sony Pictures has rallied over 100 partners to deliver an estimated \$250 million in promotional value. Major partners include:

- ▶ McDonald’s is launching a Happy Meal program in 120 markets worldwide in addition to a “game-changing physical/digital experience” that has yet to be announced.
- ▶ Ziploc will create limited edition sandwich and snack bags. For a limited time customers will receive \$5 off movie tickets to see the film when they purchase two specially-marked Ziploc products.
- ▶ Menchie’s Frozen Yogurt has whipped up special flavors, five collectible spoons for Red, Bomb, Chuck, Matilda and a pig and two new cups.
- ▶ Imagine Advertising is creating The Best of the Nest event for over 200 furniture retailers nationwide.
- ▶ The Happy Egg Co. will be highlighting humanely-raised eggs through social media activation.

Internationally, the flock is led by:

- ▶ French car manufacturer Citroën created four different custom TV spots for 23 markets, focusing on the tagline “Makes Angry Birds happy.”
- ▶ Jack Links will air a consumer animated spot supporting its Peperami and BiFi brands in 11 markets and direct customers to an online sweepstakes for the chance to win holiday packages and screenings using the tag line “The Official Stunt Animal of The Angry Birds Movie.”
- ▶ Panasonic Batteries & Torches will launch on-package sweepstakes in 48 countries that offer the chance to win a family holiday, film tickets and screenings, and film themed movie merchandise.
- ▶ The Novotel hotel brand AccorHotels will feature Angry Birds across lobbies and check-in desks, as well as offering an in-hotel sweepstakes—guests who take a family photo in front of a customized photocall may enter to win a family holiday and prizes.

Other partners around the world include The Home Depot, Sony Electronics, Sony Mobile, Danone, Nestle, Trolli, Pepsico, Ferrero Kinder, HSBC, Dr. Oetker, Telefonica and Yoplait.

## Art Licensing Up 2.1%

Continued from page 1

stronger growth than products tied to artists and their works (2.7% vs. 1.9% in 2015, compared to 1.0% vs. -2.5% growth in 2014). Not all museum merchandise is licensed; some is sourced by the museum for sale in its own and other retail channels. But Survey respondents attributed the increase to a handful of museums with robust licensing programs in the U.S. (including the National Gallery and Museum of Modern Art) and the U.K. (notably the National Gallery Victoria & Albert, Tate Gallery and Natural History Museum). “Museums are becoming more engaged in commercial enterprise,” notes one consultant.

### Product Category Trends

Unlike 2014, where no product category in the art sector posted growth equal to the overall licensing industry growth rate, this year four categories beat the curve; apparel (7.1%), accessories (4.3%), publishing (3.9%) and furniture/home furnishings (3.9%).

The only decline was from gifts/novelties with -6.2% growth in 2015; the category overall declined 4.0% for all property types. “Low consumer confidence and the decline of foot traffic are killing the gifts sector,” explains a retailer. Despite the dip, the category remains at the top (20.4% of art sector market share) with \$1.2 billion in retail sales.

Stationery/paper remains the largest category at 24.3% of market share. Growing 2.3% to reach almost \$1.4 billion in sales in 2015, the category is steadily growing as demand for greeting cards, calendars and stationery remains stable. “Printing is getting cheaper and more accessible,” notes an agent, allowing retailers to stock a greater range of merchandise.

Publishing rounds out the top three with 15.4% market share. One 2015 trend that sparked sales was adult coloring books, and several Survey respondents expect that this product will continue to grow throughout this year.

### Fine Art vs. Commercial Design

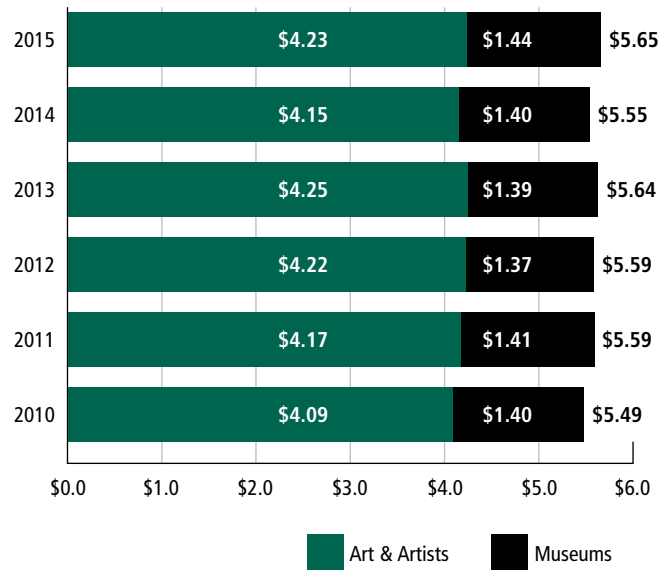
The larger art and artists segment is fractured into a two-tier system—fine art versus commercial design—with

RETAIL SALES OF LICENSED ART MERCHANDISE, BY PROPERTY TYPE, U.S./CANADA, 2014–2015 (FIGURES IN MILLIONS)				
PRODUCT CATEGORY	RETAIL SALES, 2015	RETAIL SALES, 2014	CHANGE, 2014-2015	SHARE OF MARKET, 2015
Art and Artists	\$4,226	\$4,147	1.9%	4.1%
Museums	\$1,438	\$1,401	2.7%	1.4%
<b>TOTAL</b>	<b>\$5,665</b>	<b>\$5,548</b>	<b>2.1%</b>	<b>5.5%</b>

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

## RETAIL SALES OF LICENSED MERCHANDISE, BASED ON ART PROPERTIES, U.S./CANADA, 2010–2015

(Figures in Billions)  
Total = \$103.28 Billion



SOURCE: THE LICENSING LETTER

the former enjoying strong sales thanks to the name recognition of famous artists, both alive and deceased. Ten years ago, fine art-based merchandise was largely limited to high end product niches like couture and decorative collector’s pieces. Standards have relaxed somewhat; much of the growth in this segment is from fashion (limited edition ready-to-wear collections from both high fashion brands and fast fashion retailers like Uniqlo and H&M), everyday “luxury” goods (e.g. make-up, home décor, stationery) and high-end department stores.

On the flip side, consumer demand for more functional, lifestyle products has led to an explosion of deals with commercial artists who create artwork and designs for use in consumer products. Instead of wall art and greeting cards, growth is being driven by everything from iPhone cases to home furnishings to handbags.

Mass retailers in particular are eager to stock a constant flow of new products. One retailer identified tattoo and body artists, and to a limited extent graffiti artists, as an emerging niche for related products like apparel and headwear.

Ironically, despite increased activity and sales, royalties are stagnant and guarantees are fast becoming non-existent outside of a handful of well-known artists. “Art licensing is good business for retailers, bad for artists,” sums up one consultant. An agent notes that commercial art is “becoming commoditized,” by retailers’ demands for faster production cycles, shortened shelf life and depressed

**RETAIL SALES OF ART-LICENSED MERCHANDISE,  
BY PRODUCT CATEGORY, U.S./CANADA, 2014–2015**  
(FIGURES IN MILLIONS)

PRODUCT CATEGORY	RETAIL SALES 2015	RETAIL SALES, 2014	CHANGE, 2014-2015	SHARE OF MARKET, 2015
Accessories	\$305	\$292	4.3%	5.4%
Apparel	\$212	\$198	7.1%	3.7%
Domestics	\$404	\$393	2.9%	7.1%
Furniture/Home Furnishings	\$247	\$238	3.9%	4.4%
Gifts/Novelties	\$1,156	\$1,232	-6.2%	20.4%
Housewares	\$562	\$544	3.3%	9.9%
Infant Products	\$445	\$437	1.9%	7.9%
Publishing	\$873	\$837	4.3%	15.4%
Stationery/Paper	\$1,377	\$1,346	2.3%	24.3%
Other	\$84	\$31	170.3%	1.5%
<b>TOTAL</b>	<b>\$5,665</b>	<b>\$5,548</b>	<b>2.1%</b>	<b>100.0%</b>

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

royalties. At the same time, licensees are more involved with the art being licensed satisfy consumer trends and demands for customization.

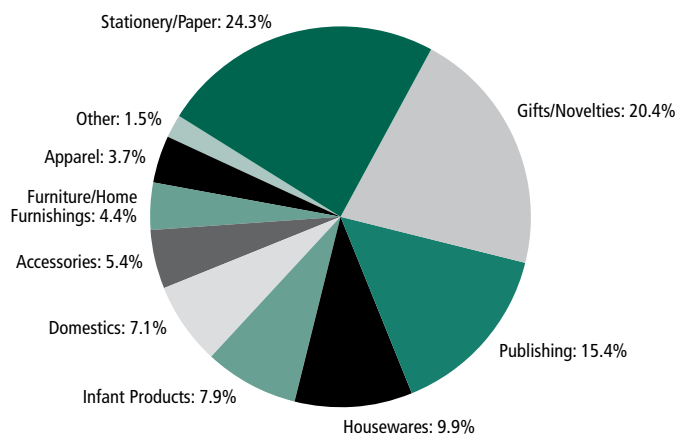
“It’s almost impossible to make a living,” for lesser-known commercial artists, notes one licensor. Outside of a small number of A-listers, an over-saturated market means that it is difficult to build a brand presence. One agent points to an influx of webinars and online forums that coach new artists to strike out on their own. “People don’t think they need agents anymore,” and are growing increasingly accepting of stricter terms and conditions in licensing deals.

**Impact of Social Media**

While social media impacts the licensing industry on the product side, the art sector is unique in that there is a disproportionate impact on the production side. Artists are making greater use of mediums like Twitter, Etsy, YouTube, Pinterest, Facebook, Snapchat, etc. to share their work as well as seek direction and affirmation. In particular, Pinterest is a huge design influence for the fashion, home décor and stationery markets.

And manufacturers are bypassing agents and consultants to discover new talent directly. “Artists fear for their reputation,” on social media, says an agent. Thanks to an oversaturated market, it is becoming increasingly difficult for individuals to distinguish their brand. According to one agent, “they use social media for legal advice, to ask for licensee contact information, trade show tips, and get product development templates.” This effectively floods

**SHARE OF ART-LICENSED MERCHANDISE,  
BY PRODUCT CATEGORY, U.S./CANADA, 2015**



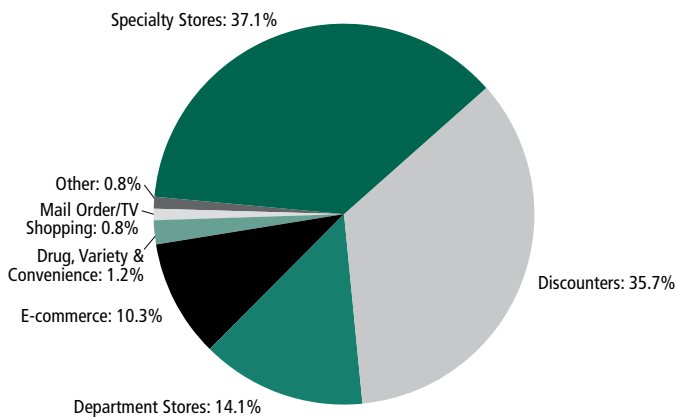
SOURCE: THE LICENSING LETTER

the market, contributing to lower guarantees and royalties for the greater industry.

**Sales by Distribution Channel**

As always, the bulk of sales emerge from specialty stores (35.7%) and discounters (34.7%). Department stores (15.8%) and e-commerce (11.6%) have gradually increased their share as these retailers seek out new merchandise to differentiate themselves from the competition and keep stock fresh. While small, dollar, drug, and grocery (1.2%) continues to grow as a destination for licensed art as consumers demand more sophisticated design in basic goods.

**RETAIL SALES OF ART-BASED MERCHANDISE,  
BY DISTRIBUTION CHANNEL, U.S./CANADA, 2015**



SOURCE: THE LICENSING LETTER

# Licensing News

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

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
American Red Cross	Humanitarian organization provides emergency assistance, disaster relief and education.	All	Stu Seltzer, Seltzer Licensing Group
Andrea Russett	Budding actress and YouTube star has starred in 2014's Expelled and upcoming film Mike and Dave Need Wedding Dates.	All	Bruno Maglione, WME/IMG
Battlezone	1980 arcade game brand returns with two VR video games in 2016; brand includes heritage as well as modern game logos and graphics.	Apparel, electronics, novelties, toys	Alyssa Gourlay, Sharpe Company (The)
Dylan's Candy Bar	Confectionery store with locations in New York City, Chicago, Miami and Los Angeles offers tourists "a mind-blowing, sweet-tooth-satisfying experience."	DIY candy kits, gifts, home decor, stationery, toys	Bruno Maglione, WME/IMG
Eh Bee Family	Quirky family vlog squad produces short-form comedy videos; 3 million followers on Vine, and 1.5 million subscribers on YouTube.	All	Bruno Maglione, WME/IMG
Fox + Arrow by Jeff Foxworthy	Lifestyle brand from American stand-up comic embraces casual living and his Georgia roots; bedding launches later this year.	Accessories, apparel, furniture, home decor	Ilana Wilensky, Jewel Branding & Licensing
Hang Ten	One billion dollar California surf and lifestyle brand founded in 1960; licensed in apparel, swimwear, beachwear, sunglasses and outdoor recreational products.	Home decor	Ilana Wilensky, Jewel Branding & Licensing
Jack Link's	Global protein snacks brand and the No. 1 meat snack manufacturer worldwide. Campaign to include Feed Your Wild Side, Messin' with Sasquatch, and Hangry Hacks marketing.	Accessories, apparel, appliances, consumables, gifts, home decor, pet products, social expressions	James Slifer, Joester Loria Group
Jon Cozart	Musician YouTuber (3.4 million subscribers) blends pop culture and current affairs as a so-called "info-tainer."	All	Bruno Maglione, WME/IMG
MARCOART	A world famous NYC born, bred and based pop artist.	All	Marlene Cuesta, MC Licensing
Sondra Celli	Designer and star of TLC's "My Big Fat American Gypsy Wedding," distinguished for her sophisticated couture dresses, gowns and ensembles.	Accessories, apparel, jewelry	Steven Heller, Brand Liaison (The)
Z.E.R.T.	Training program Zombie Eradication Response Team promotes training, preparedness and a proper mindset to carry people through to safety should a natural or man-made disaster occur.	All	Robert Skotnicki, Global Licensing

## Licenses Recently Granted, U.S.

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Airheads	Best Accessory Group (BAG NY)	Body care, health & beauty aids	Jewel Branding & Licensing
	Trau & Loevner Imprinted Apparel	Tops	
Alice + Olivia	Eponym	Eyewear	Alice + Olivia
Alice Through the Looking Glass	Urban Decay div. L'Oreal	Eyeshadow, lipstick, makeup	Disney Consumer Products
Alien	Alamo Drafthouse Cinema/Mondo	Knitwear, posters	20th Century Fox Consumer Products
	National Entertainment Collectibles Association (NECA)*	Figures	
Barbie	Papercutz	Graphic novels	Mattel
Beatles (The)	Steiner Sports	Wall art	Bravado Intl. Group Merchandising Services
Betty Boop	Z Produx/Z Palette	Makeup kits	King Features Syndicate
Billy Idol	Goodie Two Sleeves	Magnets, patches, stickers, t-shirts, tote bags	Epic Rights
Boy Scouts of America	Grande Place (Musicbox US)	Personalized ornaments	Boy Scouts of America
	Liberty Clothing	Backpacks, fleece, headwear, t-shirts	
	Riley Blake Designs	Fabrics, notions, project kits	
British Motor Heritage	Alchemy 3	Lottery games, lottery tickets	Moxie & Co.
	EuroGraphics	Giclee art prints, puzzles	
Bud Light	Danby Products Ltd.	Refrigeration products	Licensing Company (The)
Budweiser	Danby Products Ltd.	Refrigeration products	
Captain America: Civil War	Mattel	Toy car sets	Disney Consumer Products
Care Bears	Boy Meets Girl	Apparel	American Greetings Entertainment
	Freshly Picked	Footwear (children's)	
	Iron Fist/Blank Generation	Apparel	
	Land of Nod	Bedding (children's), plush	
Cartoon Network	Wildfox	Apparel	Cartoon Network Enterprises
	Titan Merchandise/Titan Entertainment*	Mini figures	
Coca-Cola	Zoku	Kitchen products	Coca-Cola

\*Extension or renewal.

Continued on page 9



## Licensing News *Continued from page 8*

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
DC Comics	3 Dimensional Art	Magnets, postcards, posters, wall art	Warner Bros. Consumer Products
	Perpetual Licensing, Painting Lulu div. FlyCatcher	App-connected coloring books	Warner Bros. Consumer Products
Def Leppard	Goodie Two Sleeves	Magnets, patches, stickers, t-shirts, tote bags	Epic Rights
Dippin' Dots	A&A Global Industries/Koko's Confectionery	Gumballs, popping candy	Brand Squared Licensing div. Peppercomm
	Brick City Brokers	Cakes, cookies, cupcakes, pies	
	Megaload/ABS Marketing Group	Chocolate bars, confectionery	
	Totally Cool	Ice cream cakes	
Doobie Brothers (The)	Goodie Two Sleeves	Magnets, patches, stickers, t-shirts, tote bags	Epic Rights
ED	Wayfair	Bedding, pillows	ED by Ellen DeGeneres/BCL-ED Newco
Fruit Ninja	Andrews McMeel Publishing	Graphic novels	Brand Squared Licensing div. Peppercomm
	Neptune Trading	Toy swords	
Gaiam	High Life	Athleisure apparel, yoga apparel	Sequential Brands Group
Garfield	Intl. Pet Group (IPG)	Pet products	Paws, Inc.
	Shoal Games	Social bingo games	
Good Luck Trolls	MAC Cosmetics	Cosmetic accessories, makeup, nail polish	DreamWorks Animation
Happi By Dena	Checks in the Mail	Checks	Joester Loria Group
	CSS Industries/Paper Magic/CR Gibson	Gifts & collectibles	
	Lams & Ivy*	Bedding (infants'), blankets (infants'), plush	
Harry & David	Fusion Gourmet	Cookies, wafers	Brand Squared Licensing div. Peppercomm
Harry Potter	3 Dimensional Art	Magnets, postcards, posters, wall art	Warner Bros. Consumer Products
Hello Kitty	Trumpette	Socks (infants'), tights (infants')	Sanrio
Hot Wheels	Roy Lowe & Sons Ltd.	Socks	Mattel U.K. Ltd.
Jason Wu	Eponym	Eyewear	Jason Wu
Jefferson Airplane	Goodie Two Sleeves	Magnets, patches, stickers, t-shirts, tote bags	Epic Rights
Jetpack Joyride	Andrews McMeel Publishing	Graphic novels	Brand Squared Licensing div. Peppercomm
Journey	Goodie Two Sleeves	Magnets, patches, stickers, t-shirts, tote bags	Epic Rights
Kelly Ripa	Macy's	Bedding, furniture, housewares, rugs	Creative Artists Agency (CAA)
KISS	AJJ Enterprises	Tailgating games	Epic Rights
	Get Down Art	Art prints, posters, t-shirts	
Lacoste	Sunham Home Fashions	Bedding, comforters	Lacoste
Laura Marano	Evy of California	Outerwear (girls'), sportswear	Firefly Brand Management
Lennon & Maisy	Williams-Sonoma	Furniture, home decor	Back 40 Entertainment
Lilly Singh (aka IISuperwomanII)	Smashbox Cosmetics	Lipstick	Studio71 formerly Collective Digital Studio
Little Charmers	Colorforms Brand	Sticker activity kits	Nickelodeon & Viacom Consumer Products
Michael Aram	Artistic Tile	Tiles	Michael Aram
Michael Phelps	Aqua Sphere div. Aqua Lung*	Kick boards, swim gear, swim vests	Octagon
Misty Copeland	Mattel	Dolls	Squire Media & Management
MLB	Johnnie-O	Co-branded apparel, outerwear, polo shirts, sweaters	MLB Properties
	SustainU	Apparel	MLB Players Association
Modelo Especial	Dope Couture	Apparel (men's)	Joester Loria Group
My Little Pony	Roy Lowe & Sons Ltd.	Socks	Hasbro
Nintendo	Vans	Sneakers	Nintendo of America
Old Dominion	New Era Cap	Hats	Sony Music Entertainment
Overwatch	J!NX	Accessories, apparel	Blizzard Entertainment
Paw Patrol	Roy Lowe & Sons Ltd.	Socks	Nickelodeon & Viacom Consumer Products
Professional Bull Riders (PBR)	Tru Fragrance	Fragrance	WWE/IMG
REO Speedwagon	Goodie Two Sleeves	Magnets, patches, stickers, t-shirts, tote bags	Epic Rights
Scooby-Doo	Perpetual Licensing, Painting Lulu div. FlyCatcher	App-connected coloring books	Warner Bros. Consumer Products
Secret Life of Pets (The)	Colorforms Brand	Sticker activity kits	Universal Brand Development
Steven Alan	Eponym	Eyewear	United Talent Agency (UTA)
Teenage Mutant Ninja Turtles	National Entertainment Collectibles Association (NECA)*	Dice games	Nickelodeon & Viacom Consumer Products
Thomas & Friends	Rainbow Designs	Baby products, toys (infants')	HIT Entertainment (U.K.)
Trolls	Roy Lowe & Sons Ltd.	Socks	DreamWorks Animation

*Continued on page 10*

## Licensing News *Continued from page 9*

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Victoria & Albert Museum	Clarks*	Boots, shoes	V&A (Victoria & Albert Museum)
Vogue Living	Dorya	Furniture	Condé Nast Licensing
World of Eric Carle (The)	Wildkin	Bedding, clocks, lamps, mats, rugs	Joester Loria Group
Yo-Kai Watch	Hasbro*	Electronic figures, plush, toys, trading card games	Evolution USA
Yu-Gi-Oh! Duel Monsters	Silver Buffalo	Accessories, housewares	4K Media

## International Properties Available or Recently Assigned

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
Beyblade Burst	Animated original TV series and third generation of the Beyblade franchise stars a boy and his classmates as they fight their way through tournaments.	All (Latin America)	Daniel Castaneda, Televis Entertainment
Boj	Animated children's TV series stars a bilby who uses unique, imaginative methods to solve problems in his daily life.	Apparel, plush, publishing, toys (U.K.)	Claire Potter, Metrostar Media Ltd.
FC Bayern Munchen	World class German soccer club to compete in the U.S. this summer; will be the first time merchandise is to be sold at retail in the U.S.	Accessories, apparel, housewares (North America)	David Gebel, One Entertainment
HEAD	Sports equipment and apparel brand; currently licensed in apparel, accessories, bikes, skates, eyewear and fitness equipment.	All (Worldwide)	Giuseppe Faranna, HEAD BV
Ladybird Books for Grown-Ups	Book series based on the complementary vintage Ladybird Books, defined by tongue-in-cheek humor and universal appeal.	All (Worldwide)	Damian Treece, Penguin Random House (U.K.)
Nintendo	Deal includes video game franchises such as Super Mario and The Legend of Zelda; program aimed at kids and nostalgic adults alike in growing geek and gaming markets.	Apparel, back-to-school, footwear, party goods (Brazil)	David Diesendruck, Redibra Licensing Solutions
Penn	Tennis and racquetball ball brand; currently licensed in apparel, accessories, bikes, skates, eyewear and fitness equipment.	All (Worldwide)	Giuseppe Faranna, HEAD BV
Silverstone	Historic British circuit hosts major racing events including Formula 1 and MotoGP.	All (Worldwide)	Natasha Dyson, Blonde Sheep Licensing
Sooty Show (The)	Classic British glove puppet TV show starring a mute yellow bear; expansion of licensing program focused on children's and retro sectors.	All (Worldwide)	Dom Wheeler, Brands With Influence
Tarzan	Literary character whose new movie due is in July; represents human survival against all odds, rugged individualism, and a protector of the natural habitat.	All (U.K.)	Andrew Maconie, Licensing Management Intl.
Three Little Stooges (The)	Live action movie based on classic American vaudeville and comedy films. To come spring/summer 2017.	All (Worldwide)	Ani Khachorian, C3 Entertainment
Wissper	Girls' animated TV series stars a girl who can communicate with animals.	All (Benelux)	Annette Kunze, RTL Interactive GmbH
Yogi Berra	Name and likeness of NY Yankees' Hall of Fame catcher famously known for saying: "It ain't over 'til it's over."	All (Worldwide)	Ed Schauder, Steiner Sports
Yu-Gi-Oh!	Japanese manga, anime and trading card franchise follows a boy who awakens a gambling alter-ego within his body to fight his way through puzzle games.	All (ANZ)	Justin Dery, CoverPoint Marketing Group

## International Licenses Recently Granted

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Aerosmith	New Ray Toy	Die-cast vehicles (Worldwide)	Epic Rights
Angry Birds Movie (The)	Accessory Innovations	Backpacks, lunch boxes (North America)	Rovio Entertainment
	Amscan Intl.	Costumes (children's), party supplies (Worldwide)	
	Brunswick Bowling & Billiards	Bowling accessories (North America)	
	Bulls I Toy	Dog tags, trading cards (North America)	
	Centum Books	Books (North America)	
	Commonwealth Toy & Novelty	Plush (North America)	
	DecoPac	Cake decorations (North America)	
	Dr. Fresh	Mouthwash, toothbrushes (North America)	
	Freeze div. Central Mills	Hoodies, t-shirts (North America)	
	H&M Hennes & Mauritz AB	Apparel (children's; Worldwide)	
	H2W/Sun-staches	Novelty sunglasses (North America)	
	HarperCollins Children's Books	Books (North America)	
	Hasbro	Board games (North America)	
	Hybrid Apparel	Hoodies, t-shirts (North America)	
	Inkology	Binders, notebooks, pencils, pens, stationery (North America)	
	Jay Franco & Sons	Blankets, comforters, pillows, sheets (North America)	
	Komar Sleepwear	Pajamas, robes (North America)	
Kurt S. Adler	Holiday ornaments, stockings (North America)		
LEGO Systems	Construction block sets (Worldwide)		

\*Extension or renewal.

*Continued on page 11*

## Licensing News *Continued from page 10*

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
<b>Angry Birds Movie (The)</b>	Moret Group	Socks (North America)	Rovio Entertainment
	National Geographic Partners	Books (North America)	
	Painting Lulu div. FlyCatcher	App-connected coloring books (North America)	
	Primary Colors	Cookies, gummi candies (North America)	
	Radz Brands	Candy dispensers (North America)	
	Rubie's Costume	Costumes (North America)	
	SDI Technologies/KIDdesigns	Headphones, mobile device cases, speakers (North America)	
	Sellers Publishing	Calendars (North America)	
	Spin Master	Collectible figures, games, play sets (Worldwide)	
	Thermos	Beverage containers, lunch bags (North America)	
	World Tech Toys	Drones (North America)	
World Trade Jewelers	Jewelry (North America)		
York Wallcoverings & RoomMates	Wall stickers (North America)		
<b>Barbie</b>	Just Hype Ltd.	Apparel (children's; U.K.)	Mattel
<b>Betty Boop</b>	Athletes World/AW-Lab	Fitness accessories, sportswear (Italy)	Premium S.r.l.
<b>Billboard Magazine</b>	Golden ABC	Apparel, bags, hats, pullover hoodies, t-shirts (Philippines)	Hollywood Reporter (The)/Billboard Media Group
<b>Blaze &amp; the Monster Machines</b>	HTI Group	Battery-operated bubble toys, musical instruments, toys, wheeled toys (U.K., Eire; thru 2018)	Nickelodeon & Viacom Consumer Products
<b>BMW</b>	Slightly Mad Studios	Video games (Worldwide)	Global Icons
<b>Body Glove</b>	BIC Sport North America	Paddleboards, surfboards (Worldwide)	Body Glove/Dive N' Surf
<b>Botterbnikes &amp; Gumbles</b>	Hachette Children's Books	Publishing (U.K.)	CAKE Entertainment
<b>British Motor Heritage</b>	Sicem Intl. Srl	T-shirts (Italy)	Licensing Management Intl.
<b>BSA Motorbikes</b>	Sicem Intl. Srl	Apparel (Italy)	
<b>Captain America</b>	UNIQLO	T-shirts (Worldwide)	Disney Consumer Products
<b>CBGB</b>	R13 Denim	T-shirts (Worldwide)	Epic Rights
<b>Chuggington</b>	Jazwares	Master toy (Worldwide)	Ludorum
<b>David Beckham</b>	Biotherm div. L'Oreal	Skin care products (Worldwide; multi-year)	Seven Global div. Global Brands Group
<b>Doctor Who</b>	Monster Factory	Desk accessories (U.K.)	BBC Worldwide
<b>Ed Hardy</b>	Benjamins S.R.L.	Mobile device cases (Europe)	Iconix Europe
	Illustrated People	Apparel (women's; Europe)	
	MC2 Saint Barth	Swimwear (Europe)	
	Starter Black Label div. Refuel Global Brands	Apparel (women's; Europe)	
<b>Finding Dory</b>	Jumbo Games	Games, puzzles (U.K.)	Disney Consumer Products
<b>Ford</b>	Apple Beauty	Aftershave, deodorants, fragrance, shampoo, soap (North America)	Global Icons
	Hybrid Apparel	Fleece, t-shirts, tank tops (North America)	
	ION Audio	Turntables (North America)	
	L.H. Holdings dba Legendary Whitetails	Hoodies, sweatshirts, t-shirts (North America)	
<b>Fruit Ninja</b>	B.M. Fashion Ltd. t/a Fashion U.K.	Hoodies, loungewear, t-shirts (U.S., U.K.)	Brand Squared Licensing div. Peppercomm
<b>Game of Thrones</b>	Jumbo Games*	Jigsaw puzzles (U.K.)	HBO
<b>Gears of War 4</b>	Trends International	Posters (North America)	343 Industries Microsoft
<b>Ghostbusters</b>	Activision	Console games, handheld electronic games, mobile games, PC & video games (Worldwide)	Sony Pictures Consumer Products
	Build-A-Bear Workshop	Bears, plush (Worldwide)	
	Concept One Accessories	Cold weather accessories, headwear, seasonal footwear, swimwear (Worldwide)	
	Doumak	Marshmallows (Worldwide)	
	FAB Starpoint	Backpacks, lunch bags, messenger bags, totes (Worldwide)	
	FunKo	Pop vinyl figures (Worldwide)	
	Hybrid Apparel	Apparel (Worldwide)	
	International Game Technology (IGT)	Slot machines (Worldwide)	
	LEGO Systems	Construction block sets (Worldwide)	
	Mattel	Action figures, die-cast cars, playsets, role playing toys (Worldwide)	
	New Era Cap	Headwear (Worldwide)	
	NKOK	Remote-controlled vehicles (Worldwide)	
	Penguin Random House	Books (Worldwide)	

\*Extension or renewal.

Continued on page 12

## Licensing News *Continued from page 11*

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Ghostbusters	Running Press Book Publishers	Mini kits (Worldwide)	Sony Pictures Consumer Products
	Simon & Schuster Children's Publishing	Books (children's), eBooks, handbooks, readers (Worldwide)	
	Tor/Forge Books	Books (Worldwide)	
	Underground Toys	Computer accessories, housewares, plush (Worldwide)	
Jelly Belly	O Thongthai	Bracelets, necklaces, rings (U.K., Japan)	TLC/Iconix Europe
Jetpack Joyride	B.M. Fashion Ltd. t/a Fashion U.K.	Hoodies, loungewear, t-shirts (U.S., U.K.)	Brand Squared Licensing div. Peppercomm
Julien Macdonald	Mothercare	Apparel (infants'; U.K.)	Select Licensing Ltd.
Justin Bieber	Dreamtex	Home textiles (Europe)	Bravado Intl. Group Merchandising Services
	SkyBrands A/S	Home textiles (Europe)	
KISS	Breygent Marketing	Vinyl figures (U.S., Canada)	Epic Rights
Ladybird Books for Grown-Ups	Danilo Promotions Ltd.	Calendars, gift wrap, greeting cards (Worldwide)	Penguin Random House (U.K.), Start Licensing
Laundry by Shelli Segal	Almar Sales	Jewelry (U.S., Canada)	Perry Ellis Intl./PEI Licensing
Liberty London	UNIQLO*	Apparel, dresses, shorts, t-shirts, tank tops (U.K.)	Liberty London/Liberty Ltd.
MARCOART	Ripple Junction	Socks, t-shirts (U.S., Canada)	MC Licensing
Masha and the Bear	Sambro Intl.	Arts & crafts, bags, stationery (U.K.)	Lisle Intl. Licensing
Miffy	Kira Kids*	Apparel (children's, infants', toddlers'; U.S., Canada)	Big Tent Entertainment
Moomins (The)	Blueprint Collections	Bags, gifts, paperweights, stationery (U.K.)	Caroline Mickler
Nitro Circus	'47 Brand	Master apparel, master headwear (Worldwide; 2 yrs.)	Nitro Circus
Paddington Bear	Personalised Memento Co.	Lunch bags, mugs, passport holders, wall clocks (U.K.)	Copyrights Group (The)
Paw Patrol	HTI Group	Battery-operated bubble toys, musical instruments, toys (U.K., Eire; thru 2018)	Nickelodeon & Viacom Consumer Products
Peg + Cat	Candlewick Press*	Books (Worldwide)	Fred Rogers Co., 9 Story Media Group
	Imports Dragon	Arts & crafts, games, master toy, plush, wooden puzzles (Worldwide)	
PJ Masks	Simon & Schuster Children's Publishing	Master publisher (North America)	Entertainment One (eOne)
Playboy	Changshu Dagan	Pens (China excl. Hong Kong, Taiwan, Macau)	Playboy Enterprises
	Fresh Side Ltd. dba Chunk Clothing	Headwear, hoodies, outerwear, shorts, t-shirts (Austria, Baltics, Benelux, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Malta, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden, U.K.)	
	MC2 Saint Barth	Swimwear, t-shirts (Belgium, Benelux, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Finland, France, GAS, Greece, Hungary, Ireland, Italy, Luxembourg, Malta, Netherlands, Norway, Poland, Portugal, Romania, Russia, Slovakia, Slovenia, Spain, Sweden, Turkey, U.K., Ukraine, Saint Barthelemy, Mexico, Indonesia)	
Rover	GIC	Bicycle accessories, bicycles (Japan)	Licensing Management Intl.
Royal Horticultural Society	U.K. Greetings	Gift wrap, greeting cards (U.K.)	Royal Horticultural Society/RHS Enterprises Ltd.
Simmer & Shine	HTI Group	Musical instruments, toys, wheeled toys (U.K., Eire; thru 2018)	Nickelodeon & Viacom Consumer Products
Smiley World	LPP S.A.	Apparel, backpacks, hoodies, t-shirts (CEE)	SmileyWorld
Sonic Boom	Oceania Trading Ltd.	Headphones, speakers (U.K.)	SEGA Europe
	PMS Intl.	Giftware, key chains, money banks, mugs (U.K.)	
	Smith & Brooks Ltd.	Apparel (U.K.)	
Star Trek	Royal Canadian Mint	Coins (Canada)	CBS Consumer Products
University of Oxford	Brandsdistribution (IDT S.p.A.)	Cardigans, jackets, polo shirts, sweaters, sweatshirts, t-shirts (Europe)	Global Icons Europe Ltd.
Victoria & Albert Museum	Caffè Nero Group Ltd.	Gift cards (U.K.)	V&A (Victoria & Albert Museum)
	Ehrman Kits	Needlepoint kits (U.K.)	
	Shearer Candles	Candles, diffusers (U.K.)	
Wissper	Simba Dickie Group	Master toy (Benelux)	RTL Interactive GmbH
Woodstock	Ohm Beads	Bracelets, breads (sterling silver; Worldwide)	Epic Rights
WWE	DK Publishing	Books (Worldwide)	World Wrestling Entertainment (WWE)
Yo-Kai Watch	Centum Books	Annuals, publishing, sticker books, story books (U.K.)	Bulldog Licensing
	Rubie's Costume	Costumes (children's; Worldwide)	
	Underground Toys	Drinkware, mobile pens, storage bins, talking pens, throws (U.K.)	
Yu-Gi-Oh!	Aquarius Entertainment Merchandising	Lunch boxes, playing cards, puzzles (U.S., Canada, ANZ)	4K Media
Yu-Gi-Oh! Duel Monsters	Scholastic Media	Books (U.S., Canada, ANZ, U.K.)	

\*Extension or renewal.

Continued on page 13





# contacts & connections

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

**'47 Brand**, Steven D'Angelo, Co-owner, 781-320-1384, stevend@47brand.com, P. 12.

**20th Century Fox Consumer Products**, Stacey Kerr, VP Domestic Licensing, 310-369-5834, stacey.kerr@fox.com, P. 8.

**3 Dimensional Art**, Bruce Werner, Partner, 844-355-7008, bruce@3dimensionalart.com, P. 9.

**343 Industries Microsoft**, Bonnie Ross, Corporate VP & Head 343 Industries, 425-882-8080, bross@microsoft.com, P. 11.

**4K Media**, Jennifer Coleman, VP Licensing & Marketing, 212-590-2120, jcoleman@4kmedia.com, P. 10,12.

**A&A Global Industries/Koko's Confectionery**, Philip Brilliant, VP Marketing & Licensing, 410-252-1020 x349, pbrilliant@aaglobal.com, P. 9.

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

**Activision**, Chris Lundeen, Director Licensing, 612-643-4823, chris.lundeen@activision.com, P. 11.

**AJJ Enterprises**, Jason Wahl, Owner, 888-504-7112, admin@ajjshops.com, P. 9.

**Alamo Drafthouse Cinema/Mondo**, Tim League, Founder, 512-912-0529, tim@originalalamo.com, P. 8.

**Alchemy 3**, Jeffrey Schweig, President & CMO, 770-442-6993, js@alchemy3.com, P. 8.

**Alice + Olivia**, Stacey Bendet, CEO & Creative Director, 646-747-1461, stacey@aliceandolivia.com, P. 8.

**Almar Sales**, Jackie Ashkenazie, EVP, 212-594-6920 x340, jackiea@almarsales.com, P. 12.

**American Greetings Entertainment**, Janice Ross, Head Global Licensing, 212-386-7343, goliff@ag.com, P. 8.

**Andrews McMeel Publishing**, James Andrews, VP Licensing, 816-581-7480, jandrews@amuniversal.com, P. 9.

**Apple Beauty**, Natalia Rusanova, Director, 646-832-3051, natalia@applebeauty.net, P. 11.

**Aqua Sphere div. Aqua Lung**, Todd Mitchell, Business Line Manager, 760-597-5000, tmitchell@aqualung.com, P. 9.

**Aquarius Entertainment Merchandising**, Linda Judy, VP Licensing & Business Development, 559-561-4577, linda@aquariusimages.com, P. 12.

**Artistic Tile**, Nancy Epstein, Founder & CEO, 201-864-7000, nancepstein@artistic tile.com, P. 9.

**Back 40 Entertainment**, MaryLynne Stella, mstella@back40ent.com, P. 9.

**Best Accessory Group (BAG NY)**, Jack Saban, Principal, jack@bag-ny.com, P. 8.

**BIC Sport North America**, Chris Decerbo, VP Sales & Marketing, 508-291-2770 x134, chris.decerbo@bicworld.com, P. 11.

**Big Tent Entertainment**, Richard Maryyanek, CMO, 212-604-0667, richm@bigtent.tv, P. 12.

**Blizzard Entertainment**, Matt Beecher, VP Global Business Development & Licensing, 949-955-1380, mbeecher@blizzard.com, P. 9.

**Body Glove/Dive N' Surf**, Russ Lesser, President, 310-374-3441 x103, russ@bodyglove.com, P. 11.

**Boy Meets Girl**, Stacy Igel, Founder & Creative Director, 212-239-7784, contact@boymeetsgirlusa.com, P. 8.

**Boy Scouts of America**, Greg Winters, Manager Licensing Programs, 800-323-0732 x332, greg.winters@scouting.org, P. 8.

**Brand Liaison (The)**, Steven Heller, Founder, 855-843-5424, steven@thebrandliaison.com, P. 8.

**Brand Squared Licensing div. Peppercomm**, Michael Dresner, CEO, 212-931-6100, mdresner@peppercomm.com, P. 9,11,12.

**Bravado Intl. Group Merchandising Services**, Joe Marziotto, VP Brand Marketing, 212-445-3432, joe.marziotto@bravado.com, P. 8,12.

**Brick City Brokers**, Bill McNamee, \_Principal, 215-499-1939, bill.mcnamee@brickcitybrokers.com, P. 9.

**Brunswick Bowling & Billiards**, Ron Addison, Marketing Director, 231-725-3365, raddison@brunbowl.com, P. 10.

**Build-A-Bear Workshop**, Felicia Taylor, Senior Manager Licensing & Partnership Bear, 314-423-8000 x5329, feliciat@buildabear.com, P. 11.

**Bulls I Toy**, Mike Simon, Director Licensing & Product Development, 760-690-3902, mjsimon@bullsitoy.com, P. 10.

**C3 Entertainment**, Ani Khachioian, EVP Licensing & Consumer Products, 818-956-1337 x215, akhachioian@c3entertainment.com, P. 10.

**Candlewick Press**, Mary McCagg, Director Licensing, 617-661-3330, mary.mccagg@candlewick.com, P. 12.

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

**CBS Consumer Products**, Elizabeth Kalodner, EVP & GM, 212-975-7795, liz.kalodner@cbs.com, P. 12.

**Checks in the Mail**, Cindi Champion, Marketing Manager Licensing, 830-609-6306, cchampion@checksinthemail.com, P. 9.

**Coca-Cola**, Kate Dwyer, Group Director Worldwide Licensing, 404-676-2121, katedwyer@coca-cola.com, P. 8.

**Colorforms Brand**, George Vorkas, President, 212-764-0266, info@colorforms.com, P. 9.

**Commonwealth Toy & Novelty**, Lisa Shamus, EVP, 212-242-4070 x347, lisashamus@gmail.com, P. 10.

**Concept One Accessories**, Bernie Hafif, VP Licensing & Acquisitions, 212-868-2590, bernie@concept1.com, P. 11.

**Condé Nast Licensing**, Cathy Glosser, SVP Licensing, 212-286-2860, cathy\_glosser@condenast.com, P. 10.

**Creative Artists Agency (CAA)**, Ian White, Agent, 424-288-2760, iwhite@caa.com, P. 9.

**CSS Industries/Paper Magic/CR Gibson**, Lori White, VP Licensing & IP, 215-988-4571, lori.white@cssindustries.com, P. 9.

**DecoPac**, Jamie Miller, Senior Manager Marketing & Licensing, 763-586-4825, jamie.miller@decopac.com, P. 10.

**Disney Consumer Products**, Paul Gitter, SVP Licensing Marvel, 818-544-1950, paul.gitter@disney.com, P. 8,11.

**Disney Consumer Products**, Josh Silverman, EVP Global Licensing, 818-544-0567, josh.silverman@disney.com, P. 8,11.

**Dope Couture**, Brigitte Brigode, Creative Director, 800-222-3673, info@dope.com, P. 9.

**Dorya**, F. Doruk Yorgancioglu, President & CEO, 336-885-8818, doruk@dorya.us, P. 10.

**Doumak**, Tim Samson, Director Operations, 630-594-5400, tim.samson@doumak.com, P. 11.

**Dr. Fresh**, Geoff Caroll, CMO, 714-690-1573, geoff@drfresh.com, P. 10.

**DreamWorks Animation**, Tim Erickson, Global Head Licensing Hardlines & Toys, 818-695-4534, tim.erickson@dreamworks.com, P. 9.

**DreamWorks Animation**, Jim Fielding, Global Head Consumer Products DreamWorks Animation & AwesomenessTV, 818-695-6115, jim.fielding@dreamworks.com, P. 9.

**ED by Ellen DeGeneres/BCL-ED Newco**, Marisa Gardini, CEO & Managing Partner, 646-214-7203, contactus@edbyellen.com, P. 9.

**Entertainment One (eOne)**, Joan Grasso, VP Licensing North America, 212-353-8800 x5219, jgrasso@entonegroup.com, P. 12.

**Epic Rights**, Meghan Mernin, Director Licensing, 310-424-1909, meghan@epicrights.com, P. 8,9,10,11,12.

**Eponym**, Andrew Lipovsky, Founder & CEO, 347-565-5924, hello@eponymous.co, P. 8,9.

**Evolution USA**, Travis J. Rutherford, President Licensing & Retail, 818-501-3186, travis@evomgt.com, P. 10,12.

**Evy of California**, Jeffrey Fisher, VP Licensing, Marketing & New Business Development, 213-746-4647 x172, jeffreyy@evy.com, P. 9.

**FAB Starpoint**, James Stocker, VP Licensing, 212-947-9001, james.stocker@fabny.com, P. 11.

**Firefly Brand Management**, Cynthia Modders, Owner, 415-513-5826, cynthia@fireflybrandmanagement.com, P. 9.

**Fred Rogers Co.**, William Isler, President, 412-605-3100, isler@fredrogers.org, P. 12.

**Freeze div. Central Mills**, Kim Cauley, VP Licensing & Marketing, 212-764-9011 x220, kim@freezecmi.com, P. 10.

**Freshly Picked**, Susan Petersen, CEO & Founder, hello@freshlypicked.com, P. 8.

**FunKo**, Brian Mariotti, President & CEO, 425-783-3616, brian@funko.com, P. 11.

**Fusion Gourmet**, Steve Liaw, Owner, 310-898-2180, info@fusiongourmet.com, P. 9.

**Get Down Art**, Darren Donofrio, President & CEO, 702-260-9092, darren@getdownart.com, P. 9.

**Global Icons**, Mike Gard, COO, 310-820-5300 x202, mike.gard@globalicons.com, P. 11.

**Global Licensing**, Robert Skotnicki, CEO, 843-979-1447, bob@global-licensing.com, P. 8.

**Goodie Two Sleeves**, Robert Arce, VP Licensing, 888-723-8337, robert@goodietwosleeves.com, P. 8,9,12.

**Grande Place (Musicbox US)**, Allen Loughry, Owner, 717-768-8730, info@musicbox.us, P. 8.

**H2W/Sun-staches**, Dan Gershon, President, 800-578-3088, dan@sunstaches.com, P. 10.

**HarperCollins Children's Books**, Beth Ziemacki, Senior Manager Subsidiary Rights, 212-207-7000, beth.ziemacki@harpercollins.com, P. 10.

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**contacts & connections** *Continued from page 13*

**Hasbro**, Simon Waters, GM, SVP Entertainment & Consumer Products, 818-478-4804, simon.waters@hasbro.com, P. 9,10.

**HBO**, Josh Goodstadt, VP Global Licensing, 212-512-7047, josh.goodstadt@hbo.com, P. 11.

**High Life**, Isaac Levy, President, 212-290-8455, isaac.levy@highlifellc.com, P. 9.

**Hollywood Reporter (The)/Billboard Media Group**, Francisco Arenas, SVP Business Development & Licensing, 212-493-4197, francisco.arenas@billboard.com, P. 11.

**Hybrid Apparel**, Derrick Baca, EVP Licensing, 714-947-8347, dbaca@hybridapparel.com, P. 10,11.

**Inkology**, Leslie Kraus, VP, 561-826-3492, lkraus@inkologyinc.com, P. 10.

**International Game Technology (IGT)**, John Clelland, VP Global Marketing, 206-254-6919, john.clelland@igt.com, P. 11.

**Intl. Pet Group (IPG)**, David Ezra, CEO, 702-696-9999, info@internationalpetgroup.com, P. 9.

**ION Audio**, Andy Flagg, MD, 401-658-3743, aflagg@ionaudio.com, P. 11.

**Iron Fist/Blank Generation**, Travis Anderson, CEO, 323-260-7308, travis@blankgeneration.com, P. 8.

**JINX**, Sean Gailey, President & Co-founder, 858-457-5469, sean@jinx.com, P. 9.

**Jason Wu**, Lisa Rybka, Global VP Sales, Merchandising & Planning, 646-395-3763, lisa@jasonwustudio.com, P. 9.

**Jay Franco & Sons**, Joseph Franco, VP, 212-679-3022, joea@jfranco.com, P. 10.

**Jazwares**, Laura Zebersky, CCO & EVP Global Sales/Licensing, 954-845-0800, laura@jazwares.com, P. 11.

**Jewel Branding & Licensing**, Ilana Wilensky, VP, 404-698-3350, ilana@jewelbranding.com, P. 8.

**Joester Loria Group**, James Slifer, SVP Business Development, 212-683-8548, jslifer@tjgroup.com, P. 8,9,10.

**Johnnie-O**, John O'Donnell, Founder, 877-787-4703, wingman@johnnie-o.com, P. 9.

**King Features Syndicate**, Carla Silva, VP, GM & Global Head Licensing, 212-969-7582, csilva@hearst.com, P. 8.

**Kira Kids**, Christine Tang, Founder & Creative Director, 650-483-4155, hello@kirakids.com, P. 12.

**Komar Sleepwear**, Greg Holland, President, 212-725-1500 x224, greg.holland@komarbrands.com, P. 10.

**Kurt S. Adler**, Howard Adler, President, 212-924-0900, hadler@kurtadler.com, P. 10.

**L.H. Holdings dba Legendary Whitetails**, Greg Huffman, President, 800-875-9453, ghuffman@deergear.com, P. 11.

**Lambs & Ivy**, Barbara Laiken, President, 310-322-3800, blaiken@lambsivy.com, P. 9.

**Land of Nod**, Jason Jones, GMM, 800-933-9904, jason.jones@landofnod.com, P. 8.

**LEGO Systems**, Jill Wilfert, VP Licensing & Entertainment, 860-763-6827, jill.wilfert@lego.com, P. 10,11.

**Licensing Company (The)**, Robert Schwartz, VP Sales & New Business Development, 646-839-7465, robert@tlc.international, P. 8.

**MAC Cosmetics**, Karen Buglisi, Global Brand President, 212-965-6300, kbuglisi@maccosmetics.com, P. 9.

**Macy's**, Shawn Austin, EVP & GMM Home, 212-494-5442, shawn.austin@macys.com, P. 9.

**Mattel**, Richard Dickson, President & Chief Brands Officer, 310-252-2000, richard.dickson@mattel.com, P. 8,11.

**Mattel**, Hollie Holmes, Senior Director Global Licensing Acquisitions, 310-252-2166, hollie.holmes@mattel.com, P. 11.

**Mattel**, Tanya Mann, VP Consumer Products, 310-252-4409, tanya.mann@mattel.com, P. 8,9.

**MC Licensing**, Marlene Cuesta, President, 626-623-8880, mclicensing@gmail.com, P. 8,12.

**Megaload/ABS Marketing Group**, Alan Skorski, President, 516-252-4806, info@megaloadchocolate.com, P. 9.

**Michael Aram**, Terri Eagle, President & CEO, 212-242-4219, nyflagship@michaelaram.com, P. 9.

**MLB Players Association**, Evan Kaplan, Director Licensing & Business Development, 212-826-0809, evank@mlbpa.org, P. 9.

**MLB Properties**, Steve Armus, SVP Consumer Products Group, 212-931-7500, steve.armus@mlb.com, P. 9.

**Moret Group**, Joey Harary, President, 212-354-2400, joey@moret.com, P. 11.

**Moxie & Co.**, Arlene Scanlan, Managing Partner, 203-259-2729 x11, ascanlan@moxieco.com, P. 8.

**National Entertainment Collectibles Association (NECA)**, Joel Weinshanker, President, 908-686-3300 x206, joelw@necaonline.com, P. 8,9.

**National Geographic Partners**, Dennis Randall, Head Licensing, 202-857-7267, dennis.randall@natgeo.com, P. 11.

**Neptune Trading**, Michael Lu, VP Operations, 909-923-0236, mail@neptunetradinginc.com, P. 9.

**New Era Cap**, Christopher Koch, CEO, 716-549-0445, chris.koch@neweracap.com, P. 9,11.

**Nickelodeon & Viacom Consumer Products**, Manuel Torres, SVP Global Toys & Publishing, 212-846-4735, manuel.torres@vimn.com, P. 9.

**Nintendo of America**, Cammy Budd, Senior Manager Merchandise Licensing, 425-861-2089, cammyb@noa.nintendo.com, P. 9.

**NKOK**, Ed Gomez, Creative Director, 626-330-1988 x111, ed@nkok.com, P. 11.

**Octagon**, Peter Carlisle, SVP Individual Sports Marketing, MD Olympics & Action Sports, 207-775-1500, peter.carlisle@octagon.com, P. 9.

**Ohm Beads**, Kit Junya, CEO, Designer & Head Ohmie, 888-646-7411, info@ohmbeads.com, P. 12.

**One Entertainment**, David Gebel, Managing Partner, 818-260-0400, david@one-entertainment.com, P. 10.

**Painting Lulu div. FlyCatcher**, Tal Zilberman, Co-founder & VP Marketing, 917-725-5005, tal@paintinglulu.com, P. 9,11.

**Papercutz**, Terry Nantier, Publisher, 646-559-4681, tnantier@papercutz.com, P. 8.

**Paws, Inc.**, Jeff Weller, Sales Manager, 765-287-2331, jeffw@pawsinc.com, P. 9.

**Penguin Random House**, Lori Burke, Executive Director Licensing Acquisitions & Media, 212-414-3469, lburke@penguinrandomhouse.com, P. 11.

**Perpetual Licensing**, Todd Lustgarten, Partner, 323-284-5100, tlustgarten@perpetuallicensing.com, P. 9.

**Perry Ellis Intl./PEI Licensing**, Pamela Fields, VP Intl. Development & Licensing, 212-536-5602, pamelafields@pey.com, P. 12.

**Playboy Enterprises**, Matt Nordby, President Global Licensing, 310-424-1800, mnordby@playboy.com, P. 12.

**Primary Colors**, Jeff Gierhart, VP Sales & Marketing, 419-903-0403 x213, jgierhart@primarycolorscorp.com, P. 11.

**R13 Denim**, Victoire Dumont Babbit, Director Sales, 844-634-3055, victoire@r13denim.com, P. 11.

**Radz Brands**, Todd Elliott, President, 503-227-2226, tse@radzbrands.com, P. 11.

**Riley Blake Designs**, Kristl Pelz, Marketing Director, 801-816-0540, info@rileyblakedesigns.com, P. 8.

**Ripple Junction**, Scott Morton, Licensing Director, 513-559-3900, smorton@ripplejunction.com, P. 8,12.

**Rovio Entertainment**, Darren Kyman, Head Retail & New Business Development North America, 310-775-1107, darren.kyman@rovio.com, P. 10,11.

**Rubie's Costume**, Howard Beige, EVP Sales, 516-326-1500 x132, howie@rubies.com, P. 12.

**Rubie's Costume**, Stephen Stanley, MD Licensing & Business Development, 516-403-1168, sstanley@rubies.com, P. 11.

**Running Press Book Publishers**, Geri DiTella, Marketing Manager, 215-567-5080, geri.ditella@perseusbooks.com, P. 12.

**Sanrio**, Linh Forse, Licensing Director, 310-896-3277, lforse@sanrio.com, P. 9.

**Scholastic Media**, Lynn Smith, Director Global Licensing, 212-343-6151, lsmith3@scholastic.com, P. 12.

**SDI Technologies/KIDdesigns**, Saul Ashkenazi, Sales & Marketing Manager, 732-574-9000 x334, sashkenazi@sditech.com, P. 11.

**Sellers Publishing**, Ronnie Sellers, President, 207-772-6833, rsellers@rsvp.com, P. 11.

**Seltzer Licensing Group**, Stu Seltzer, Partner, 212-244-5548, stu@seltzerlicensing.com, P. 8.

**Sequential Brands Group**, Lisa Schein, Director Brand Management, 646-564-2577, lschein@sbg-ny.com, P. 9.

**Seven Global div. Global Brands Group**, Jason Weisenfeld, President, 646-839-7000, jasonweisenfeld@globalbrandsgroup.com, P. 11.

**Sharpe Company (The)**, Alyssa Gourlay, Director Licensing, 310-227-4016, alyssa@sharpeco.com, P. 8.

**Silver Buffalo**, Greg Alprin, EVP Licensing & CMO, 212-563-0600 x103, galprin@silver-buffalo.com, P. 10.

**Simon & Schuster Children's Publishing**, Valerie Garfield, VP, Publisher, Novelty & Licensed Publishing, 212-698-7000, valerie.garfield@simonandschuster.com, P. 12.

**Smashbox Cosmetics**, Bernard Zion, VP Global Marketing, 310-558-1490, bernardzion@smashbox.com, P. 9.

**Sony Music Entertainment**, Jeff Monachino, Senior Director Business Affairs & Licensing, 212-833-8000, jeff.monachino@sonymusic.com, P. 9.

**Sony Pictures Consumer Products**, Mark Caplan, SVP Global Consumer Products, 310-244-6189, mark\_caplan@spe.sony.com, P. 11,12.

**Squire Media & Management**, Gilda Squire, Manager, 212-928-8090, gildasquire@verizon.net, P. 9.

**Steiner Sports**, Ed Schauder, Director Purchasing, 914-307-1051, eric\_@steinersports.com, P. 8.

**Steiner Sports**, Ed Schauder, EVP Licensing & General Counsel, 914-307-1130, eschauder@steinersports.com, P. 10.

## contacts & connections *Continued from page 14*

**Studio71 (form. Collective Digital Studio)**, Robert Sherry, VP Sales & Branded Entertainment, questions@studio71us.com, P. 9.

**Sunham Home Fashions**, Erica Werber, Director Marketing & Communications, 212-695-1218, erica.werber@sunham.com, P. 9.

**SustainU**, Chris Yura, Founder & CEO, 304-413-0418, chris@sustainuclthing.com, P. 9.

**Televix Entertainment**, Daniel Castaneda, VP Development, 310-788-5500, info@televix.com, P. 10.

**Thermos**, Christi Lantz, Licensing, 847-593-6284, christi.lantz@thermos.com, P. 11.

**Tor/Forge Books**, Melissa Frain, Senior Editor, 212-388-0100, melissa.frain@tor.com, P. 12.

**Totally Cool**, Mike Unfelder, Owner, 410-363-7802, pstaz@totallycoolicecream.com, P. 9.

**Trau & Loevner Imprinted Apparel**, Sam Loevner, Licensing Director, 412-361-7700, samloevner@trau-loevner.com, P. 8.

**Trends International**, Jeff Loeser, VP Licensing, 317-388-4068, jloeser@trendsinternational.com, P. 11.

**Tru Fragrance**, Monte Henige, CEO & Owner, 800-443-3000, monte.henige@trufragrance.com, P. 9.

**Trumpette**, Jon Stevenson, Owner, 916-851-0000, wecare@trumpette.com, P. 9.

**UNIQLO**, Justin Kerr, Chief Merchandising Officer & Director Brand Marketing, 877-486-4756, justin.kerr@fastretailing.com, P. 11,12.

**United Talent Agency (UTA)**, Lisa Jacobson, Partner & Head Branding, Licensing & Endorsements, 310-246-6024, jacobson\_l@unitedtalent.com, P. 9.

**Universal Brand Development**, Cindy Chang, SVP Consumer Products North America, 818-777-2067, cindy.chang@nbcuni.com, P. 9.

**Urban Decay div. L'Oreal**, Constantin Sklavenitis, SVP Global Business Development, 949-631-4504, csklavenitis@urbandecay.com, P. 8.

**Vans**, Doug Palladini, VP & GM North America, 714-889-6100, doug\_palladini@vfc.com, P. 9.

**Warner Bros. Consumer Products**, Karen McTier, EVP Domestic Licensing & Worldwide Marketing, 818-954-3008, karen.mctier@warnerbros.com, P. 9.

**Wayfair**, Nancy Go, VP Brand Marketing Wayfair.com, 617-532-6100, ngo@wayfair.com, P. 9.

**Wildfox**, Jimmy Sommers, CEO & Co-founder, 213-484-8650, jimmy@wildfox.com, P. 8.

**Wildkin**, John Rosen, President, 615-386-7110, customercare@wildkin.com, P. 10.

**Williams-Sonoma**, Allison Spampanato, SVP Product Development PBTeen & Pottery Barn Kids, 415-616-8746, aspampanato@wsgc.com, P. 9.

**World Tech Toys**, Ben Ibarra, VP, 818-675-9001 x100, ben@worldtechttoys.com, P. 11.

**World Trade Jewelers**, Murray Shabot, CEO, 212-983-0412 x200, murrays@worldtradejewelers.com, P. 11.

**World Wrestling Entertainment (WWE)**, Casey Collins, EVP Consumer Products, 203-352-8600, casey.collins@wwecorp.com, P. 12.

**York Wallcoverings & RoomMates**, Nicole Zeigler, Licensing Manager, 717-846-4456, zeiglern@yorkwall.com, P. 11.

**Z Produx/Z Palette**, Zena Shteyssel, President, 818-849-5427, cs@zpalette.com, P. 8.

**Zoku**, Yos Kumthampinij, MD & Co-founder, 201-604-1252, yos@zokuhome.com, P. 8.



## international contacts & connections

This section refers to the International listings in this issue. International calls from the U.S. and Canada must be preceded by the 011-prefix.

**9 Story Media Group**, Kristin Lecour, Director Consumer Products, 416-530-9900 x279, kristinl@9story.com, P. 12.

**Amscan Intl.**, Diane Spaar, SVP Product Development, 44 1908 288500, dspaar@amscan.com, P. 10.

**Athletes World/AW-Lab**, Matthew Cook, GM, 39 049 884 3223, matthew.cook@aw-lab.com, P. 11.

**B.M. Fashion Ltd. t/a Fashion U.K.**, Gurdev Mattu, Director, 44 116 276 2929, gurdev@fashions-uk.com, P. 11,12.

**BBC Worldwide**, Clare Piggott, Head Merchandising, 44 20 8433 2000, clare.piggott@bbc.com, P. 11.

**Benjamins S.R.L.**, Gabriele Piazzoli, Owner & CEO, 39 02 4851 6489, info@benjamins.it, P. 11.

**Biotherm div. L'Oreal**, David Fridlevski, GM, 33 1 47 56 70 00, david.fridlevski@loreal.com, P. 11.

**Blonde Sheep Licensing**, Natasha Dyson, MD, 44 7855 858 711, P. 10.

**Blueprint Collections**, Lisa Shand, MD, 44 845 217 2400, lisa.shand@bluecoll.co.uk, P. 12.

**Brands With Influence**, Dom Wheeler, Director, 44 1189 326121, dom@brandswithinfluence.com, P. 10.

**Brandsdistribution (IDT S.p.A.)**, Angelo Muratore, President, 39 11 1982 9234, info@brandsdistribution.com, P. 12.

**Breygent Marketing**, Stewart Sargent, VP/Secretary-Treasurer, 514-333-7549, P. 12.

**Bulldog Licensing**, Vicky Hill, Licensing Manager, 44 20 8325 5455, vickyh@bulldog-licensing.com, P. 12.

**Bulldog Licensing**, Helena Mansell-Stopher, Retail Licensing Director, 44 20 8325 5455, helenams@bulldog-licensing.com, P. 12.

**Caffè Nero Group Ltd.**, Neil Riding, MD U.K., 44 20 7520 5150, neil.riding@caffenero.com, P. 12.

**CAKE Entertainment**, Tom van Waveren, CEO & Creative Director, 44 20 7307 3230, tom@cakeentertainment.com, P. 11.

**Caroline Mickler**, Caroline Mickler, Licensing Agent & Consultant, 44 208 392 2439, caroline@carolinemicklerltd.co.uk, P. 12.

**Centum Books**, Fiona MacMillan, Publishing Director, 44 18 0369 0890, books@centumbooksltd.co.uk, P. 10,12.

**Changshu Dagan**, Konson Miao, konson@outlook.com, P. 12.

**Clarks**, Roy Gardner, Global Director & SVP Category Marketing Intl., 44 1458 443131, roy.gardner@clarks.com, P. 10.

**Copyrights Group (The)**, Rachel Clarke, U.K. Licensing Director, 44 203 714 1181, rachel@copyrights.co.uk, P. 12.

**CoverPoint Marketing Group**, Justin Dery, MD, 61 414 925 274, jdery@coverpoint.com.au, P. 10.

**Danby Products Ltd.**, Jim Estill, CEO & President, 800-263-2629, jim.estill@danby.com, P. 8.

**Danilo Promotions Ltd.**, Dan Grant, Senior Licensing Manager, 44 1992 702 903, dgrant@danilo.com, P. 12.

**DK Publishing**, Dunstan Bentley, Head Global Business Development, 44 20 7010 3053, dunstan.bentley@uk.dk.com, P. 12.

**Dreamtex**, Andrew Downie, Commercial Director, 44 844 499 8465, enquiries@dreamtexltd.com, P. 12.

**Ehrman Kits**, Melanie Whitehead, Manager, 44 1226 733366, melanie@ehrmantapestry.com, P. 12.

**EuroGraphics**, Federico Pilotto, Director Product Development, 514-939-0310, federico@eurographics.ca, P. 8.

**Fresh Side Ltd. dba Chunk Clothing**, Martin Howard, Director Sales & Marketing, 44 207 609 6758, martin@chunkclothing.com, P. 12.

**GIC**, Girish Karira, SVP, 65 6889 8888, P. 12.

**Global Icons Europe Ltd.**, Martin Fox, VP Licensing, 44 207 730 9606, martin.fox@globalicons.com, P. 12.

**Golden ABC**, Beverly Robles, Product Development Head (Penshoppe, Oxygen, Memo, Forme & Regatta), 6332 346 1091, beverly.robles@goldenabc.com, P. 11.

**H&M Hennes & Mauritz AB**, Frida Elmas, Head Licensing, 46 8 796 55 00, frida.elmas@hm.com, P. 10.

**Hachette Children's Books**, Karen Lawler, Executive Manager Licensing, 44 207 873 6205, karen.lawler@hachettechildrens.co.uk, P. 11.

**HEAD BV**, Giuseppe Faranna, VP & Division Manager Licensing, 31 20 521 4822, info@at.head.com, P. 10.

**HIT Entertainment (U.K.)**, Laura Morgan, Global Brand Manager, 44 207 554 2500, lmorgan@hitentertainment.com, P. 9.

**HTI Group**, Alison Downie, Global Licensing & Brand Director, 44 1253 778 888, info@htigroup.co.uk, P. 11,12.

**Iconix Europe**, Daisy Laramy-Binks, Director Business & Operations, 44 20 8222 6100, daisy@iconix-europe.com, P. 11.

**Illustrated People**, Lauren Saffery, Studio Manager & Head Press, 44 20 7655 4974, lauren@illustratedpeople.com, P. 11.

**Imports Dragon**, Stephan Tetrault, President, 514-667-0623, s.tetrault@importsdragon.com, P. 12.

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

**Jumbo Games**, Stewart Middleton, MD, 44 170 726 0436, [stewart.middleton@jumbo.eu](mailto:stewart.middleton@jumbo.eu), P. 11.

**Just Hype Ltd.**, Aidy Lennox, CEO & MD, [steve@justhype.co.uk](mailto:steve@justhype.co.uk), P. 11.

**Lacoste**, Thierry Guibert, CEO, 33 8 99 86 82 43, [tguibert@lacoste.com](mailto:tguibert@lacoste.com), P. 9.

**Liberty Clothing**, Karyn Bigby, Operations Manager Business Development, 907-671-2335, [info@libertyclothing.com](mailto:info@libertyclothing.com), P. 8.

**Liberty London/Liberty Ltd.**, Sarah Halsall, MD, 44 20 7734 1234, [customerservices@liberty.co.uk](mailto:customerservices@liberty.co.uk), P. 12.

**Licensing Management Intl.**, Andrew Maconie, CEO, 44 1425 403 430, [andrew@lmiuk.com](mailto:andrew@lmiuk.com), P. 10,11,12.

**Lisle Intl. Licensing**, Francesca Lisle-Grimshaw, Licensing Partner, 44 19 3758 6237 x223, [francesca@lislelicensing.com](mailto:francesca@lislelicensing.com), P. 12.

**LPP S.A.**, Anna Wasinska, MD, 48 58 76 96 900, [lpp@lpps.com](mailto:lpp@lpps.com), P. 12.

**Ludorum**, Natalie Setton, Head Intl. Licensing & Sales, 44 20 8246 4010, [natalie.setton@ludorum.com](mailto:natalie.setton@ludorum.com), P. 11.

**Mattel U.K. Ltd.**, Jennifer Harker, Senior Brand Manager, 44 1628 500 040, [jennifer.harker@mattel.com](mailto:jennifer.harker@mattel.com), P. 9.

**MC2 Saint Barth**, Massimiliano Ferrari, CEO, 39 2 3653 6133, [max@mc2saintbarth.com](mailto:max@mc2saintbarth.com), P. 11,12.

**Metrostar Media Ltd.**, Claire Potter, MD, 44 20 7917 6791, [claire@metrostarmedia.co.uk](mailto:claire@metrostarmedia.co.uk), P. 10.

**Monster Factory**, Bliss Man, Owner, 416-913-6673, [bliss@monsterfactory.net](mailto:bliss@monsterfactory.net), P. 11.

**Mothercare**, Barbara Robinson, Head Licensing & Character, 44 1923 210 210, [barbara.robinson@mothercare.com](mailto:barbara.robinson@mothercare.com), P. 12.

**New Ray Toy**, Winnie Leung, Sales & Marketing Executive, 852 3191 9828, [info@new-ray.com](mailto:info@new-ray.com), P. 10.

**Nickelodeon & Viacom Consumer Products**, Mark Kingston, GM & SVP Consumer Products EMEA/Australasia, 44 20 3580 3020, [mark.kingston@vimm.com](mailto:mark.kingston@vimm.com), P. 9,11,12.

**Nitro Circus**, Peter Maule, Global Head Licensing, 61 2 9979 5322, [nitroinfo@nitrocircus.com](mailto:nitroinfo@nitrocircus.com), P. 12.

**O Thongthai**, O Thongthai, Designer, [info@othongthai.com](mailto:info@othongthai.com), P. 12.

**Oceania Trading Ltd.**, Chris Malone, Sales Director, 44 208 6752 299, [info@otltechnologies.co.uk](mailto:info@otltechnologies.co.uk), P. 12.

**Penguin Random House (U.K.)**, Damian Treece, Brand Manager Licensing & IP, 44 20 7010 3461, [dtreece@penguinrandomhouse.co.uk](mailto:dtreece@penguinrandomhouse.co.uk), P. 10,12.

**Personalised Memento Co.**, Mark Dicken, MD, 44 1782 744 900, [mark@personalisedmemento.co.uk](mailto:mark@personalisedmemento.co.uk), P. 12.

**PMS Intl.**, Steven Beverley, Buyer & Licensing, 44 126 850 5050, [sbeverley@pmsintgroup.co.uk](mailto:sbeverley@pmsintgroup.co.uk), P. 12.

**Premium S.r.l.**, Giancarlo Fergnani, President, 39 0523 955024, [premium@premiumlicensing.it](mailto:premium@premiumlicensing.it), P. 11.

**Rainbow Designs**, Anthony Temple, MD, 44 208 600 2550, [sales@rainbowdesigns.co.uk](mailto:sales@rainbowdesigns.co.uk), P. 9.

**Redibra Licensing Solutions**, David Diesendruck, President, 55 11 3383 1616, [david@redibra.com.br](mailto:david@redibra.com.br), P. 10.

**Roy Lowe & Sons Ltd.**, Martin Lowe, MD, 44 1623 441144, [martin@roylowe.co.uk](mailto:martin@roylowe.co.uk), P. 9.

**Royal Canadian Mint**, Patrick Hadsipantelis, VP Marketing & Communications, 613-993-7746, [hadsipantelis@mint.ca](mailto:hadsipantelis@mint.ca), P. 12.

**Royal Horticultural Society/RHS Enterprises Ltd.**, Cathy Snow, Licensing Manager, 44 20 3176 5800, [licensing@rhs.org.uk](mailto:licensing@rhs.org.uk), P. 12.

**RTL Interactive GmbH**, Annette Kunze, Head Licensing, 49 221 456 66501, [annette.kunze@rtl.de](mailto:annette.kunze@rtl.de), P. 10,12.

**Sambro Intl.**, Nikki Samuels, Director Licensing, 44 845 873 9380, [nikki@sambro.co.uk](mailto:nikki@sambro.co.uk), P. 12.

**SEGA Europe**, Jason Rice, Director Brand Licensing EMEA, 44 20 8995 3399, [segalicensing@sega.co.uk](mailto:segalicensing@sega.co.uk), P. 12.

**Select Licensing Ltd.**, Damian Hopkins, CEO, 44 203 795 1571, [dhopkins@selectlicensing.com](mailto:dhopkins@selectlicensing.com), P. 12.

**Shearer Candles**, John Barnet, MD, 44 141 445 1066, [john.barnet@shearer-candles.com](mailto:john.barnet@shearer-candles.com), P. 12.

**Shoal Games**, Henry Bromley, CFO, 888-374-2163, [henry@shoalgames.com](mailto:henry@shoalgames.com), P. 9.

**Sicem Intl. SrL**, Francesca Cozzi, 39 055 34575 232, [francescacozzi@sicem.eu](mailto:francescacozzi@sicem.eu), P. 11.

**Simba Dickie Group**, Michael Sieber, CEO, 49 911 9765172, [m.sieber@simba-dickie.com](mailto:m.sieber@simba-dickie.com), P. 12.

**SkyBrands A/S**, Kristian Busk Mouritzen, MD, 45 75 72 50 50, [info@skybrands.dk](mailto:info@skybrands.dk), P. 12.

**Slightly Mad Studios**, Ian Bell, CEO, 44 20 7252 1843, [info@slightlymadstudios.com](mailto:info@slightlymadstudios.com), P. 11.

**SmileyWorld**, Nicolas Loufrani, CEO, 44 20 7378 8231, [nico@smiley.com](mailto:nico@smiley.com), P. 12.

**Smith & Brooks Ltd.**, Mark Segalov, MD, 44 845 129 9216, [mark.segalov@smithbrooks.co.uk](mailto:mark.segalov@smithbrooks.co.uk), P. 12.

**Spin Master**, Adam Beder, EVP Global Licensing, 416-364-6002 x2256, [adam@spinmaster.com](mailto:adam@spinmaster.com), P. 11.

**Start Licensing**, Ian Downes, Director, 44 208 337 7958, [ian@startlicensing.co.uk](mailto:ian@startlicensing.co.uk), P. 12.

**Starter Black Label div. Refuel Global Brands**, Peter Lee, CEO, 44 1296 658 717, [info@refuelglobalbrands.com](mailto:info@refuelglobalbrands.com), P. 11.

**Titan Merchandise/Titan Entertainment**, Andrew Sumner, Director, 44 20 7620 0200, [andrew.sumner@titanemail.com](mailto:andrew.sumner@titanemail.com), P. 8.

**TLC/Iconix Europe**, Angela Farrugia, Group MD, 44 20 8222 6100, [angela@iconix-europe.com](mailto:angela@iconix-europe.com), P. 12.

**U.K. Greetings**, Frances Billington, Creative Director, 44 1924 465 200, [frances.billington@ukgreetings.co.uk](mailto:frances.billington@ukgreetings.co.uk), P. 12.

**Underground Toys**, Robyn Cowling, Licensing Director, 44 207 801 6327, [robyn@underground-toys.com](mailto:robyn@underground-toys.com), P. 12.

**V&A (Victoria & Albert Museum)**, Lauren Sizeland, Director Licensing & Business Development, 44 20 7942 2981, [l.sizeland@vam.ac.uk](mailto:l.sizeland@vam.ac.uk), P. 10,12.

**WME/IMG**, Bruno Maglione, EVP & President Worldwide Licensing/Consumer Products, 44 20 8233 6668, [bruno.maglione@img.com](mailto:bruno.maglione@img.com), P. 8,9.

**SPORTS****Topps Hits a Hot Market Home Run**

A Topps official described it as “the perfect storm.” 285-pound Mets pitcher Bartolo Colon is a beloved player with a cult following who also happens to play in New York. And he picked the perfect time to strike his blow—a Saturday evening game on national TV airing just a few minutes after the Kentucky Derby.

But while luck played a part, Topps’s spectacular success with the Colon card was really the product of design. The TOPPS NOW program, which began at the start of the season, enables the veteran MLB licensee to create trading cards to commemorate special moments within hours after they occur. Cards are produced on-demand, which holds down production costs. Making the cards available for only 24 hours adds to the excitement, not to mention the card’s value. The Colon card, which retailed for \$9.99 per individual unit, is reportedly selling for \$75 on eBay.

Of course, Topps didn’t invent or even perfect the strategy of selling special merchandise tied to “micro moment” in sports. Plenty of other sports licensors and licensees

are following the same playbook. But the Colon case is a textbook illustration of how effective the strategy can be when the perfect moment is combined with the perfect mechanism to exploit it.

**Saturday, May 7, 2016**

**6:11 PM, ET:** Mets pitcher Bartolo Colon ignites the Internet by hitting a homerun, the first of his 19-year career. At age 42, Colon becomes the oldest big leaguer ever to homer.

**15 seconds later:** Topps commissions a special trading card to celebrate Colon’s feat.

**16 seconds after that:** Colon finishes his 31-second trot around the bases.

**Sunday, May 8, 2016**

**11:30 AM, ET:** On-demand internet sales of the special Bartolo Colon home run card begin.

**Monday, May 9, 2016**

**11:30 AM, ET:** Topps sells a record 8,826 cards before ending production exactly 24 hours later.



SALARY SURVEY

Movie Chart

With the Marvel (15 films upcoming), DC Comics (8), Star Wars (4 in as many years) and Avatar (4) universes filling the movie production pipeline, the licensing industry can expect more reliance than ever on franchise properties in the coming decade. Originals, however, are making a bit of a comeback.

TLL's updated chart of upcoming movie properties with potential for licensing includes 13 titles that are original to the film medium, representing 9% of titles on the list. Originals had dropped to 7% of the list last fall. Even among original films; however, many are based on known quantities, such as *The Emoji Movie* (no explanation needed); *The Lamb*, which is a telling of the Nativity story; and *The Greatest Showman on Earth*, based on the life of circus impresario P.T. Barnum.

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

SOURCES OF LICENSABLE FILMS PROJECTED FOR RELEASE, 2016-2023		
SOURCE	NUMBER	SHARE OF TOTAL
Sequels	69	45%
Comic book/strips	34	22%
Book adaptations	34	22%
Reboots	19	12%
Television	14	9%
Originals	13	9%
Toys	13	9%
Video games/apps	6	4%

**Note:** A film can appear in multiple categories. There are 153 films with licensing potential on our chart.  
**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
Teenage Mutant Ninja Turtles 2: Out of the Shadows	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 videogame 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 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 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 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						
Absolutely Fabulous: The Movie	7/22/2016	20th Century Fox	Edina and Patsy are still living the high life in this spin-off of the BBC TV series that ran from 1992-2012.								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
Jason Bourne	7/29/2016	Universal Pictures	Star Matt Damon and director Paul Greengrass reteam for this 5th 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		
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	

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## Planned Feature Films with Licensing Potential, 2016–2020 *Continued from page 17*

FILM	PLANNED RELEASE	FILM COMPANY	SUMMARY	SEQUEL	REBOOT	BOOK	GAME	TOY	COMIC	ORIGINAL	TV
Ben Hur	8/19/2016	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					
Kubo and the Two Strings	8/19/2016	Universal Pictures	Stop-motion animation about a kindhearted young man who must battle evil spirits is first film from the partnership of stop-motion studio Laika and Universal's Focus Features.							X	
Max Steel	8/26/2016	Open Road Films/Mattel	Live action origin story chronicles the adventures of 16-year-old Max McGrath (Ben Winchell) and alien companion Steel.					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					
Storks	9/23/16	Warner Bros.	Animated adventure featuring the voices of Andy Samberg and Kelsey Grammer.							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						
Miss Peregrine's Home for Peculiars	9/30/2016	20th Century Fox	Tim Burton's adaptation of the Ransom Riggs' young adult novel.			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
The Girl on the Train	10/7/16	Universal Pictures	Adaptation of Paula Hawkins' best-selling novel, starring Emily Blunt.			X					
Underworld: Blood Wars	10/14/2016	Sony Screen Gems	Last chapter in the battle between supernatural races.	X							
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					
Tyler Perry's A Madea Halloween	10/21/2016	Lionsgate	Madea in the middle of mayhem on the scariest night of the year.	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	
Rogue One: A Star Wars Story	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	
The Best Man Wedding	TBA 2016	Universal	Next installment in the Best Man franchise.	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	
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		
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					
The Dark Tower	2/17/2017	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					
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					
Knights of the Roundtable: King Arthur	3/24/2017	Warner Bros.	Guy Ritchie's retelling of the King Arthur story, which the studio hopes to make a new franchise of multiple installments.			X					
Power Rangers	3/24/2017	Lionsgate	Live action movie based on the Saban Brands property is intended as the first in a franchise.								X

FILM	PLANNED RELEASE	FILM COMPANY	SUMMARY	SEQUEL	REBOOT	BOOK	GAME	TOY	COMIC	ORIGINAL TV
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	
Smurfs: The Lost Village	4/7/2017	Sony Pictures	Mandy Patinkin voices Papa Smurf in this all-animated film focusing on the origins of the Smurfs.		X				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	
Barbie	5/12/2017	Sony Pictures	Live-action film based on the toy line. Screenplay by Diablo Cody.					X		
Baywatch	5/19/2017	Paramount Pictures	Dwayne Johnson and Zac Efron star in this reboot of the 1990s TV series.	X						X
The Nut Job 2	5/19/2017	Open Road Films	Surly Squirrel and friends save their park; with voices by Jeff Dunham, Will Arnett and Maya Rudolph.	X						
Pirates of the Caribbean: Dead Men Tell No Tales	5/26/2017	Walt Disney Studios	Johnny Depp swashbuckles again for producer Jerry Bruckheimer.	X						
Bad Boys 3	6/2/2017	Sony Pictures	Another sequel to the action comedy series about two loose cannon cops. Past films were in 1995 and 2003.	X						
Captain Underpants	6/2/17	20th Century Fox	Kevin Hart and Ed Helms lend voice to this adaptation of the Dav Pilkey book series.			X				
Wonder Woman	6/2/2017	Warner Bros.	An Amazon princess becomes the greatest of DC superheroines.						X	X
Dark Universe: The Mummy	6/9/2017	Universal Pictures	Tom Cruise plays a special forces soldier in this classic monster movie reboot.		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 hords.	X						
Cars 3	6/16/2017	Walt Disney Studios	Cars threequel.	X						
Transformers 5	6/23/2017	Paramount Pictures	Reportedly the first in a new Transformer trilogy. Hasbro Studios is a producer. Mark Wahlberg returns.	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			
Ferdinand	7/7/2017	20th Century Fox	Blue Sky Studios' adaptation of the classic Munro Leaf children's book.			X				
Spider-Man: Homecoming	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 for 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	7/28/2017	Sony Pictures	Remake of the 1995 Robin Williams film based on the Chris Van Allsburg storybook. Jake Kasdan directs.		X	X				
Alien: Covenant	8/4/2017	20th Century Fox	Director Ridley Scott returns for the second chapter in a prequel trilogy that began with Prometheus and connects to 1979's Alien.							
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
Blade Runner 2	10/6/2017	Warner Bros.	Harrison Ford reprises his role in this sequel to the 1982 film.	X						
X-Men: Gambit	10/6/2017	20th Century Fox	Channing Tatum stars in this X-Men spinoff.						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
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	
Dr. Seuss' How the Grinch Stole Christmas	11/10/2017	Universal Pictures	Reimagining of the Dr. Seuss Christmas tale from animation studio Illumination Entertainment.		X	X				
Murder on the Orient Express	11/10/2017	20th Century Fox	Kenneth Branagh stars as genius Belgian detective Hercule Poirot.		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
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

Continued on page 20

## Planned Feature Films with Licensing Potential, 2016–2020 *Continued from page 19*

FILM	PLANNED RELEASE	FILM COMPANY	SUMMARY	SEQUEL	REBOOT	BOOK	GAME	TOY	COMIC	ORIGINAL	TV
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							
The Greatest Showman on Earth	12/25/17	20th Century Fox	Hugh Jackman as entertainer extraordinaire P.T. Barnum. Musical.							X	
Bloodshot	TBA 2017	Sony Pictures	First film for the Valiant Comics superhero.						X		
Chicken Soup for the Soul	TBA 2017	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					
Creed 2	TBA 2017	MGM Studios	Sequel to 2015's next-generation Rocky hit, with Sylvester Stallone and Michael B. Jordan.	X							
Jeepers Creepers 3	TBA 2017	American Zoetrope	Threequel to the Jeepers Creepers horror films. Previous releases in 2001, 2003.	X							
Wonderstruck	TBA 2017	Amazon Studios	Adaptation of Brian Selznick's graphic novel about two kids, both deaf, separated by 50 years.			X					
Gnomeo & Juliet: Sherlock Gnomes	1/12/2018	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		
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					
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 Flash	3/23/2018	Warner Bros.	Scientist Barry Allen becomes the super fast superhero, a member of DC Comics' Justice League.						X		
The Wolf Man	4/13/2018	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	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		
Transformers 6 : Bumblebee spinoff	6/8/2018	Paramount/ Hasbro	Follows Transformers daredevil Autobot Bumblebee in his own movie.	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		
Hotel Transylvania 3	9/21/2018	Sony Pictures	Third installment in the animated series about Count Dracula and his daughter Mavis.								
S.C.O.O.B.	9/21/2018	Warner Bros.	Scooby-Doo and the Mystery, Inc. gang roll again.		X				X		
Jungle Book: Origins	10/19/2018	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					
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 2	12/25/2018	20th Century Fox	Sequel to the highest grossing film of all time.	X							
Pacific Rim 2	TBA 2018	Universal Pictures	Sequel to the 2012 film about clashing monsters and robotis.	X							
Playmobil: Robbers, Thieves & Rebels	TBA 2018	Cross Creek	Planned as the first in a trilogy built around the 2 3/4 inch tall figures.					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
Fast & Furious 9	4/19/2019	Universal Pictures	Vin Diesel is expected to return to continue the F&F franchise.								



FILM	PLANNED RELEASE	FILM COMPANY	SUMMARY	SEQUEL	REBOOT	BOOK	GAME	TOY	COMIC	ORIGINAL TV
Avengers: Infinity War (Part 2)	5/3/2019	Walt Disney Studios	Second half of the third Avengers film.	X					X	
Star Wars: Episode IX	5/24/2019	Walt Disney Studios	Final chapter of the newest Star Wars trilogy.	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	Warner Bros.	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						
Transformers 7	6/28/2019	Paramount/ Hasbro	Hasbro has said the franchise will continue at least through Transformers 8.	X			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 fights to protect itself.						X	
Indiana Jones 5	7/19/2019	Paramount Pictures	Harrison Ford returns a 5th time as the famed archaeologist.							
Batman	TBA 2019	Warner Bros.	Ben Affleck will star in and direct a standalone Batman film.		X				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				
Avatar 3	TBA 2020	20th Century Fox	Second sequel to the highest grossing film of all time.	X						
Godzilla vs. Kong	TBA 2020	Warner Bros.	The two monster franchises are united in an ecosystem of giant superspecies.	X						
Fast & Furious 10	4/2/2021	Universal Pictures	Franchise double digits for star Vin Diesel.	X						
Avatar 4	TBA 2022	20th Century Fox	Third sequel to the highest grossing film of all time.	X						
Avatar 5	TBA 2023	20th Century Fox	Fourth sequel to the highest grossing film of all time.	X						

Note: Release dates are subject to change. Source: THE LICENSING LETTER

## BRAND BUILDING

### Which Brands Are Best At Engaging Their Customers?

The phrase “consumer engagement,” kept coming up in this year’s *Annual Survey*, especially when respondents identified the key trends shaping licensing. “It’s all about connecting with consumers and forging an emotional and day-to-day relationship so that your brand becomes part of their lives,” according to one respondent.

So, who does the best job of engaging consumers?

This week, a new consumer survey came out purporting to answer that question. The Brand Actualization™ study, which comes from retail strategy firm FRCH Design Worldwide, measures brand engagement using seven criteria:

- ▶ Whether consumers advocate the brand to others;
- ▶ Whether there’s two-way communication between the brand/retailer and customers;
- ▶ Whether a brand is true to its mission, social causes and environmental concerns;
- ▶ The degree to which a brand engages the senses and imagination and creates a sense of place;
- ▶ The brand’s visual imagery, tone and degree to which it’s identifiable beyond the logo;
- ▶ The quality and variety of the brand’s products/services;
- ▶ The brand’s effectiveness on the web, mobile, in-store and social media.

The study then ranks 50 leading brands/retailers according to these criteria.

#### 10 TOP- & BOTTOM-RANKED BRANDS

RANK	BRAND/RETAILER	BRAND ACTUALIZATION SCORE
1	The Disney Store	76.65
2	Oakley	74.69
3	Sephora	74.02
4	Zara	71.16
5	Anthropologie	70.85
6	Fossil	70.65
7	Michael Kors	70.65
8	Coach	70.34
9	Bath and Body Works	69.86
10	REI	69.71
41	The Home Depot	58.19
42	Target	56.76
43	Best Buy	55.22
44	Staples	53.90
45	CVS	53.60
46	JCPenney	53.55
47	Walgreens	52.04
48	Safeway/Albertsons	51.92
49	Walmart	47.70
50	Dollar General	45.64

SOURCE: Ranking by The Brand Actualization study, FRCH Design Worldwide; THE LICENSING LETTER

## Lady Gaga and Elton John Become the Latest to Launch a Macy's Exclusive

Limited-edition celebrity lines are an old hat for Macy's. But the upcoming Love Bravery line set to debut at 150 stores next week is a bit different. The exclusive apparel and accessories collection comes from not one, but two, slightly offbeat celebs who don't normally do many of these deals—Lady Gaga and Sir Elton John. Love Bravery is also a charitable venture, with

25% of each purchase going to (Gaga's) Born This Way Foundation and the Elton John AIDS Foundation.

Many a celebrity hawking a merchandise line has found a home in Macy's. Earlier this month, the store launched Kelly Ripa Home, a collection of bedding sets, furniture and area rugs. Other members of Macy's celebrity

rosters include Martha Stewart, Jessica Simpson, Ariana Grande, Sean John and Thalía. But one "celebrity" has gotten the cold shoulder from Macy's: Donald Trump. Last July, the store dumped the Trump-licensed menswear collection it had carried for over a decade in response to the candidate's controversial remarks about Mexican immigrants.

## MARIJUANA

### Are Celebrity Chefs the Next Wave in Marijuana Branding?

Celebrities have been quick to seize the branding opportunities offered by the \$2.7 billion legal marijuana industry. But up to now, most of the celebrity branding deals have involved maverick musicians like Bob Marley, Willie Nelson, Snoop Dogg and other rappers.

But a new kind of celebrity is now getting into the game: the celebrity chef. An award-winning pastry chef, cookbook author and restaurant purveyor from Chicago named Mindy Segal blazed the trail by partnering with cultivator Cresco Labs on a line of upscale marijuana-infused pastries, chocolate bars and drink mixes. What makes the deal unique is that Segal doesn't merely lend her name to the products; she does the actual baking using the cannabis and THX extracts supplied by Cresco.

The products are currently available only in medical marijuana dispensaries in Illinois. As required by state law, only patients with a valid prescription for a covered condition can buy them. But Cresco is also looking to distribute the line in other states, including California, Arizona and Nevada where medical marijuana is legal, as well as Colorado and Washington where marijuana is legal for both medical and recreational use.

"Having someone with Mindy's name brand and credibility enter the cannabis industry says a lot about where this industry is headed," notes Cresco founder Charles Bachtell.

At \$2.7 billion, legal marijuana is the fastest growing industry in America; it's also a potent social cause. So it's not surprising that so many celebrities have jumped into the business. Here's a rundown of leading celebrities who've been branded for marijuana products.

Two names not on this list:

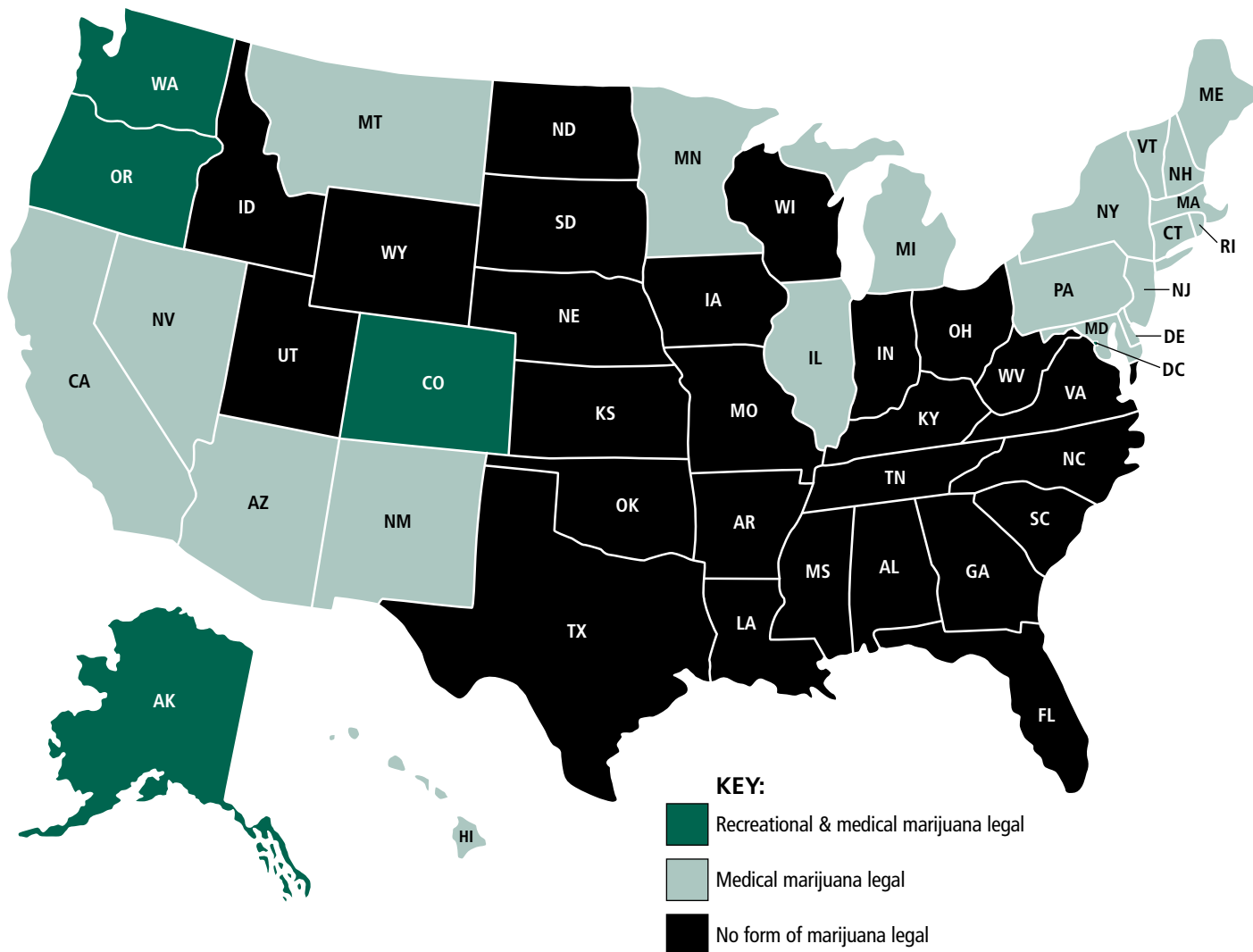
- ▶ **Rihanna:** The pop singer was rumored to be developing a line of marijuana called "MaRihanna" featuring 3 different strains (called Karibbean Kush, Haitian Haze and Jamaica High Grade), as well as edibles and concentrates. Her representatives shot down the report as untrue.
- ▶ **Betheny Frankell:** The *Real Housewives* star told *Us* magazine last year that she has plans to extend her Skinnygirl brand to a strain of pot engineered not to give the munchies—but so far that seems like only so much smoke.

#### CELEBRITIES WITH LICENSED MARIJUANA PRODUCTS

CELEBRITY	ASSOCIATED MARIJUANA PRODUCT(S)
Bob Marley	Marley Natural products available initially in California include 4 categories of cannabis flowers and oil; bath and body care products that combine hemp seed oil with Jamaican botanicals; and a collection of smoking, storage and preparation accessories.
Snoop Dogg	Leafs by Snoop (aka LSB) is backed by Casa Verde Capital, a venture capital group in which the rapper is a managing member. He lends his name to a line of Grench Double G vape pens and marijuana-infused edibles.
Willie Nelson	The Web site for the singer's company, Willie's Reserve, shows three varieties of "legendary stash" that it promotes as "Coming soon to Colorado, Washington and everywhere voters say yes."
Wiz Khalifa	The rapper has partnered with Colorado-based RiverRock Cannabis to put his name on a strain called Khalifa Kush and infused products and concentrates. He also has a deal with RAW rolling papers which is being expanded to include pre-roll tins and smoking accessories and has reportedly filed trademark papers for cannabis-infused beer.
The Weeknd (real name Abel Makkonen Tesfaye)	The singer signed a deal with a company named PAX to lend his name to a line of tobacco and marijuana vaporizers featuring his trademark "XO" logo.
Ghostface Killah	The Wu-Tang Clan rapper's Ghostface Killah's Wu-Goo strain sold exclusively in THC-laden vape cartridges released through Dynamite Stix. The products are currently only available in California, but Ghostface is looking to expand into multiple markets.
RiFF RaFF	Rapper who was among the early to have his own strain, a deep purple strain called Jody Highroller.
Freddie Gibbs	Rapper with a strain called Freddie Kane OG, which he worked to develop with the help of Loompa Farms in California.
Kurupt Young Gotti	Rapper with top-selling strain called Kurupt Moonrock known for its extremely high level of THC.
Melissa Etheridge	Veteran musician partnered with Greenway Compassionate Relief, a California-based medical marijuana dispensary, for cannabis-infused fine wines ("wine tinctures" to use the legal term).
Whoopi Goldberg	Created the Whoopi & Maya brand with ganjapreneur Maya Elisabeth of Om Edibles, a line sold through California medical dispensaries, which includes a THC-infused bath solution, topical rubs, tinctures and cannabis edibles.
Tommy Chong	He of the comedy duo Cheech & Chong has released a couple of cannabis-related products, including strain called Chong Star and Smoke Swipe, an odor remover that removes marijuana odors from clothing.
Mindy Segal	Award-winning pastry chef and successful Chicago restaurateur teamed with Cresco Labs to develop line of edibles that Segal actually bakes using THC and ingredients provided by Cresco.

SOURCE: THE LICENSING LETTER

RECREATIONAL, MEDICAL OR NO MARIJUANA?



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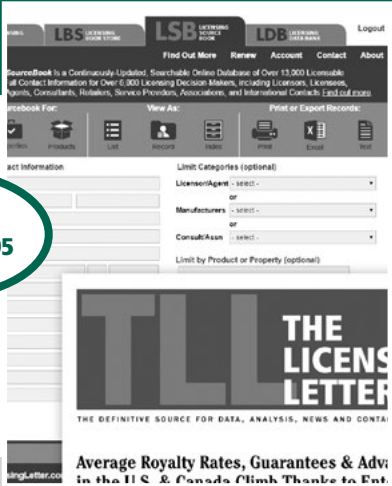
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## Who's News

**Jeffrey Godsick** steps down as President of Fox Consumer Products to join Sony Pictures Motion Picture Group as EVP Worldwide Partnerships.

Genius Brands Intl. promotes **Stone Newman** to President Global Consumer Products & Marketing.

**Soo Koo** is appointed CCO at Warner Bros. Consumer Products.

**Michael Carrington** steps down as CEO of Zodiak Kids Studios to take the helm of ABC TV Children's and Education.

**Leigh Anne Brodsky** is leaving her current post as MD of Iconix Entertainment to join Discovery Global Enterprises in June as its new EVP.

Genesco appoints **David Baxter** President & CEO of Lids Sports Group and SVP Genesco.

Zodiak Kids CEO **Jean-Philippe Randisi** will now oversee Zodiak Kids Studios. **Gwen Hughes** will report to Randisi as COO Zodiak Kids Studios. The transition will take place later this year.

Playboy launches Playboy Studios, a new in-house branded content unit, to be helmed by **Hugh Garvey**, Executive Editor.

Firefly Brand Management is expanding with the launch of a new division, Firefly Consumer Products. The new corporation will be spearheaded by **Cynthia Modders**.

**Nicola Webster** joins Art + Science Intl. in the role of Licensing Director.

**Anna Reyburn** joins CPLG in newly created role of Intl. Publishing Manager for Europe.

Corus Entertainment appoints **Pam Westman** to the role of Head of Nelvana Enterprises.

Turner EMEA promotes **Tarek Mounir** to VP/ GM Turkey, Middle East, North Africa, Greece & Cyprus. Meanwhile, **Cecilia Persson** is promoted to VP Programming/Content Strategy Kids EMEA, Acquisitions & Co-Production Intl.

Perry Ellis names **George Feldenkreis** Executive Chairman of the Board and Oscar Feldenkreis CEO & President.

**Nathan Brown** joins Discovery Digital Networks as SVP Development & Operations.

Nike promotes **Michael Spillane** to President Product & Merchandising. He succeeds **Jeanne Jackson** who moves to a new role working directly with **Mark Parker**, President & CEO, advising on future strategy.

DKL appoints **Neil Butler** as new Sales Executive for Northern England.

Nickelodeon ups **Jaime Dichtenberg** to SVP Consumer Marketing.

Disney Media Distribution and Networks promotes **Mia Rondinella** to SVP Global Distribution & Strategy and **Jimmy Zasowski** to VP Business Strategy.

Deckers Brands appoints **Andrea O'Donnell** as President of the Fashion Lifestyle segment, which includes the UGG and Koolaburra brands.

Steiner Sports hires **Ed Schauder** to serve as EVP Licensing & General Counsel.

Dorel Sports appoints **Dean Stojanovic** to VP Intl. Sales Operations.

Heimtextil organizer names **Messe Frankfurt** as a new director for the annual home textiles trade fair.

Kit and Ace appoints **Wendy Bennison** President.

**Patrice Béliard** steps down as President Beaute Prestige Intl. USA.

Sock & Accessory Brands Global appoints **Joe Amoruso** as SVP Sales.

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