

# TLL THE LICENSING LETTER

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## Apparel Fuels 3.1% Growth in U.S./Canada Fashion Licensing—Global Growth Is Even Higher

Growing competition, continued decline in the brick-and-mortar backyard, currency devaluation in Europe and Asia, a fourth quarter retail fiasco: 2015 was a tough year for the fashion industry. Yet, for all of the challenges, fashion licensing prospered in not only in the U.S./Canada but worldwide, according to *The Licensing Letter's Annual Licensing Business Survey*.

### Global Sales Grow 3.5%

Global retail sales of licensed fashion goods totaled \$39.3 billion in 2015, the most of any property type at 24.1% market share (corporate/trademark is next at 21.4%). This year's 3.5% growth is even more impressive when you compare it to the:

- ▶ 2.4% growth in global GDP in 2015;
- ▶ 2.7% growth posted by the entire licensing industry for the year; and
- ▶ 2.4% growth by the fashion sector in 2014.

Only one sector posted higher growth than fashion—entertainment/character at 6.3%.

### U.S./Canada Up 3.1%

Performance was only a bit more modest in the U.S. and Canada where sales of fashion goods totaled \$20.9 billion. But at 3.1%, growth still exceeded the overall 2.7% regional growth rate. As in 2014, all growth came from the U.S.; fashion sales were actually down in Canada, especially in the high-end luxury market.

### Property Types: Strong Growth Across the Board

All three core property types in the fashion sector enjoyed strong growth in 2015. In the U.S. and Canada, apparel, which accounts for 85% of all sales, had the lowest growth at 3.0%, or just under \$17.8 billion.

As in other sectors, most notably entertainment, A-list properties enjoyed most of the success. "If you have a Jessica Simpson or Kate

Spade, you're doing great; if you have a new and unknown label, you have no shot," notes one fashion executive. But even established brands struggled, especially in the luxury sector, including stalwarts like Ralph Lauren, Burberry, Coach and Prada, as well as juggernauts of recent years like Michael Kors.

*Continued on page 3*

## LICENSING EXPO 2016

### Franchises and the 360 Experience Dominate Vegas

Over 16,200 attendees braved triple-digit temperatures at Licensing Expo 2016 in Las Vegas to gawk the wares of 489 exhibitors representing 67 countries. The top trend from the floor? A faster rate of globalization than ever before, coupled with the domination of A-list franchises that comes with it.

Although every property type was represented to some extent (with 218 new companies joining the fray, a 31% jump from 2015 according to show organizer UBM) entertainment and character brands took the lion's share of Expo floor space, followed by toys/games, corporate trademarks and celebrities. But remember that entertainment/character's worldwide market share of retail sales of licensed merchandise was just 17.6% in 2015 according to *TLL's Annual Licensing Business Survey*. Fashion brands actually led worldwide (24.1%), followed closely by corporate trademarks and brands (21.4%).

On the other hand, the bulk of attendees to Expo were licensees for apparel and accessories (42%), toys and games (38%) and gifts and novelties (29%, multiple responses allowed).

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# **Licensing Ledger**

SPORTS EDITION

## STEPHEN CURRY & HIS WARRIORS TOP NBA SALES LIST

Reigning NBA MVP Stephen Curry and defending NBA Champion Golden State Warriors seized the No. 1 spots on the NBA's most popular jersey and team merchandise lists for the 2015/2016 season. The team's NBA Finals 2016 win landed them on the top of the popular team merchandise list for the first time since January 2015. The Warriors' Andre Iguodala (No. 14) makes his debut on the jerseys list while teammate Draymond Green (No. 7) earns his highest ranking ever. The San Antonio Spurs' Tim Duncan (No. 11) and Portland Trail Blazers' Damian Lillard (No. 13) place for the first time since June 2015 and April 2015, respectively.

### Top 15 Most Popular NBA Jerseys

1. Stephen Curry, Golden State Warriors
2. LeBron James, Cleveland Cavaliers
3. Kobe Bryant, Los Angeles Lakers\*
4. Kyrie Irving, Cleveland Cavaliers
5. Klay Thompson, Golden State Warriors
6. Russell Westbrook, Oklahoma City Thunder
7. Draymond Green, Golden State Warriors
8. Kevin Durant, Oklahoma City Thunder
9. Kawhi Leonard, San Antonio Spurs
10. Derrick Rose, Chicago Bulls\*
11. Tim Duncan, San Antonio Spurs
12. Dwayne Wade, Miami Heat
13. Damian Lillard, Portland Trail Blazers
14. Andre Iguodala, Golden State Warriors
15. Kristaps Porzingis, New York Knicks

**Notes:** \*Players who retired or changed teams after the 2015-16 season. Based on NBAStore.com sales from April through June.

**SOURCE:** NBA

### Top 10 Most Popular Team Merchandise

1. Cleveland Cavaliers
2. Golden State Warriors
3. Los Angeles Lakers
4. Chicago Bulls
5. Oklahoma City Thunder
6. San Antonio Spurs
7. Miami Heat
8. Toronto Raptors
9. New York Knicks
10. Boston Celtics

**Notes:** Based on NBAStore.com sales from April through June.

**SOURCE:** NBA

## ADIDAS AND GERMAN NATIONAL TEAM INK WORLD'S RICHEST SOCCER DEAL

Adidas has agreed to pay €50 million (\$56.7 million) per year to extend its sponsorship of World Cup soccer champions Germany through 2022. The deal is double the value of the previous agreement and above the €43 million per year that Nike pays to sponsor the French national team. Nike also reportedly bid for the Germany contract.

## MAN U REMAINS WORLD'S RICHEST SOCCER BRAND

It was a tough year on the pitch but Manchester United still held on to its status as world's most valuable football (i.e., soccer) brand, according to Brand Finance's annual Football 50 report. Six of the top 10 were English clubs.

### WORLD'S MOST VALUABLE SOCCER BRANDS, 2015–2016 (FIGURES IN MILLIONS)

RANK, 2016	TEAM	BRAND VALUE, 2016	RANK, 2015	BRAND VALUE, 2015
1	Manchester United (U.K.)	\$1,170	1	\$1,206
2	Real Madrid (Spain)	\$1,148	3	\$873
3	FC Barcelona (Spain)	\$993	6	\$773
4	Manchester City (U.K.)	\$905	4	\$800
5	Bayern Munich (Germany)	\$867	2	\$933
6	Arsenal (U.K.)	\$858	7	\$703
7	Paris Saint-Germain (France)	\$792	9	\$541
8	Chelsea (U.K.)	\$776	5	\$795
9	Liverpool (U.K.)	\$748	8	\$577
10	Tottenham Hotspur (U.K.)	\$441	10	\$360

**SOURCE:** Brand Finance Football 50, June 2016

## TOPPS TOSSES CELEBRITIES INTO MLB CARD MIX

Would you trade your Clayton Kershaw or Bryce Harper for a President George H.W. Bush? If you collect baseball cards, these are the difficult decisions you may have to make. In addition to over 350 players, the newly released 2016 Topps Baseball Series 2 collection features insert sets commemorating noteworthy individuals who threw out a first pitch before a MLB game in 2015, including Bush #41, Tim McGraw (whose father, Tug, pitched in the big leagues), Jimmy Kimmel and Jim Harbaugh. Topps is locked in as the exclusive MLB trading card licensee through 2020.

## TOPPS CUTS DIGITAL TRADING CARD DEAL WITH NFL

Topps was able to keep its 60-year relationship with the NFL alive by making a long-term agreement with the league and NFLPA for digital trading cards. The deal allows Topps to publish digital versions of its Topps Chrome, Topps Inception and other brands in the "Topps NFL HUDDLE" app. Panini became the NFL and NFLPA's exclusive non-digital trading card licensee in 2016. Panini also has non-exclusive digital card rights with the league and players.



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## Apparel Fuels Growth in U.S./Canada

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After declining 1% in 2014, footwear came roaring back with 3.6% growth, highest of any fashion property type. As on the product category side, athleisure was the primary driver. “Fashion labels are finally becoming responsive to consumer demand for athletic and less dressy shoes,” a licensor observes. “At the same time, athletic brands like Nike and Adidas are getting more skilled at adding a fashionable element to their offerings.”

For several years, *Survey* respondents have been telling us that the fashion designer home products trend is “played out” and “glutted.” But the numbers tell a different story: In 2014, home fashion reversed three years of stagnation by posting 3.5% growth. This year, home properties kept up the momentum with a 3.4% increase. However, while reports of the sector’s demise might be premature, at \$668 million home goods still account for only 0.6% of the overall market and 3.2% of all fashion-based licensed merchandise.

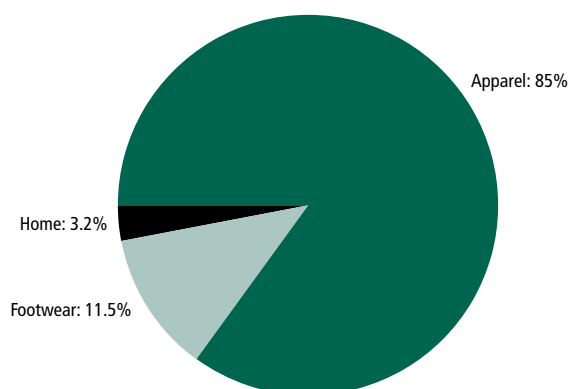
### Product Categories: Apparel Drives Growth

Unlike the property side, where growth was evenly distributed, performance on the product category side was

PROPERTY TYPE	RETAIL SALES, 2015	RETAIL SALES, 2014	CHANGE, 2014-2015	SHARE OF OVERALL MARKET, 2015
Apparel	\$17,795	\$17,277	3.0%	17.2%
Footwear	\$2,480	\$2,393	3.6%	2.4%
Home	\$668	\$646	3.4%	0.6%
<b>Total</b>	<b>\$20,942</b>	<b>\$20,316</b>	<b>3.1%</b>	<b>20.3%</b>

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

### SHARE OF RETAIL SALES OF LICENSED FASHION MERCHANDISE, BY PROPERTY TYPE, U.S./CANADA, 2015



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

### RETAIL SALES OF LICENSED FASHION 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	\$7,915	\$7,871	0.6%	37.8%
Eyewear	\$2,433	\$2,405	1.2%	11.6%
Handbags, Backpacks, Messenger Bags	\$1,156	\$1,176	-1.7%	5.5%
Headwear	\$709	\$698	1.6%	3.4%
Hosiery	\$320	\$313	2.1%	1.5%
Jewelry and Watches	\$1,815	\$1,819	-0.2%	8.7%
Luggage and Travel Accessories	\$747	\$732	2.0%	3.6%
Scarves and Ties	\$98	\$100	-2.0%	0.5%
Other	\$637	\$628	1.4%	3.0%
Apparel	\$6,862	\$6,413	7.0%	32.8%
Domestics	\$412	\$400	2.9%	2.0%
Footwear	\$1,487	\$1,433	3.8%	7.1%
Furniture/Home Furnishings	\$822	\$806	1.9%	3.9%
Gifts/Novelties	\$48	\$52	-7.8%	0.2%
HBA	\$2,535	\$2,496	1.6%	12.1%
Fragrance	\$2,101	\$2,055	2.2%	10.0%
Cosmetics/Nail Polish/Other	\$434	\$441	-1.5%	2.1%
Housewares	\$320	\$315	1.7%	1.5%
Infant Products	\$331	\$326	1.5%	1.6%
Publishing	\$49	\$50	-2.2%	0.2%
Stationery/Paper	\$53	\$56	-4.8%	0.2%
Toys/Games	\$49	\$49	0.0%	0.2%
Other	\$59	\$49	21.0%	0.3%
<b>Total</b>	<b>\$20,942</b>	<b>\$20,316</b>	<b>3.1%</b>	<b>100.0%</b>

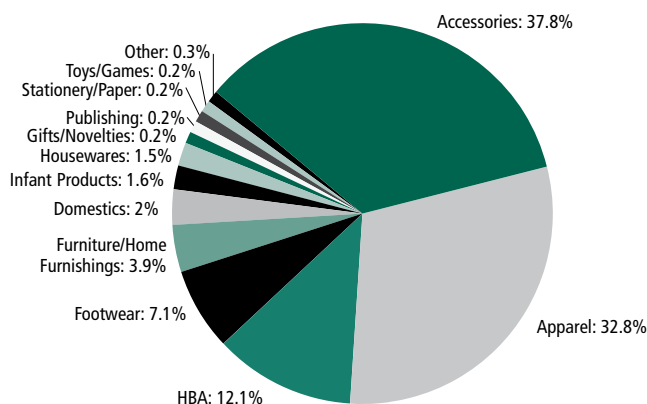
Note: Numbers may not add up due to rounding.  
SOURCE: THE LICENSING LETTER

fairly lopsided. Only two of the core categories for fashion licensing exceeded the 3.1% sector-wide growth rate: apparel, which grew 7.0% despite the warm weather that depressed U.S. sales of outerwear in the first and fourth quarters; and footwear which increased 3.8%. Both categories benefited from the year’s hottest fashion trend: athleisure, which, by wedding active wear to style, was perfect for licensing. Exhibit A: StellaSport, the collaboration between Stella McCartney and Adidas on a line of low-price fashionable athletic apparel for young women that debuted in January.

All other product categories based on fashion properties were either flat or down for the year. Accessories, a category which accounts for \$7.9 billion of the \$20.9 billion U.S./Canada licensed fashion market, was up a disappointing 0.6%. However, sales of accessories based on all property

Continued on page 4

### SHARE OF RETAIL SALES OF LICENSED FASHION MERCHANDISE, BY PROPERTY TYPE, U.S./CANADA, 2015



Note: Numbers may not add up due to rounding.

SOURCE: THE LICENSING LETTER

types, including not just fashion but entertainment, celebrity and sports brands, were up 1.8% at \$14.9 billion.

Eyewear, the largest fashion accessories subcategory with sales of \$2.4 billion, hit a wall with 1.2% growth after increases of 5.5% in 2013 and 3.9% in 2014. Again, that number reflects sales of eyewear based only on fashion properties. When you throw in the other property types, growth triples to 3.6%. Within the fashion realm, Luxottica, licensee of major fashion brands like Chanel, Armani, Prada and Michael Kors (not to mention owner of Persol and Ray-Ban) remained the dominant player.

The next two largest accessories fashion subcategories were actually down in 2015, including handbags at -1.7% (\$1.2 billion) and jewelry/watches at -0.2% (\$1.8 billion). As one veteran consultant explains, “the downturn in the luxury market came at the worst possible time for high-end houses like Chanel that had invested heavily in time-pieces.” But while luxury struggled, jewelry wedded with personal electronics like Apple Watch Hermès thrived.

Outside accessories, sales of HBA products based on licensed fashion properties were up 1.6% to \$2.5 billion in 2015. Fragrance, which accounts for 83% of HBA sales, reversed last year’s 1.0% decline with 2.2% growth despite growing competition from celebrities and artisan fragrance makers. Cosmetics and other beauty products fell back 1.5%.

All three of the relatively small home-based fashion product categories posted modest growth, including (in order of market size) furniture/home furnishings (1.9%), domestics (2.9%) and housewares (1.7%).

### Distribution Channel: Ecommerce, Value Drive Growth

In 2015, Net-a-Porter became profitable and Amazon became the world’s eighth largest retailer (according to *Forbes*). At its current pace of growth, Amazon will soon overtake Target (No. 5) and even Walmart (No. 1) before

long. That, in a nutshell, sums up the current retail landscape where discount/value owns the present and e-commerce the future.

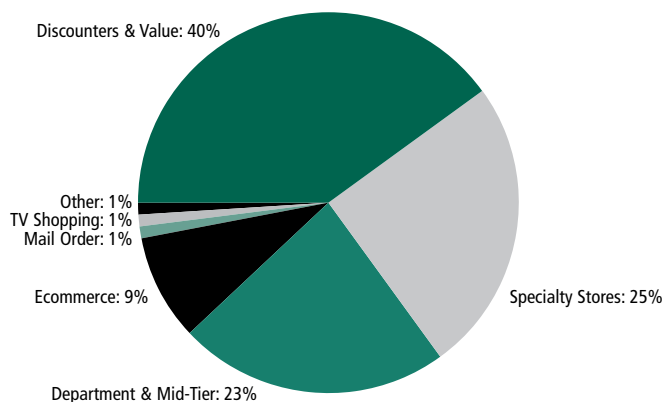
Although everyone is struggling to adapt, the challenge is particularly difficult for the fashion industry, given that the channels that are thriving are the ones that have historically been deemed incompatible with fashion and what it represents. Meanwhile, the channels where the fashion milieu has traditionally resided, department stores and boutiques, continue to diminish.

Feeding the vicious cycle is how technology and social media have made it so easy for models, reality TV stars, YouTube sensations, athletes, artisans, Hollywood stylists and other celebrities and newcomers to launch their own labels. In addition to intensifying the competition for shrinking shelf space, the proliferation of brands feeds the growth of ecommerce and discount/value. Adding even more fuel to the fire is the unwillingness of department and specialty stores to take a risk on new and untested brands. “Retailers constantly say they want new and different,” laments one licensor, “but when offered the chance, invariably stick to the same old brands they know.” Of course, ecommerce represents the perfect home for the aforementioned aspiring brands.

Over time, the established fashion houses have come to accept and adapt to the new reality. Exhibit A is the growing number of collaborations between high-end designers and discount/value stores on limited edition exclusives. Notable examples in 2015 included Lily Pulitzer for Target (which sold out within hours of going online) and Balmain for H&M. “The stigma of selling at off-price is fading away,” notes a licensor. “The new challenge is not relying too heavily on off-price sales.” Or, in the words of one consultant, “licensors must not let their desire for immediate off-price revenue compromise the integrity of their brands.”

Another aspect of the if-you-can’t-beat-‘em-join-‘em approach is the growing willingness of old guard designers

### RETAIL SALES OF FASHION MERCHANDISE, BY DISTRIBUTION CHANNEL, U.S./CANADA, 2015



Note: Numbers may not add up due to rounding.

SOURCE: THE LICENSING LETTER



like Chanel to take their businesses online. “Ecommerce is disproving the old notions about the fashion shopping ‘experience’ and the customer’s unwillingness to buy before ‘trying it on,’” the consultant explains.

### From Brand to Licensed Product—and Vice Versa

One long-term trend driving fashion licensing is the ongoing involvement of investment companies like Authentic Brands Group and Iconix in acquiring fashion labels (both current and defunct) and turning them into 100% licensed brands. Clessidra Capital Partners’s acquisition of Roberto Cavalli, Investindustrial’s acquisition of Sergio Rossi and even Saban Brands’s decision to reposition its Paul Frank Kids label as a fashion rather than an entertainment/character brand were among 2015’s more notable transactions. “There is no shortage of struggling brands available for acquisition and resuscitation via licensing,” says one fashion executive. But, she quickly adds, licensing under this model means not just collecting revenues but managing the brand and it requires great partners.”

The yin to the above yang was the continued tendency of fashion companies to end licensing agreements and bring their brands in-house. Key deals of this genre in 2015 included Calvin Klein’s reacquisition of its licensing agreement for Calvin Klein Platinum label accessories, and Ashley and Mary-Kate Olsen’s decision to bring their Elizabeth & James fashion brand in-house.

## 2015’S MOST INTRIGUING FASHION LICENSING DEALS

**Here are 10 highlights from 2015 that made headlines and drove the \$39.3 billion worldwide industry for licensed fashion merchandise.**

**January:** Stella McCartney and Adidas team up for StellaSport, an “athleisure” apparel collection for younger women.

**March:** Marc Jacobs ceases production of contemporary label Marc by Marc Jacobs and assimilates the lower price point into a signature collection.

**April:** Target and Lilly Pulitzer collaborate on an exclusive home goods line that sells out in hours and knocks Target’s website offline.

**May:** Ahead of its planned dive into e-commerce in 2016, Chanel tests the digital waters with a fine jewelry in-store shop on Net-a-porter.com.

**September:** Apple drops a bombshell by announcing a new watch design tie-up with Hermès.

**October:** Jimmy Fallon and G-III announce plans to collaborate on a sports apparel line, Hands High, featuring sports team logos under a fan’s arms.

**November:** Karl Lagerfeld launches on e-commerce with Artnet.com, featuring an auction of three one-of-a-kind bags along with the original sketches by the designer.

**November:** Kate Spade—the person, not the brand—announces plans to launch a shoe and handbag line called Frances Valentine, her first venture since leaving her namesake brand in 2007.

**November:** Olivier Rousteing’s Balmain x H&M collection opens to stunning success with some fans lining up for days in advance.

**December:** After making headlines in June by replacing Adidas as the NBA’s official on-court uniform and apparel provider, Nike inks a lifetime deal with LeBron James reportedly worth over \$1 billion.

## ENTERTAINMENT

### At 50, Original Series Still Drives Star Trek Licensing

The original Star Trek series debuted on Sept. 8, 1966 and aired for only three seasons. Fifty years later it’s hard to believe that the show had such a short run, given the influence it has had on the entertainment landscape, spawning five more TV series and 13 feature films, as well as licensing programs.

The latest franchise film, *Star Trek Beyond*, premiered at a fan-frenzied Comic-Con International in San Diego before opening in theaters around the world. A new TV *Star Trek* will launch with a special preview broadcast on CBS TV in early 2017, with all subsequent first-run episodes available exclusively in the U.S. on CBS All Access, the network’s digital subscription service. Yet despite this new production activity, the many generations of the property and the short run of the original *Star Trek*, the licensing emphasis remains on the classic Star Trek property, sources tell TLL.

Licensed efforts tied to this year’s 50th anniversary of Star Trek include Star Trek: The Cruise, set to sail in

January 2017 with no less than the original Captain Kirk, William Shatner, on board and a pair of Star Build-A-Bears, including a Spock Bear.

Other licenses announced by CBS Consumer Products just prior to Licensing Expo have a definite 1966 vibe, including adult coloring books (Dark Horse Comics), arcade games (Dave & Buster’s), sewing patterns (Simplicity Creative Group), Colorforms, U.S. coins and stamps (First Commemorative Mint), die-cast figures (Jada Group) and tin vehicles (Acme Trading Co.). Major League Baseball teams including the Boston Red Sox and Miami Marlins will also host Star Trek nights throughout the season.

Licensees and fans have sometimes bemoaned the fact that Star Trek’s licensing has not been as extensive as some other properties, but with the 50th anniversary efforts the classic property is likely to be merchandised more boldly than it has before.

## VIDEO GAMES

## Pokémon GOes Viral in its 20th Anniversary Celebrations

Free-to-play augmented reality game Pokémon Go has caused quite a stir—with everyone from retailers to networks eager to get a piece of the pie. The game's success is born of arguably born of a cross between nostalgia for the classic franchise (Pokémon celebrates its 20th anniversary in 2016) as well as consumer excitement for new gaming technology. Pokémon Go is the most viral mobile app of all time; its users outnumber Twitter's daily users and spend more time in its app than in Facebook, according to SimilarWeb and SurveyMonkey.

Over the next few weeks, it will remain to be seen exactly how far consumer excitement translates into retail sales. According to Adobe Digital Insights, which tracks sales on the top 500 U.S. ecommerce sites, Pokémon-related merchandise sales rose 91% in this last month—before Pokémon Go came onto the scene. TLL estimates that Pokémon sold approximately \$330 million in worldwide retail sales of licensed consumer products worldwide in 2015, and sales are expected to increase in 2016. Right now, the Pokémon Company Intl. is not planning on licensing Pokémon Go-specific merchandise, or signing any new deals based on the game's popularity.

Pokémon Go is a joint venture between Nintendo, Google's Niantic Labs and the Pokémon Company Intl. (remember that Nintendo additionally holds a 1/3 stake in the Pokémon Company with originator Game Freak and Creatures, which takes care of the trading card game and some toy production). The game uses a mobile device's clock and GPS to detect location and camera to show Pokémon in the real world. Players explore their neighborhoods with the ultimate goal of catching them all.

According to SuperData Research, Pokémon Go has made an estimated \$14.03 million in worldwide in-app

sales in the four days following its release. It remains to be seen if the momentum will hold; some, like equity analyst Mia Nagasaka of Morgan Stanley MUFG Securities, believe the mobile game could generate almost \$1 billion in sales annually. The true test will be the 60- and 90-day marks after launch. But keep in mind that interest has been growing for quite a while. The initial spark was a 2014 April Fools stunt that hid Pokémon throughout Google Maps. In March 2016 beta test runs for the mobile game began in select markets including Japan, Australia, New Zealand and the U.S. Arriving at the end of July is Pokémon Go Plus, a Bluetooth wearable device that allows players to traverse the game map without looking at their phone.

And the mobile game isn't even out in Japan yet (current markets are the U.S., Australia, New Zealand, the U.K. and Germany). Build-up demand is expected to fuel ticket sales for the 19th Pokémon feature animation in theaters July 16th. Niantic plans to expand the game to 200 markets worldwide, although there are some legal issues with launching the game in South Korea and China. There is plenty of room for expansion in-game as well: right now, the mobile app features just 151 of 729 Pokémon, according to Reddit user Juxlos who delved into the field test version of the game. That number matches the original set in the *Pokémon Red* and *Pokémon Blue* Game Boy games, and fans anticipate expansions with new updates.

Even if Pokémon Go simmers out into just another summertime fad, the possibilities it has generated are endless: the mobile game app joins others like Snapchat in introducing branded augmented reality to consumers. And if the current frenzy is to be believed, consumers are not content to own their Pokémon in the digital sphere, but also in merchandise.

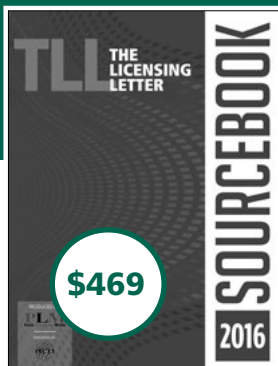
## Retailers Jump on the Boom

TLL estimates that Pokémon sold approximately \$330 million in worldwide retail sales of licensed consumer products worldwide in 2015. Note that this figure does not include video games, the trading card game, experiential licensing including amusement theme park merchandise, animated movies and TV shows. The 20th anniversary celebration, encapsulating an expanded merchandising program, new console games, Pokémon GO! and the 19th movie are expected to boost retail sales in 2016. Earlier this year, master toy licensee Tomy reported that its sales surged 114% in Q1 thanks to its latest range of action figures and plush characters. As of May 2016, the Pokémon Company counts 400 licensees worldwide, including new partners in apparel (such as Freeze, Bioworld and Hybrid) and others like Build-A-Bear Workshop (experimental plush in North America, Europe and Australia).

Although Nintendo seems to be the biggest winner, generating billions of dollars in market capitalization over the

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last week, keep in mind that the publisher did not develop the game and, according to *Shacknews*, receives just 31% of revenues from the app. Nintendo's gain will be from its homegrown brands as it introduces franchises like Mario and Zelda to mobile—a step the gaming company has been reluctant to take so far for fear of mobile cannibalizing its main console business.

Current retail partners who stocked up for the 20th anniversary celebrations are working to coordinate with the app's boom and the 19th feature film's release such as Hot Topic, Toys 'R' Us and GameStop. But even for those that don't stock licensed merchandise, Niantic will sell the opportunity to become a sponsored location for Pokémon Go, according to the *New York Times*. Niantic currently has

eight corporate sponsors for Ingress (its other augmented reality game) globally and the number is likely to be similar for Pokémon GO.

### On the Big(ger) Screen

Right now, Cartoon Network and sister network Boomerang have linear rights to the long-running series, while the three big SVODs (Netflix, Amazon and Hulu) have a significant lineup of Pokémon movies and series. Hulu is one of the first SVODs to jump on the trend with a large social push and Pokémon masthead on its homepage; the network has had a 10% daily jump in the daily viewers and minutes watched of Pokémon content, according to *Adweek*. And *Deadline* reports that Legendary Pictures is close to signing for the rights to make a live-action film.

## COMIC BOOKS

### Top Entertainment/Character Properties Drive Comics Sales Above \$1 Billion

Pow! Retail sales of comics and graphic novels in the U.S. and Canada grew 10% in 2015, passing \$1 billion for the first time in decades, driven by top entertainment/character properties including Star Wars.

The new market size analysis comes from comic book data specialist Comichron and online retail trade magazine ICv2 just before giant Comic-Con International opened in San Diego.

"The audience for comics and graphic novels continues to broaden," said Milton Griep, CEO of ICv2. "The increase in sales reflects not only the increased awareness of comics properties from other media, we're also seeing rapid growth in new audiences for comics, including kids and women."

While retail sales of licensed products based on comic book/strips grew less than 1% in 2015, according to the *TLL Annual Licensing Business Survey*, comic books and graphic novels as a product category have enjoyed greater growth because of the increasingly interdependent and complementary relationship between comics and movies and TV. In this cycle, comics beget movie or TV franchises which then boost interest in character origins and the comics.

In fact, many of the top selling comic book and graphic titles of 2015 were related to top entertainment/character properties from Disney-owned Star Wars and Marvel, and Warner Bros.-owned DC Entertainment, as well adult-skewing TV favorites The Walking Dead and Orphan Black.

According to Diamond Comic Distributors, which tracks sales specifically in the comic book specialty store channel, sales growth for comic books and graphic novels was 7.2% in 2015, more modest than the Comichron/ICv2 estimate but healthy nonetheless. It said comic book sales were up 9.0%, with graphic novels sales rising 3.1%.

Comichron/ICv2 attributed much of 2015 growth to the sale of graphic novels in the book store channel, which grew 23% to \$350 million, after growing 16% in 2014.

#### TOP 10 COMIC BOOKS, 2015

RANK	TITLE	PUBLISHER
1	Star Wars #1	Marvel Comics
2	Secret Wars #1	Marvel Comics
3	Bravest Warriors: Tales from Holo John #1	Boom! Studios
4	Orphan Black #1	IDW Publishing
5	Dark Knight III: The Master Race #1	DC Comics
6	Star Wars Vader Down #1	Marvel Comics
7	Darth Vader #1	Marvel Comics
8	Spider-Gwen #1	Marvel Comics
9	Invincible Iron Man #1	Marvel Comics
10	Princess Leia #1	Marvel Comics

SOURCE: Diamond Comic Distributors

#### TOP 10 GRAPHIC NOVELS & TRADE PAPERBACKS, 2015

RANK	TITLE	PUBLISHER
1	Saga Volume 4 TP (MR)	Image Comics
2	Saga Volume 1 TP (MR)	Image Comics
3	Saga Volume 5 TP (MR)	Image Comics
4	Civil War TP	Marvel Comics
5	The Walking Dead Vol. 23: Whispers Into Screams TP	Image Comics
6	Batman: The Killing Joke Special Edition HC	DC Comics
7	Saga Volume 2 TP (MR)	Image Comics
8	The Walking Dead Vol. 1: Days Gone Bye TP	Image Comics
9	Saga Volume 3 TP (MR)	Image Comics
10	Star Wars Volume 1: Skywalker Strikes TP	Marvel Comics

SOURCE: Diamond Comic Distributors

# Licensing News

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

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
<b>Big Buck Hunter</b>	Arcade hunting game series allows players to complete and hunt various animals.	All	Germaine Gioia, Playlife Media
<b>Blood Bowl</b>	Tabletop board game combines the Warhammer Fantasy Battle universe and American football to create a violent strategy game.	All	
<b>Columbia University</b>	A leading international research university for more than 250 years in the heart of New York.	All	Rick Merriam, Exemplar Associates
<b>Darren Gygi</b>	Artist combines dynamic, stylized drawing with gallery quality painting techniques echoing the old masters. Licensed in wall decor.	Gift wrap, greeting cards, home decor, stationery, textiles	Marty Segelbaum, MHS Licensing + Consulting
<b>Fantasy Life</b>	Book-based brand about the player culture in the multi-billion dollar fantasy sports industry.	Accessories, apparel	Michael Carlisle, Wildflower Group
<b>Humphrey Bogart</b>	American screen actor whose performances in 1940s films noir earned him the No. 1 ranking in the American Film Institute's "Greatest Screen Legends of All Time" list.	All	Martin Cribbs, Icon Representation div. Beanstalk
<b>Kalel</b>	Lifestyle vlogger counts more than 2 million subscribers on her YouTube channel; plans to create fashion, beauty, entertainment and vegan cooking content.	All	Jennifer McDonnell, Kin Community
<b>Kenneth Cole</b>	American designer and social activist creates modern clothing, shoes and accessories for urban lifestyles.	Apparel, handbags	Jason Rabin, Global Brands Group
<b>Lisa Jane Smith</b>	Amusing art motivated by the quirky and hilarious behavior of others.	Gift wrap, greeting cards, home decor, stationery, textiles	Marty Segelbaum, MHS Licensing + Consulting
<b>Lonely Dog</b>	Art collection sold over \$25 million worldwide in publications; movie franchise in development.	All	Tatiana Whytelord, Intelligent Brand Extension
<b>M. Nii</b>	Hawaiian surf lifestyle apparel and fashion brand.	Apparel & accessories, footwear, home decor, publishing	Sarah Benson, Brand Sense Partners
<b>Margaret Lucas-Hill</b>	Artist with more than 15 years experience with painting and designing in a happy, quirky and sophisticated style.	All	Sue Eimersen, Vivid Art Agency
<b>Matthew Berry</b>	ESPN fantasy sports analyst and program host with over 26 million podcast downloads.	Accessories, apparel	Michael Carlisle, Wildflower Group
<b>MotoGP</b>	Premier motorcycle racing World Championship; 18-race series over 14 countries and four continents.	All	Germaine Gioia, Playlife Media
<b>Pennzoil</b>	Top U.S. motor oil brand.	Die-cast toys	Linda Morgenstern, Beanstalk
<b>Poketo</b>	Designer lifestyle brand, known for high profile retail collaborations.	Apparel & accessories, electronics, furniture, housewares, outdoor, publishing	Maria Alcaide, Brand Sense Partners
<b>Property Brothers</b>	Canadian identical twins Jonathan and Drew Scott transform rundown fixer-uppers into dream homes in this reality television series.	Baked goods, greeting cards, stationery, t-shirts, toys	Alita Friedman, Alita's Brand Bar
<b>Rebecca Stoner</b>	U.K.-based designer specializing in surface pattern design whose artwork is delicate, sophisticated and engaging.	Gift wrap, greeting cards, home decor, stationery, textiles	Marty Segelbaum, MHS Licensing + Consulting
<b>Toca Boca</b>	Game development studio focused on child-friendly mobile game apps.	All	Germaine Gioia, Playlife Media
<b>Veronica Soto-Hlampeas</b>	Artist inspired by observations of pop culture, nature, graffiti, antique photos, vintage advertising, world cultures and textiles.	All	Sue Eimersen, Vivid Art Agency
<b>Vicki Visconti-Tilley</b>	Award winning fine artist of enchanted, faerie and fantasy art, 2005 winner of ARTV Fine Arts Muse Award for Drawing.	All	
<b>Wake Forest University</b>	North Carolina-based school boasts roster including golfer Arnold Palmer as well as NBA stars Chris Paul and Muggsy Bogues; 12 yr. extension runs thru 2027.	All	Jason Lublin, WME/IMG College
<b>Yogi Berra</b>	Athlete inducted into the Baseball Hall of Fame in 1972; known for his witty one-liners and malapropisms. Representation includes advertising and media campaigns.	All	Debra Restler, Beanstalk

## Licenses Recently Granted, U.S.

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
<b>Adventure Time</b>	ASTRO Gaming	Headphone speaker tags	Cartoon Network Enterprises
	LEGO Systems	Construction block sets	
<b>Aerosmith</b>	Esquire Footwear	Flip flops, shoes, slippers, sneakers	Epic Rights
<b>Amylee Weeks</b>	Blossom Bucket	Gifts, novelties	MHS Licensing + Consulting
<b>Andy Warhol</b>	Nike	Footwear	Andy Warhol Foundation
<b>Avatar</b>	Kabam Studios	Mobile game apps	20th Century Fox Consumer Products
<b>B.U.M. Equipment</b>	Land N Sea	Apparel (infants', toddlers')	B.U.M. Equipment
<b>Baileys</b>	HP Hood*	Coffee creamer	Beanstalk
<b>Barbie</b>	MSGM Kids/Manifatture DADDATO S.p.A.	Apparel (children's)	Mattel

Continued on page 9



## Licensing News *Continued from page 8*

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Batgirl, Supergirl, Wonder Woman	Love and Madness	Accessories, jewelry	Warner Bros. Consumer Products
Baywatch	American Classics*	T-shirts	FremantleMedia
	FunKo*	Vinyl figures	
	Hybrid Apparel*	Accessories, apparel	
	International Game Technology (IGT)*	3D slot machine	
	Smiffy's*	Halloween costumes	
Beatles (The)	Hybrid Apparel	Apparel	Bravado Intl. Group Merchandising Services
Ben & Jerry's	New Belgium Brewing	Beer	Ben & Jerry's
Ben Simmons	Upper Deck Collectibles & Upper Deck Authenticated	Autographed memorabilia, trading cards	National Basketball Association (NBA)
Bob the Builder	Amscan	Party products	Mattel
	Little, Brown Books for Young Readers	Books	
	Rubie's Costume	Costumes	
Bob's Burgers	PhatMojo	Toys	20th Century Fox Consumer Products
Buck Wear	All That Jazz	Blankets	MHS Licensing + Consulting
Care Bears	California Donuts #21	Donuts	American Greetings Entertainment
	Dylan's Candy Bar	Confectionery	
Charles Wysocki	Acco Brands	Adult coloring books	Mosaic Licensing & Consulting
	Dover Publications	Cookbooks	
Corbert Gauthier	Bayview	Needlework	MHS Licensing + Consulting
Donny Osmond Home	ScanCom North America	Outdoor furniture	Clique Here
ED by Ellen DeGeneres	Modo	Eyewear	ED by Ellen DeGeneres/BCL-ED Newco
Elena the Avalor	Amscan	Stationery	Disney Consumer Products
	Bendon Publishing Intl.	Publishing	
	Children's Apparel Network	Apparel	
	Disguise	Costumes	
	Franco Manufacturing	Domestics	
	Hasbro	Dolls	
	Hasbro	Dolls	
	JAKKS Pacific	Doll accessories, toy guitars	
	Phoenix Intl.	Books	
	Studio Fun Intl.	Books plus	
Felina	DreamWave div. Bentex Group	Swimwear	Brand Liaison (The)
	Just One	Activewear, hosiery, socks	
Five Nights at Freddy's	Scholastic Media	Novels	Striker Entertainment
	Scholastic Media	Books	
Gears of War 4	Loot Crate	Replica guns, subscription service	Coalition (The) div. Microsoft
Geronimo Stilton	FestaBalloon div. Said S.p.A	Party accessories, party products	Atlantyc Entertainment S.p.A.
Ghostbusters	Playmobil USA	Play sets, toys	Sony Pictures Consumer Products
GoldieBlox	Random House/Golden Books Young Readers Group	Books	GoldieBlox
Grizzly Adams	Local Choice Spirits	Whiskey	Abrams Artists Agency
Guinness	High Liner Foods USA*	Salmon fillets	Beanstalk
Happyworld by Heidi Kenney	A&A Global Industries/Koko's Confectionery	Scented magnets	Infinity Licensing
Harry & David	Love Cooking Company	Bakeware, dinnerware, kitchen textiles, outdoor textiles, serveware	Brand Squared Licensing div. Peppercomm
Hautman Brothers	All That Jazz	Blankets	MHS Licensing + Consulting
	Artisans Apparel	Apparel	
Hello Kitty	Torrid	Dresses, plus size apparel, skirts, sweaters, tops	Sanrio
Hustler	Wonder Beauty	Fragrance	Sharpe Company (The)
Ice Age: Collision Course	Bazooka Candy Brands dba Topps	Confectionery	20th Century Fox
	Menchie's	Frozen yogurt	20th Century Fox Consumer Products
Kate & Mim-Mim	Bentex Group	Dresses, sportswear (girls'), swimwear (girls'), t-shirts (girls')	FremantleMedia
	DreamWave div. Bentex Group	Dresses (girls'), sportswear (girls'), swimwear (girls'), t-shirts (girls')	
	H.I.S. Intl.	Sportswear (girls'), swimwear (girls')	

Continued on page 10

## Licensing News *Continued from page 9*

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Kim Norlien	Artbeat of America	Greeting cards, journals	MHS Licensing + Consulting
L.A. Live	New Era Cap	Master headwear	AEG Global Partnerships
Labyrinth	Funko	Vinyl figures	Global Merchandising Services Jim Henson Co.
	Insight Editions	Publishing	
	Toy Vault	Games, novelties, plush	
	Trevco	Apparel, bedding, home goods	
	Zen Monkey Studios	Apparel	
Little Charmers	Colorforms Brand	Sticker activity kits	Corus Entertainment/Nelvana Enterprises
Margaritaville	Victory Tailgate	Tailgating kits	Margaritaville Holdings
Men's Health	Box Out Group (The)	Boxed goods	Wildflower Group
Miffy	Jay Franco & Sons	Beach items, bedding & bath products, travel accessories	Big Tent Entertainment
	SCS Direct	Lunch kits, night lights	
Miraculous: Tales of Ladybug & Cat Noir	Accessory Innovations	Accessories, back-to-school, backpacks, bags	Zag America
	Custom Personalization Solutions	Personalized products	
	Evy of California	Apparel (girls')	
	Great Eastern Entertainment	Buttons, key chains, posters, throws, wristbands	
	H.E.R. Accessories	Costume jewelry, hair accessories	
	H2W Sunstaches	Novelty sunglasses	
	Handcraft Manufacturing	Underwear	
	HYP/Hypnotic Hats	Hosiery, socks (girl's)	
	Komar Sleepwear	Robes, sleepwear (children's)	
	MyLocker	T-shirts (adults')	
	Sakar Intl.	Electronics (children's)	
	Starlight Accessories	Sunglasses (children's), swim goggles	
MTV x Vans	Vans	Footwear	Nickelodeon & Viacom Consumer Products
	Target	Baby clothing, home decor, nursery products	
Oh Joy!	Target	Baby clothing, home decor, nursery products	Nantaka Joy
Pacifico	Knockaround	Sunglasses	Joester Loria Group
Peekaboo Barn	Educational Insights	Board games	Night & Day Studios
Pokémon	H2W Sunstaches	Novelty sunglasses	Pokémon Company Intl.
Powerpuff Girls (The)	Bulls I Toy	Puzzle erasers, snap bracelets, trading cards	Cartoon Network Enterprises
	Jewelbots	Interactive friendship bracelets	
	Sakar Intl.	Consumer electronics, digital cameras, selfie sticks	
Rainbow Fish (The)	Litographs	Posters, t-shirts, temporary tattoos, totes	RJM Licensing
Reba McEntire	Cracker Barrel Old Country Store	Dinnerware, home decor, jewelry, ponchos, toys	Starstruck Entertainment
Ryan Seacrest Distinction	Randa Accessories	Sports accessories	Ryan Seacrest Enterprises
	Weatherproof Garment	Sportswear	
Sanrio	Loot Crate	Subscription service	Sanrio
Serena Hodson	Acco Brands	Wall calendars	Mosaic Licensing & Consulting
Shark Tank	Bif Bang Pow!/Entertainment Earth	Action figures, car accessories, collectibles, drinkware, stationery	Sony Pictures Consumer Products
Skee-Ball	Ocean Media		Dimensional Branding Group (DBG)
	Zynga	Social casino games	
Smiley	Tonner-One World Holdings	Doll accessories, dolls	SmileyWorld
Sonic the Hedgehog	Drop Dead Clothing	Apparel	SEGA Europe
Splatoon	Edge Brands	Water blasters	Nintendo of America
Star Trek	Acme Trading Co.	Tin vehicles	CBS Consumer Products
	Colorforms Brand	Vinyl stick-on playsets	
	Dave & Buster's	Arcade games	
	First Commemorative Mint	Coins, stamps	
	Jada Toys	Die-cast figures	
	Shmaltz Brewing	Beer	
	Simplicity Creative Group	Sewing patterns	
	Simplicity Creative Group	Sewing patterns	
	Wish Factory (The)	Collectibles	
Steam Train, Dream Train	MerryMakers	Plush	Dimensional Branding Group (DBG)

\*Extension or renewal.

*Continued on page 11*

## Licensing News *Continued from page 10*

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Suicide Squad	H2W Sunstaches	Novelty sunglasses	Warner Bros. Consumer Products
Super Mario	H2W Sunstaches	Novelty sunglasses	Nintendo of America
Terraria	Penguin Random House	Handbooks	Re-Logic
TGI Friday's	Captivated Foods	Frozen desserts	Beanstalk
	Vita Foods	BBQ sauces, marinades	
Tiniezn	Bare Tree Media	Digital stickers	Richmond Management Group
	Jay Franco & Sons	Home decor	
	Jazwares	Master toy	
	Kandy Kiss	Apparel	
	Palamon div. Li Fung	Costumes	
Tiny Cat	Acco Brands	Calendars	Dimensional Branding Group (DBG)
Tiny Dog	Acco Brands	Calendars	
U.S. Army	DecoPac	Edible cake decorations	Beanstalk
	Isaac Morris	Apparel (juniors')	
	PPI Apparel Group	Loungewear (women's), sleepwear (women's)	
	UNIFORMED	Scrapbooks of America	
Warner Bros.	American Greetings*	Gift wrap, greeting cards, party goods, stickers	Warner Bros. Consumer Products
World of Eric Carle (The)	Custom Personalization Solutions	Backpacks, blankets, print-on-demand t-shirts, toys	Joester Loria Group
	PercyVites/Percy 3DMedia	Personalized e-cards	
	Zazzle	Baby products, back-to-school, home decor, stationery	
WWE	BOOM! Entertainment	Comic books	World Wrestling Entertainment (WWE)
	Loot Crate	Subscription service	
Yellow Submarine	LEGO Systems	Construction block sets	Bravado Intl. Group Merchandising Services

## International Properties Available or Recently Assigned

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
adidas + KANYE WEST	YEEZY branded entity creating footwear, apparel and accessories for all genders across street and sport with retail stores globally.	All (Worldwide)	Mark King, adidas Group North America
Aspen	Brand inspired by the pristine and glamorous mountain village with a unique take on luxury.	All (Worldwide)	Scott Todd, Graj & Gustavsen
B.B. King	Artist known as the 'King of Blues,' for bringing the blues, jazz and swing sounds of the American South to mainstream audiences.	All (Worldwide)	Bruno Maglione, WME/IMG
B.U.M. Equipment	California lifestyle and fashion 80's/90's brand announced its re-launch last year. Defined by its laid-back casual image.	Accessories, apparel (juniors', men's; Worldwide; excl. certain territories)	Stephen Wayne, B.U.M. Equipment
Beast Quest	Bestselling series of children's fantasy novels written by several authors all using the house name Adam Blade.	All (GAS, Benelux)	Markus Pottgiesser, Gorian
Bitz & Bob	New preschool TV series designed to encourage kids into the world of engineering; airs 2017.	All (Worldwide)	Tracy Griffiths, FremantleMedia Kids & Family Entertainment
Blazing Samurai	Animated comedy, inspired by Mel Brooks' Blazing Saddles, about a dog named Hank who dreams of becoming a great hero	All (Worldwide)	Ross Misher, Brand Central
Bob Ross	Painter and star of TV instructional program, "The Joy of Painting"; known for his light humor, gentle demeanor and ability to complete a painting in 30 minutes.	All (North America)	Cynthia Modders, Firefly Brand Management
Boj	Preschool TV series starring a musical marsupial will rollout across Russian on free-to-air TV and digital platforms.	All (Russia)	Denis Kulakov, brand4rent
Cartoon Network	Top network brands to include The Powerpuff Girls, Adventure Time, Steven Universe and Ben 10.	All (Canada)	Colin Bohm, Corus Entertainment/Nelvana Enterprises
Danger Mouse	Original 1981 animated series, rebooted in 2015 of the 'world's greatest secret agent' and his sidekick who protect the world from a variety of dangers.	Apparel, games, gifts, publishing, toys (Benelux, France, Iberia, Italy)	Sebastien Fillion, Biplano (Paris)
Ernie Banks	One of the best baseball players of all time, nicknamed "Mr. Cub" for his tenure with the Chicago Cubs.	All (Worldwide)	Mark Roesler, CMG Worldwide
Health (magazine)	American women's health and lifestyle magazine first published in 1987.	All (Worldwide)	Elizabeth Musmanno, Musmanno Group (The)
hello sanrio	New lifestyle brand unites Sanrio's multiple characters and fans through a suite of apps, unique digital content and kawaii products.	All (Worldwide)	Jill Koch, Sanrio
Hussong's Cantina	120 year-old Mexican restaurant chain credited with inventing the margarita in 1941 and the go-to cantina experience.	Apparel, beverages, frozen foods, sauces, snacks (Worldwide)	Michael Gottsegen, All-American Licensing
Juventus FC	Italian football club based in Turin, the third oldest of its kind in the country.	Accessories, apparel, automotive, food & beverage, stationery, toys (ANZ, China, Hong Kong, Japan, Macau, Taiwan)	Marcelo Cordeiro, WME/IMG (Italy)

\*Extension or renewal.

Continued on page 12

## Licensing News *Continued from page 11*

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
Juventus FC	Italian football club based in Turin and historically the most successful club in Italian football.	Accessories, apparel, automotive accessories, beverages, food, stationery, toys (Japan, China, Hong Kong, Macau, Taiwan, ANZ)	Marcelo Cordeiro, WME/IMG (Italy)
Lilybuds	Co-production between Discovery Kids Latin America, FTV and Lagardere follows the adventures of a community of magical gardeners.	All (Latin America)	Doris Miller, Discovery Consumer Products
Lyrics Written by Lennon & McCartney	Songwriting partnership of John Lennon and Paul McCartney resulted in more than 180 songs between 1962 and 1969. Program to cover iconic lyrics.	All (Worldwide)	Meghan Mernin, Epic Rights
M.Nii	Hawaiian surf brand promoted the 1950's surf culture.	Apparel, home goods, outdoor, sporting goods (Worldwide)	Monica Hallinan, Brand Sense Partners
Mahatma Gandhi	Spiritual and political leader who practiced non-violent resistance and led the Indian Independence movement against British rule.	All (Worldwide)	Allison Ames, Beanstalk
Marie Claire	International monthly women's magazine covers fashion, style, hairstyles, beauty, women's issues, careers, health and relationships.	Apparel, fragrance (Worldwide)	Elizabeth Musmanno, Musmanno Group (The)
Miraculous: Tales of Ladybug & Cat Noir	CGI action/adventure animated series features two Parisian teenagers who transform into super heroes and are oblivious to each other's true identities.	All (Italy)	Simone Fenu, Planeta Junior (Italy)
		All (Middle East)	Saiher Zaka, MBC Licensing & Merchandising
		All (GAS)	Sibylle Brauneis, Team! Licensing GmbH
		All (Mexico, Columbia, Panama, Guatemala, Dominican Republic, Puerto Rico, Costa Rica, Ecuador, Venezuela)	Elias Fasja Cohen, Tycoon Enterprises (Mexico)
		All (Argentina, Bolivia, Paraguay, Uruguay)	Laura Adelstein, IMC
		All (Japan)	Ryuji Kochi, Toei Animation Europe S.A.S.
NBC Universal	Representation of entire portfolio following four year partnership with brands including Despicable Me 2, Minions and Jurassic World.	All (Mexico, Chile, Peru, Central America, Caribbean, Colombia, Ecuador)	Arturo Czonstkowsky, Tycoon Enterprises (Mexico)
New York Times (The)	One of the world's most influential news organizations with bureaus around the world, winner of 119 Pulitzer Prizes and Citations.	Cooking accessories, food & beverage products, housewares (Worldwide)	Michael Carlisle, Wildflower Group
Paddington Bear	Children's book series follows a young bear who travels to London in search of a home. Studiocanal's first acquisition of a major entertainment IP.	All excl. publishing (Worldwide)	Nicholas Durbridge, Copyrights Group (The)
Penguin Random House	Publisher's roster of brands includes Swallows & Amazons, Love Sick by Jessie Cave and Daria Song's adult coloring books. Representation while company's licensing executive is on maternity leave.	All (Worldwide)	Ian Downes, Start Licensing
POPSUGAR	Lifestyle media company for women 18-34 across topics such as fitness, food, fashion, beauty, entertainment and parenting.	All (Worldwide)	Elizabeth Musmanno, Musmanno Group (The)
Rice University	University competes in 16 NCAA Division I sports and is a member of Conference USA; program has grown 81% over 5 years.	All (North America; thru 2021)	Cory Moss, Collegiate Licensing Co. (CLC)
Sea of Thieves	Multiplayer pirate adventure video game for Xbox One and Windows 10. Includes other Rare titles such as Battletoads, Banjo-Kazooie, Conker, Perfect Dark and Viva Piñata.	Accessories, apparel, collectibles, novelties, publishing, toys (Worldwide)	Todd Kaufman, Tinderbox div. Beanstalk
Slime	Nickelodeon's iconic and beloved green goo represents the playfully disruptive nature of being a kid.	Apparel, home furnishings, toys (Worldwide)	Pam Kaufman, Nickelodeon & Viacom Consumer Products
Slush Puppie	Slush beverage brand created in 1974 distinctive for its flavored syrup taste.	Games, toys (U.K., Europe)	Richard Pink, Pink Key Consulting
Susie Frazier	Nature-inspired art, home and gifts brand aims to foster wellness by bringing the calming beauty of nature into homes and public spaces.	All (Worldwide)	Daniel Levin, Prominent Brand + Talent
Thunderbirds Are Go!	Remake of the 1960s television series Thunderbirds using with a combination of scale model miniature effects and CGI.	All (Brazil)	Ana Kasmanas, Kasmanas Licensing
Town & Country	Monthly American lifestyle magazine focused on luxury style, travel and leisure.	Beauty supplies, fragrance, home fragrance (Worldwide)	Elizabeth Musmanno, Musmanno Group (The)
Travel + Leisure	Resource for sophisticated travelers who crave travel tips, news and information about the most exciting destinations in the world.	All (Worldwide)	Elizabeth Musmanno, Musmanno Group (The)
UFC	Professional mixed martial arts organization produces more than 40 live events annually; sold in an estimated \$4 billion deal.	All (Worldwide)	Bruno Maglione, WME/IMG
WellieWishers	Doll- and content-based lifestyle brand for girls 5-7 years-old helps girls navigate the ins and outs of friendship through play, songs and imagination.	All (Worldwide)	Jean McKenzie, Mattel
Wet Hot American Summer	A 2001 cult film with a star-studded cast, oddball quotes and iconic scenes.	accessories, apparel, games, gifts, publishing (Worldwide)	Rand Marlis, Creative Licensing Corp. (CLC)

## International Licenses Recently Granted

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Aerosmith	Vision/Eleven Apparel Mgmt.	Apparel, headwear (North America)	Epic Rights
American Girl	Scholastic	Publishing (U.S., Canada, ANZ, Asia, U.K.)	American Girl div. Mattel
Beatrix Potter	Milly & Flynn div. LiteBulb Group	Games (U.K.)	Penguin Random House (U.K.), Silvergate Media
	Royal Mail (The)	Stamps (U.K.)	

\*Extension or renewal.

*Continued on page 13*



## Licensing News *Continued from page 12*

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Beatrix Potter	Royal Mint (The)	Coins (U.K.)	Penguin Random House (U.K.), Silvergate Media
	WWRD Holdings Ltd.	Collectible plates (U.K.)	
BFG (The)	Spineless Classics	Wall art (U.K.)	DRI Licensing Ltd.
Bob the Builder	Egmont (U.K.)	Magazines (U.K.)	Mattel
	Gemma Intl.	Social expressions, stationery (U.K.)	
	Jumbo Games	Games, puzzles (U.K.)	
	Parragon Books Ltd.	Books (U.S., U.K.)	
	Procos S.A.	Party products (EMEA)	
	Ravensburger AG	Games, puzzles (Benelux, France, Germany, Iberia, Israel, Italy)	
	Santex Moden GmbH	Apparel, outerwear, sleepwear, swimwear (Germany)	
	Smoby Toys GmbH	Role play items (Germany, U.K.)	
Boofle	U.K. Greetings	Greeting cards (U.K.)	American Greetings Entertainment
British Museum (The)	Michael O'Mara Books	Stationery (U.K.)	British Museum Co. (The), TSBA
	Moorland Rug Co. Ltd. (The)	Rugs (U.S., Japan)	British Museum Co. (The)
Candy Crush Saga	Baked In Ltd.	Brownie mixes, cakes mixes (Worldwide)	King
	Little, Brown Books for Young Readers	Recipe books (U.S., U.K.)	
CBGB	Vision/Eleven Apparel Mgmt.	Apparel, headwear (North America)	Epic Rights
	Wildcat Retro Brands	Fleece, knit tops, t-shirts (North America)	Epic Rights
Darrell Bush	Artec Cross Stitch	Cross-stitch kits (Worldwide)	MHS Licensing + Consulting
DC Super Friends	Kraft Heinz U.K.	Pasta, tomato sauces (U.K.)	Warner Bros. Consumer Products (U.K. & Ireland)
DC Super Hero Girls	American Greetings	Greeting cards (Worldwide)	Warner Bros. Consumer Products
	Buffalo Games	Games, puzzles (Worldwide)	
	Caprice Australia	Apparel, housewares, outerwear (Asia Pacific)	
	Character World/TDS Enterprises	Bedding (EMEA)	
	D'arpeje	Protective gear, scooters, skates (EMEA)	
	Evy of California	Apparel (Worldwide)	
	Franco Manufacturing	Bedding (Worldwide)	
	FunKo	Figures, toys (Worldwide)	
	Grendene	Sandals (LATAM)	
	Hallmark Cards	Plush (Worldwide)	
	Hunter Leisure	Arts & crafts, sporting goods, stationery (Asia Pacific)	
	IMC Toys Deutschland GmbH	Role play, youth electronics (EMEA)	
	Jerry Leigh Apparel	(Worldwide)	
	LEGO Systems	Construction block sets (Worldwide)	
	Lojas Riachuelo	Apparel (LATAM)	
	Mistiarn Pty Ltd. tda Mitch Dowd Design	Sleepwear (Asia-Pacific)	
	Party City	Costumes, party decorations & favors (Worldwide)	
	Pez Candy	Candy dispensers (Worldwide)	
	Pyramid America	Gifting accessories, posters (EMEA)	
	Random House Children's Books	Master publishing (Worldwide)	
	Rubie's Costume	Costumes (Worldwide)	
	Sambro Intl.	Creative play products (EMEA)	
Despicable Me 3	Posh Paws Intl. LLP	Plush (EMEA, Asia; 2 yrs.)	Universal Brand Development
ELLE Decor	Trident Ltd.	Bed & bath products (India)	LicenseWorks
emoji	Penguin Random House (U.K.)	Books, stickers & sticker books (U.K.)	Global Merchandising Services
Fantastic Mr. Fox	Spineless Classics	Wall art (U.K.)	DRI Licensing Ltd.
Fast & Furious	Jada Toys	Die-cast vehicles (Worldwide)	NBCUniversal Consumer Products
	MEGA Brands/Mattel	Master toy (Worldwide)	
Final Fantasy VII	Merchoid Ltd.	Board games (Worldwide)	Square Enix, Hasbro
Finding Dory	Egmont (U.K.)	Magazines (U.K.)	Disney Consumer Products
	Tu Clothing div. Sainsbury's	Accessories, apparel (U.K.)	
Frozen Northern Lights	LEGO Systems	Animated shorts (Worldwide)	Disney Consumer Products & Interactive Media
	Penguin Random House	Novels, publishing (Worldwide)	
George's Marvellous Medicine	Spineless Classics	Wall art (U.K.)	DRI Licensing Ltd.

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## Licensing News *Continued from page 13*

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Geronimo Stilton	Giochi Uniti	Card games (Italy)	Atlantya Entertainment S.p.A.
	Sleeping Partners Intl.	Bedding, blankets, pillows (North America, Italy)	
Ghostbusters	Dreamtex	Bedding (U.K.)	Sony Pictures Consumer Products
Guardians of the Galaxy	Hasbro	Toys (Worldwide)	Disney Consumer Products
	LEGO Systems	Construction block sets (Worldwide)	
Halo	AC Worldwide	Bluetooth speakers (U.S., Canada, Europe)	343 Industries Microsoft
	Bensons Trading Co.	Drinkware, inflatables, novelties, stickers, temporary tattoos (ANZ)	
	Danilo Promotions Ltd.	Calendars, gift wrap, greeting cards (Europe)	
	H2W Sunstaches	Novelty sunglasses, sunglasses (U.S., Canada)	
	Jada Toys	Die-cast statues (Worldwide)	
	Licensing Essentials	Apparel (adults'), giftware, headwear, housewares (ANZ)	
	Performance Designed Products (PDP)	Controllers, faceplates (U.S., Canada, ANZ, EMEA)	
	Rubber Road Ltd.	Holiday themed sweaters, knit headwear, travel mugs, water bottles (U.S., Canada, Europe)	
	ThinkGeek	Desktop weapon replicas, novelties, role play products, USB chargers (Worldwide)	
	Wicked Replicas	Lighting, masks, replicas, tin signs (ANZ)	
Happy Jackson	H&A	Bath products (U.K.)	HJL Design Ltd.
Hello Kitty	Grandi Giochi	Toys (Europe, Middle East)	Sanrio GmbH
John Lennon	Vision/Eleven Apparel Mgmt.	Apparel, headwear (North America)	Epic Rights
Journey	Vision/Eleven Apparel Mgmt.	Apparel, headwear (North America)	Epic Rights
Jurassic World	Mattel	Figures, games, master toy, play sets, plush, preschool toys (Worldwide)	Universal Brand Development
Kate & Mim-Mim	Cardinal Industries	Games, puzzles (U.S., Canada)	FremantleMedia
	Global Brands Group	Sleepwear (U.S., Canada)	
	Jay Franco & Sons	Bath, beach products, bedding (U.S., Canada)	
	JCP Live Productions	Costumed character appearances, live events (U.S., Canada)	
Kingdom	360 Studios Ltd.	Mobile game apps (Android, iOS; Worldwide)	Endemol Shine North America
Kingdom	Tatem Games	Mobile game apps (Android, iOS; Worldwide)	Endemol Shine North America
KISS	License Factory GmbH	Accessories, apparel, pillows (GAS)	Epic Rights
	New Ray Toy	Model trucks (Worldwide)	
	Staramba	3D printed figurines (Worldwide)	
	Vision/Eleven Apparel Mgmt.	Apparel, headwear (North America)	
Labyrinth	BOOM! Entertainment	Publishing (Worldwide)	Jim Henson Co.
	CARD.com	Themed debit cards (U.S., Canada)	
	FunKo	Figures (U.S., Canada)	
	Ripple Junction	Pins, posters (U.S., Canada, U.K.)	
	River Horse	Board games (U.S., Canada, Asia Pacific, Europe)	
	Trademark Products Ltd.	Apparel (U.K.)	
	TruffleShuffle.com	Apparel, bags, ceramics, prints (U.K.)	
Laurel & Hardy	Cosmic Group S.r.l.	Resin figures (Worldwide)	Larry Harmon Pictures
Liberty London	UNIQLO*	Apparel (women's), camisoles, dresses, shorts, tops (U.K.)	Liberty London/Liberty Ltd.
Luna Petunia	Funrise Toy	Master toy (Worldwide)	Saban Brands
Marmite	High Resolution Design Ltd. (HRD)	Plush (U.K.)	Hot Pickle Trading Ltd.
Mentos	Citroen	Automobiles (France)	Stories
Mia & Me	Panini Verlags GmbH*	Magazines, sticker albums, stickers, temporary tattoos, trading cards (German-speaking territories; thru 2020)	m4e AG
Michelangelo	Turner Licensing div. The LANG Companies	Drinkware, gifts, holiday cards, journals, note cards, stationery, wall calendars (U.S., Canada)	Knockout Licensing
Minecraft	Future Publishing div. Future PLC	Magazines (U.K.)	Mojang div. Microsoft
Minions	Kraft Heinz U.K.	Pasta, tomato sauces (U.K.)	Universal Brand Development (U.K.)
Miraculous: Tales of Ladybug & Cat Noir	20 20 Editora	Activity books, books, diaries (Portugal)	Zag America
	Cardinal Industries	Games, puzzles (U.S., Canada)	
	Caresse Cosmetics BV	Bandaids, bath & shower gel, conditioner, shampoo, toothpaste (Benelux)	
	Ciranda Cultural Editora e Distribuidora Ltda.	Activity books, coloring books, novelty books, sticker books (Brazil)	
	CTI (Chaulnes textiles industries)	Bedding, blankets, cushions, towels (France, Benelux)	

\*Extension or renewal.

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## Licensing News *Continued from page 14*

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
<b>Miraculous: Tales of Ladybug &amp; Cat Noir</b>	Dreamtex	Bedding, blankets, home decor, robes, soft furniture, towels (U.K., Eire)	Zag America
	Editions Soleil div. Groupe Delcourt	Comic books, digital comics (France)	
	Editora Online/IBC Instituto Brasileiro Cultural	Activity books, board books, books, magazines (Brazil)	
	Flexmetal S.L.	Balloons (Iberia)	
	Franco Manufacturing	Bath, beach accessories, bedding, slumber bags, throws (U.S., Canada)	
	Grendene	Shoes (Brazil)	
	Hachette Livre	Activity books, board books, picture books, stationery (France)	
	Halantex Sp. z o.o.	Bedding, blankets, cushions, robes (Poland)	
	Kstationery, Design e Produção Gráfica Lda.	Bags, paper goods, school supplies (Portugal)	
	Lacasa S.A.	Easter eggs (Iberia)	
	Leomil NV	Apparel, footwear (France)	
	Malwee Malhas Ltda.	Apparel (Brazil)	
	MZ Berger & Co.	Banks, clocks, watches (U.S., Canada)	
	Novabrink Indústria de Plásticos Ltda./BBRA	Dolls (Brazil)	
	Pacific Imp. Exp. e Com. Ltda.	Backpacks, luggage (Brazil)	
	Panini Group S.p.A.	Magazines, stickers, trading card games, trading cards (Iberia, Turkey, Greece, Poland, CEE, LATAM)	
	Piffer & Cia. Ltda.	Party goods (Brazil)	
	Planeta Editorial	Activity books, chapter books, diaries, novels, story books (Spain)	
	Ravensburger AG	Puzzles (France)	
	Regina Festas	Party goods (Brazil)	
	Riclan S.A.	Candy, gum (Brazil)	
	Rubie's Costume	Costumes (U.S., Canada)	
	Safta S.A.	Bags, notebooks, school supplies (Iberia)	
	Shout! Factory	DVDs (U.S., Canada)	
	SkyBrands A/S	Accessories, apparel, home textiles (Nordics)	
	Stamatis	Apparel, cold weather accessories, sleepwear, sunglasses, swimwear, watches (Greece, Cyprus)	
	Stor USA	Drinkware, tabletop accessories (U.S., GAS, U.K., France, Iberia, Greece, Italy, Malta, Cyprus)	
	Sulamericana Fantasias	Costumes (Brazil)	
	Tilibra	Back-to-school, notebooks (Brazil)	
	Topps Europe Ltd.	Stickers, trading card games, trading cards (U.K., GAS, Italy, France, Nordics, Benelux, Russia, Belarus, Kazakhstan, Middle East, South Africa, ANZ)	
	Townley Cosmetics	Cosmetics (children's; U.S., Canada, U.K.)	
	Umit Canta	Luggage, school bags, wallets, water bottles (Turkey, North Cyprus)	
	Verbetena S.A.	Party goods (Iberia)	
	Viquel	Back-to-school, backpacks, notebooks, paper goods, stationery (France, Benelux)	
<b>Monster High</b>	Animoca Brands	Mobile game apps (Worldwide)	Mattel
<b>Mr. Men &amp; Little Miss</b>	Scimitar Sports*	Cycling jerseys, running back vests, sportswear (U.K.)	Sanrio GmbH
<b>My Little Pony</b>	Panini UK Ltd.	Stickers (U.K.)	Hasbro
<b>Off The Leash</b>	Iron Gut Publishing	Art prints (U.K.)	Off the Leash, Clive Juster & Associates
<b>Original Penguin</b>	Chun Yuan Intl. Co.	Bedding, home decor (Philippines)	Perry Ellis Intl./PEI Licensing
<b>Paw Patrol</b>	Tu Clothing div. Sainsbury's	Accessories, apparel (U.K.)	Nickelodeon & Viacom Consumer Products
<b>Peanuts</b>	BanBao	Construction block sets (Worldwide)	J&M Brands, Team! Licensing GmbH
<b>Peppa Pig</b>	Kraft Heinz U.K.	Pasta, tomato sauces (U.K.)	Entertainment One (eOne) U.K.
	Tu Clothing div. Sainsbury's	Accessories, apparel (U.K.)	
<b>Peter Rabbit</b>	Gund	Toys (U.K.)	Penguin Random House (U.K.), Silvergate Media
	Mothercare	Apparel, bedding, gifts, toys (U.K.)	
<b>Polaroid</b>	Bioworld Merchandising Europe	Accessories, apparel (Europe, Middle East, Russia, U.K.)	Sharpe Company (The)
	Fipotex Europe A/S	Apparel (Europe)	
	Wild & Wolf	Drinkware, novelties, personalized coasters, stationery (North America, Australia, Europe)	
	Wild & Wolf	Coasters, drinkware, magnets, novelties, stationery (North America, Europe, Australia)	
<b>Realtree</b>	Turner Licensing div. The LANG Companies	Drinkware, games, holiday cards, planners, puzzles, stationery, wall calendars (Worldwide)	Realtree dba Jordan Outdoor Enterprises

\*Extension or renewal.

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## Licensing News Continued from page 15

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Rogue One: A Star Wars Story	Hasbro	Action figures (Worldwide)	Disney Consumer Products
Royal Horticultural Society	MeldHome div. Hacche Retail Ltd.	Birdhouses, gardening accessories, mugs, planters, tea towels (U.K.)	Royal Horticultural Society/RHS Enterprises Ltd.
	W. Moorcroft Ltd.	Coasters, plaques, pottery, vases (U.K.)	
Rubik's Cube	Bioworld Merchandising	Apparel (U.K., GAS, Nordics, Italy)	SmileyWorld
Scorpions	Plastic Head Music Distribution Ltd.	Apparel, headwear, messenger bags (Pan Europe)	Epic Rights
Smiley World	Scholastic Media	Activity books, interactive journals, publishing, sticker books (U.K., Eire)	SmileyWorld
Star Trek	Dark Horse Comics	Adult coloring books (Worldwide)	CBS Consumer Products
	F-toys Confect Co.	(Japan)	
	Jumbo Games	Puzzles (Europe)	
	License Factory GmbH	Accessories, apparel (Germany)	
	M2D2 Kreativagentur GbR	Novelty cups (Germany)	
	Titan Publishing/Titan Entertainment	Books (Worldwide)	
Susie Frazier	Bridgeman Images	Artwork (Worldwide)	Prominent Brand + Talent
Teenage Mutant Ninja Turtles	Kraft Heinz U.K.	Pasta, tomato sauces (U.K.)	Nickelodeon & Viacom Consumer Products
Teletubbies	Amscan Intl.	Paper, party goods (North America)	CPLG (Copyright Promotions Licensing Group)
	Global Brands Group	Sleepwear (North America)	
	Hybrid Apparel	Apparel (North America)	
	Rasta Imposta	Costumes, novelty hats (North America)	
	Simon & Schuster Children's Publishing	Board books, novelty books, story books (U.S., Canada)	
	TabTale	Mobile game apps (North America)	
Thea Sisters	Nintendo of America	Digital content (Worldwide)	Atlantya Entertainment S.p.A.
Thunderbirds Are Go!	Cartamundi Group	Card games (U.K.)	ITV Studios Global Entertainment
	High Resolution Design Ltd. (HRD)	Plush (U.K.)	
Tiniezn	SuperAwesome	Mobile apps (U.S., Canada, U.K.)	Richmond Management Group
University of Oxford	Oxford Food & Beverage div. East India Co. (The)	Biscuits, chocolates, tea (U.S., Europe, GCC, India, U.K.)	Global Icons Europe Ltd.
Very Hungry Caterpillar (The)	Alligator Publishing*	Car seats, travel accessories, travel comfort pillows, travel harnesses (U.K.)	Rocket Licensing
	Dreamtex	Duvet sets (U.K.)	
	Paul Dennicci Ltd.*	Hoodies (infants'), mittens (infants'), outerwear (infants'), sleeping bags, sleepwear (children's, infants'; U.K.)	
	Poeticgem/Poetic Brands Ltd.	Briefs, pajamas (U.K.)	
Virgin Atlantic	High Resolution Design Ltd. (HRD)	Plush (U.K.)	Virgin Atlantic Airways
Vision Street Wear	Forever 21	Apparel, bodysuits, bomber jackets, loungewear, shorts, t-shirts, tank tops (U.S., Japan)	Authentic Brands Group (ABG)
Wild Kratts	American Marketing Enterprises (AME) div. LF U.S.A.	Sleepwear (children's; U.S., Canada)	Kratt Brothers Co.
	Isaac Morris	Apparel (U.S., Canada)	
Yo-Kai Watch	Amscan	Balloons, party decorations (U.K.)	Bulldog Licensing
	B.M. Fashion Ltd. t/a Fashion U.K.	Daywear (U.K.)	
	Character World/TDS Enterprises	Bedding (U.K.)	
	Cooneen	Nightwear, underwear (U.K.)	
	GB Eye Ltd.	Posters (U.K.)	
	MV Sports & Leisure	Wheeled toys (U.K.)	
Yu-Gi-Oh!	GB Eye Ltd.	Mugs, posters (Europe)	4K Media
		Mugs, posters (U.K., Ireland, France, GAS, Belgium, Spain, Portugal, Italy, Netherlands, Luxembourg, Russia, Ukraine, Belarus, Eastern Europe, South Africa, ANZ)	
	UDON Entertainment	Art books (U.S., Canada, U.K., Australia)	

\*Extension or renewal.



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# contacts & connections

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

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**Acco Brands**, Jill Broering, Licensing Director, 937-495-6323, jill.broering@acco.com, P. 9,10,11.

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**BOOM! Entertainment**, Lance Kreiter, VP Licensing & Merchandising, 310-779-4010, lkreiter@boom-studios.com, P. 11,14.

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**Bridgeman Images**, Edward Whitley, President North & South America, 212-828-1238, edward.whitley@bridgemanart.com, P. 16.

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**CBS Consumer Products**, Elizabeth Kalodner, EVP & GM, 212-975-7795, liz.kalodner@cbs.com, P. 10,16.

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**Clique Here**, Deb Wallace, SVP Sales & Marketing, 678-418-2227, dwallace@cliquehere.com, P. 9.

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## Licensing Expo 2016

Continued from page 1

### Entertainment/Character Leads, but Others Shine

This year, the “Disney effect” was slightly more subdued; no one A-list brand could be said to overshadow the rest. Top production companies—including Disney, Warner Bros., NBCUniversal, Sony, 20th Century Fox—are focusing on extensions to existing franchises and licensing programs. Most were eager to showcase the diversity of their portfolios in a bid to hit multiple segments. And in the shadow of a fading Star Wars program, other brands had greater opportunity to grab retailers’ attention.

The floor favorite for the “next top property,” was DreamWorks’ *Trolls*, whose screening was attended by a live appearance from Executive Producer Justin Timberlake. Also showcased were animated TV shows *Trollhunters* (directed by Guillermo del Toro) and *Voltron* (which DreamWorks recently consolidated).

Superheroes are here to stay, with the usual suspects (Marvel, DC Comics, etc.) showing no sign of consumer fatigue and new girl’s properties *DC Super Hero Girls* and *Miraculous: Tales of Ladybug & Cat Noir* soaring. Other holdover trends include nostalgia and STEM.

### Digital-first Brands

YouTube did not attract the buzz it had last year—the YouTube pavilion itself was relatively bare and unwelcoming. Grumpy Cat had her own booth, attracting crowds with personal appearances every day of the show. Exhibitors

with YouTube-based celebrities or productions in their portfolios tended to emphasize other their brands on the floor. Considering the high growth of this sub-sector, the paltry showing was surprising.

Mobile game apps came out strong, with Angry Birds back to assert its dominance (with a new film) as well as newer mobile game apps like Cut the Rope.

### Virtual, Alternate Reality the Forefront of Experiential Licensing

There are two very different paths companies can take when it comes to marketing with virtual and alternate reality technologies: very big or very small. Surge is leveraging its partnership with ABG to create “virtual humans,” of three estates—Marilyn Monroe, Elvis Presley and Michael Jackson. The company creates realistic models that can be used for experiential hologram performances, in video games, advertisements and other formats.

And then there are the bite-sized experiences. Thanks to Snapchat, consumers are already familiar with the alternate reality technology that allows them to superimpose images onto their photos in real time while Pokémon Go introduced the masses to AR in a mobile game app. Zappar is one company that utilizes custom codes (think QR codes that can be customized for each brand and printed on anything from toys to store receipts) that mobile users can scan to play VR games (with Google Cardboard glasses) or interact with branded content in AR.

### 360 Degrees to a Brand

More than ever before, consumers are demanding access to brands on multiple platforms—and more companies are responding with their own versions of “360 degree programs” that incorporate linear and digital entertainment, live experiences like shows and theme parks, social media, advertising and consumer merchandise as essential parts of a brand strategy.

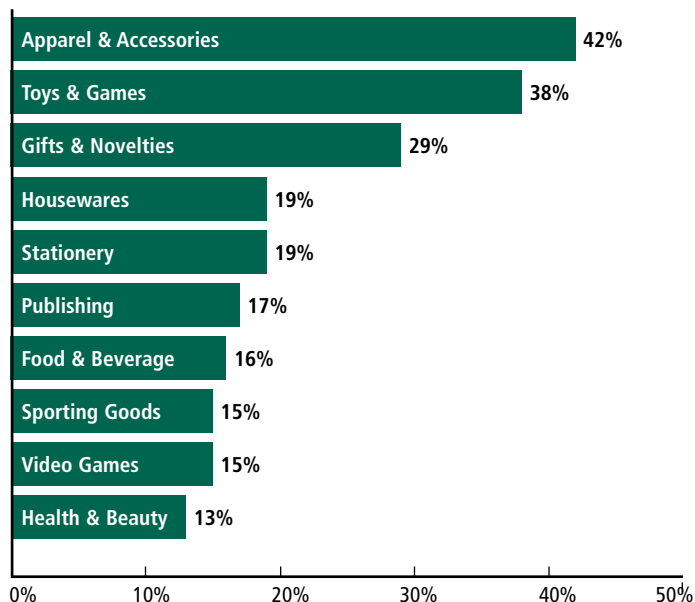
One example of the changing landscape of consumer products: not quite licensee or retailer, Loot Crate was one of hundreds of new exhibitors at the show. The company strikes deals with multiple brands to create curated, themed boxes of merchandise (some already on the market, some developed by Loot Crate) that are shipped directly to consumers. Key to the subscription service is a social media community curated by the company.

### International Brands

This year’s Expo had the most country-specific pavilions yet, featuring China, Taiwan, Brazil, Mexico, El Salvador, South Korea and Malaysia. While they attracted crowds during special events, interest was slight at best. And 30% of attendees were from outside the U.S., with the most visitors from the U.K., Mexico, Canada and China, in that order. International companies shone with preschool properties such as Masha and the Bear (Animaccord) and Peppa Pig (eOne), but otherwise activity was muted.

#### WHAT ATTENDEES WENT TO LICENSING EXPO 2016

TOTAL: 16,209



Note: Multiple responses allowed

SOURCE: UBM

## HEALTH &amp; BEAUTY

## Vegan Cosmetics: The Newest Wave in Fashion Brand Building

Quality is no longer enough. Today's consumers also want their brands to have a moral and social conscience. Few sectors have been more responsive to this demand than fashion. Perhaps the most dramatic illustration of this is the proliferation of vegan makeup brands.

### The Appeal of Vegan

"Natural, organic and clean are the buzzwords across the beauty industry this year," according to one industry observer. In addition to meeting all of these criteria, vegan products are morally appealing because they're made without animal products. Vegan cosmetics range not only by price but by degree of purity to the cause. Thus, some products purporting to be vegan are less "cruel" than others.

So far at least, vegan cosmetics haven't driven a whole lot of licensing activity. Although actress Drew Barrymore and tattoo artist Kat Von D are among the first celebrities to lend their brands to a vegan cosmetics line, the vast majority of products come from established brands or companies founded by conscience-driven entrepreneurs for the express purpose of creating cruelty-free products.

An example of the latter is Ericka Rodriguez, a longtime vegan who founded a company called Axiology in November 2014. Axiology's vegan lipstick products are sold in about 80 U.S. boutiques as well as a handful of international stores. Axiology recently made news by releasing three new shades. "The point was to create something that felt like a lip balm but looks like a lipstick," Rodriguez told *WWD*. The company also plans to launch on Free People's website by year's end and offer its first non-lipstick products in 2017.

### Leading Vegan Beauty Brands

Over 100 companies offer "cruelty-free" vegan cosmetics. So which brands do the vegan consumers prefer? Here's a list of 87 leading brands from [www.crueltyfreekit.com](http://www.crueltyfreekit.com). We've noted the brands that are licensed below with an asterisk (7% of the total):

#### Mid & High-End Brands

- |   |  |
|---|--|
| ▶ Hourglass   | ▶ Cover FX   |
| ▶ Too Faced   | ▶ Josie Maran (Branded after American actress, model and entrepreneur) |
| ▶ Illamasqua  | ▶ Obsessive Compulsive Cosmetics                                       |
| ▶ Anastasia Beverly Hills   | ▶ The Balm   |
| ▶ Kat Von D* (Branded after famous tattoo artist)                 | ▶ Bite   |
| ▶ Becca   | ▶ Face Atelier   |
| ▶ Charlotte Tilbury* (Branded after the well-known makeup artist) | ▶ IT Cosmetics   |
|   | ▶ Perfekt  |

- |               |  |
|---------------|--|
| ▶ Nudestix    | ▶ Korres* (Branded after Greek apothecary) |
| ▶ Blinc       | ▶ Catrice                                  |
| ▶ Cargo       | ▶ Chantecaille                             |
| ▶ DuWop       | ▶ Ellis Faas                               |
| ▶ Eyeko       | ▶ By Terry                                 |
| ▶ Ardency Inn | ▶ Rouge Bunny Rouge                        |
| ▶ Edward Bess |  |

#### Drugstore Brands

- |                                   |  |
|-----------------------------------|--|
| ▶ I.f.                            | ▶ Prestige   |
| ▶ Hard Candy (Walmart exclusive)  | ▶ Flower* (Drew Barrymore line offered exclusively at Walmart) |
| ▶ Milani                          | ▶ Pixi   |
| ▶ Physicians Formula              | ▶ Pacifica   |
| ▶ Sonia Kashuk (Target exclusive) | ▶ Mineral Fusion   |
| ▶ Wet'n'Wild                      | ▶ Essence  |
| ▶ Jordana (owned by Milani)       | ▶ GOSH   |
| ▶ Jane Cosmetics                  | ▶ Marcelle*  |
|                                   | ▶ Annabelle*   |

#### Natural & Green Brands (scoring high points for purity in following vegan principles)

- |  |                     |
|--|---------------------|
| ▶ W3ll People (pronounced "Well People") | ▶ Alima Pure        |
| ▶ RMS Beauty                             | ▶ Everyday Minerals |
| ▶ ILIA                                   | ▶ Haut Minerals     |
| ▶ Kjaer Weis                             | ▶ Olo Minerals      |
| ▶ Vapour                                 | ▶ Afterglow         |
| ▶ Jane Iredale                           | ▶ Ecco Bella        |
| ▶ 100% Pure                              | ▶ Pur Minerals      |
| ▶ Sappho                                 | ▶ Youngblood        |
| ▶ Au Naturale                            | ▶ Lily Lolo         |
|  | ▶ Inika             |

#### Other Brands

- |                     |                        |
|---------------------|------------------------|
| ▶ Antonym           | ▶ Coloured Raine       |
| ▶ Bellapierre       | ▶ Girlactik            |
| ▶ Zuii Organic      | ▶ Cate McNabb          |
| ▶ Makeup Geek       | ▶ Cailyn Cosmetics     |
| ▶ Sugarpill         | ▶ Sugar Venom          |
| ▶ Colourpop         | ▶ Christopher Drummond |
| ▶ BH Cosmetics      | ▶ Silk Naturals        |
| ▶ Zoeva             | ▶ Fairy Girl           |
| ▶ Rituel de Fille   | ▶ AFK Cosmetics        |
| ▶ Aromi             | ▶ Pumpkin and Poppy    |
| ▶ Gabriel Cosmetics | ▶ Shiro                |
| ▶ Melt              |                        |
| ▶ Dose of Colors    |                        |

## BACK-TO-SCHOOL

## Shopping for School Supplies, Electronics Moves Online

Back-to-school shopping—including school supplies and electronics—is expected to grow dramatically in the ecommerce channel in 2016, mirroring the growing channel share for ecommerce in licensed product sales overall, as consumers shop for savings.

While back-to-school shoppers are still heading primarily to brick-and-mortar stores, they are increasingly purchasing traditional school supplies online. In 2015, the ecommerce channel gained \$90 million in dollar share growth versus brick-and-mortar, according to The NPD Group. All in all, nearly 35% of the \$11.8 billion spent annually in the U.S. on traditional school supplies and about half of all unit sales occur in the back-to-school period.

A separate study from advertising buying platform Rubicon Project shows that a majority of parents will be buying electronics for their students online. The survey found that a majority of parents will do their electronics shopping on Amazon (61%), while Walmart leads for apparel (66%) and school supplies (77%). In 2015, Walmart was the No. 1 back-to-school shopping destination at 61%, while Amazon took second with 58%. Other top retailers for back-to-school shopping are Best Buy and Target.

Regardless of what retailers they buy from, about half of all tech purchases will be made online or via a mobile device, Rubicon found, with 66% of parents doing at least some shopping from their tablet or smartphone.

According to Rubicon, more will be spent on technology products this season than on any other category, including apparel and school supplies, and most parents (61%) plan to spend more than last year.

The National Retail Federation, expects parents to spend about the same as last year, however. Based on a survey of 6,800 parents conducted by Prosper Insight & Analytics, NRF found that 54% of households with kids 6-17 are planning to spend the same as last year for back-to-school (compared to 57% who said the same thing last year), while 37% of parents with children heading to college said they are planning to spend the same as last year (up from 35% in 2015).

NRF says parents are getting savvy about shopping for savings, including shopping later in the season, using coupons and circulars, and buying more store brands and generic products. Target is one retailer that will appeal directly to these price-conscious shoppers: It is rolling out its new house brand Cat & Jack kids and babies clothing (replacing the Circo and Cherokee brands) with a one-year guarantee.

NPD concurs with the savvy shoppers finding: “Consumers are spending more online and it is occurring later in the season, with a seasonal arc forming from the first week of August and lasting through mid-September. Back-to-school online share will continue to grow, making it even more essential for retailers and manufacturers to optimize

### OVERALL BACK-TO-SCHOOL SPENDING, BY PRODUCT CATEGORY

PRODUCT CATEGORY	K-12 PARENTS	COLLEGE FRESHMEN PARENTS
Apparel/Retail	\$233	\$273
Technology	\$343	\$470
Telecommunications	\$173	\$192
Mobile Devices	\$216	\$246
School Supplies	\$130	\$233
Food & Beverages	\$152	\$219

SOURCE: Rubicon Project

their omnichannel strategies,” said Leen Nsouli, Director & Office Supplies Industry Analyst, The NPD Group.

This year there will be two fewer shopping days between July 4th and Labor Day, which will have an effect on spending, as will fewer sales tax-free days by states than last year, NPD predicts.

### New Players Enter the eSports Area

Turner's Cartoon Network EMEA is the latest company to enter the eSports arena with a single elimination live tournament based on its upcoming mobile game app Adventure Time Card Wars Kingdom in partnership with Machinima. Let's Play Flooping Card Wars! streamed on Machinima's Twitch channel on July 15, when four of the gaming culture site's top stars—ChimneySwift11, JeromeASE, CavemanFilms and TJ Smith Gaming—competed for the crown. Machinima recently launched Mach-1, an in-house gaming agency, to guide brand partners through the burgeoning eSports landscape.

As eSports is growing, new players are emerging from outside the usual video game and sports industries. While most fans today are male millennials, the industry is set to expand to an even wider, and younger, subset. According to research firm Newzoo, the global eSports economy will grow to \$463 million in 2016, up 43% from 2015. The firm estimates that there are currently 148 million eSports “enthusiasts” and another 144 million “occasional viewers.”

The potential for the industry is widespread, from harnessing the personalities of eSports players to extending the programs of older games such as Doom—17% of fans believe that the classic game would make “great eSports,” according to a recent study by Battlefy and Frank N. Magid Associates.

The same study found that 95% of eSports viewers are male and 92% have been watching for a year or more. League of Legends is the most popular game among eSports fans (47% currently playing; vs. 63% watching as a spectator), followed by Counter-Strike: Global Offensive (25% vs. 58%). Other games that respondents believe would make “great eSports,” were the newly released Overwatch (74%) and Rocket League (56%).

While Amazon's Twitch, a live streaming video platform, is the most prolific vertical for distributing eSports, there have been efforts to bring competitions to linear TV. Disney's ESPN launched its eSports vertical in 2015, and the network has aired a range of tournaments since then with partners including Nintendo. Time Warner's Turner Sports partnered with WME/IMG to launch E-League, a pro league that competes on a dedicated eSports slot on TBS. And eSports event organizer ESL (the No. 2 eSports broadcaster worldwide, per Newzoo) launched its own 24/7 eSports linear channel, esportsTV, through parent company MTG's Viastat platforms.

Others entering the space include Endemol Shine Beyond USA, which launched its gaming and sports network SMASHER last year, as well as video game publishers Activision and EA Games.

## Who's News

Global Brands Group and Creative Artists Agency (CAA) create a joint venture, CAA-GBG Global Brand Management Group (CAA-GBG). **Perry Wolfman** will serve as CEO, while **Jared Margolis** will be President.

Endemol Shine North America names **Michael Gifford** SVP Business & Legal Affairs, while **Ed Prince** and **Marjorie Williams** have each been named VP Business & Legal Affairs.

**Peter Hollo** joins LIMA Germany as Managing Director.

Nickelodeon Intl. appoints **Dan Frugtniet** VP Licensing & Consumer Products Business Development.

Kids' Chinese entertainment company UYoung Culture & Media opens a subsidiary in the U.S., UYoung Entertainment Intl., to be based in Los Angeles, California. **Sander Schwartz** and **Elie Dekel** serve as senior advisors to the company.

Hallmark Cards appoints **Steven Hawn**, SVP Corporate Strategy & Development, to lead a new corporate licensing function responsible for worldwide brand and content licensing efforts. **John Nens**, Global Brand Licensing Director, and **Kelly Reichman**, Global Licensing Acquisitions Director, will join Hawn at the new organization.

Hard Rock Intl. appoints **Duana Klein** to the role of VP Licensing.

Following the departure of former CEO Scott Flanders, Playboy Enterprises appoints **Ben Kohn** Interim CEO.

Gordon Brothers Group expands its footprint with a strategic partnership with Planconsult, a leading Brazilian appraisal business. Under the leadership of **Rafael Klotz**, Senior Managing Director of Gordon Brothers Intl., **Alfredo Finotti** will serve as Executive Director and **Marcos Brandt** as Commercial Director of the firm's newly established São Paulo-based operations.

**Tim Collins** establishes new consultancy The Brand Director to focus on clients embarking on their first steps into brand extension.

LMCA forms LMCA OASIS Lifestyle Asia to assist entertainment and lifestyle brands develop products and distribution strategies in China and ASEAN countries. **George Williams** is Managing Director for LMCA-Asia.

Hasbro bolsters its board of directors with **Hope Cochran**, former CFO of King Digital; and **Mary Beth West**, EVP, Chief Customer Officer & CMO for J.C. Penney.

One Animation appoints **Bettina Koeckler** to the role of EVP Global Consumer Products & Licensing.

Toys 'R' Us appoints **Lance Wills** to the role of EVP & Global Chief Technology Officer.

Schleich names **Karl von Bodelschwingh** COO.

The Toy Industry Association has solidified its TIA Board of Directors for the next two-year term during its Annual General Meeting in Miami, Florida. **David Hargreaves** of Hasbro takes over as Chairman from retiring board Chairman John Gessert of American Plastic Toys. New to the executive committee are **Bob Wann** (Playmonster!) as Vice Chairman/Chairman Elect, **Shirley Price** (Funrise) as Secretary-Treasurer, **Manuel Torres** (NBCUniversal Brand Development) and **Geoffrey Walker** (Mattel). Re-elected for another term are **Drew Brazier**, VP Sales North America, LEGO Systems; **Jeffrey Kennis**, President, Enchanted Moments; and **William To**, President, VTech Electronics North America. New members are:

- ▶ **Kathleen Campisano**, VP Toys & Games, Barnes & Noble;
- ▶ **Jennifer Caveza**, SVP Toys & Business Development, Nickelodeon Consumer Products;
- ▶ **Charlie Emby**, Co-president, Just Play;
- ▶ **Barbara Finigan**, SVP, Chief Legal Officer & Corporate secretary, Hasbro,;
- ▶ **Skip Kodak**, SVP Americas, LEGO Systems;
- ▶ **Masayuki Nagatake**, COO U.S. & Europe, Business Div., TOMY Intl.;
- ▶ **Geoffrey Walker**, EVP North America, Mattel;
- ▶ **Nancy Zwiers**, CMO, Spin Master.

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