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Music Licensed Goods Down 1.7% as Movie Merch Spread Out on Shelves

U.S. and Canadian sales of licensed goods based on music properties trended down for the second consecutive year in 2015, though not as steeply as in 2014. Music licensed goods represented \$2.45 billion in North American retail sales in 2015, a drop of 1.7%, according to *The Licensing Letter's Annual Licensing Business Survey*. In 2014, sales of music licensed goods fell 2.5%, after five consecutive years of growth.

In 2015, music licensed goods fell victim to some extent to the overwhelming popularity of movie properties that took up much of last year's shelf space for pop culture, particularly Minions and Star Wars. For Star Wars, Disney mounted a licensing campaign unprecedented in both scale and timing behind December theatrical release *Star Wars: The Force Awakens*.

"We found that [music] was a bit soft at mass market and in young men's," said one licensing agent. "A couple of movie properties were capturing the consumer," the agent said, pointing to Minions and Star Wars as appealing not just to children, but to every consumer segment on a global basis.

The performance of the music industry as a whole is an encouraging sign for music licensing revenues in 2016, however. Both music and concert ticket sales were up in 2015, which

might have contributed to the slight bounce in licensed goods sales. It's also possible that licensed good sales are a lagging indicator of music's health.

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DIGITAL CELEBRITIES

Nascent Digital Celebs Sector Rivals Entertainment/Character for Growth

Relative to the rest of licensing, retail sales of digital celebrity-branded goods grew with the speed of a viral video in 2015, spiking 8% to approach \$1 billion in 2015, according to TLL's Annual Licensing Business Survey. The fledgling subcategory of the celebrity property type grew more during the year than any full-fledged property type except for the long-established and much larger (at \$11.9 billion) entertainment category, which also grew 8%. However entertainment—which holds an 11.5% market share in licensed product sales, compared to digital celebrities' 0.9% share—was driven by a franchise property light years bigger than any digital celebrity: Star Wars.

Growing from a small base, licensing of digital celebrities picked up speed during the year, with 2015's 8% growth rate almost tripling 2014's 3% gain. Sales of licensed goods spawned by digital celebrities topped out at \$971 million in the U.S. and Canada in 2015, according to TLL's Survey, as digital celebs moved to build their profiles beyond social media platforms and into streaming services, retail, and other outlets. In the process many of them have built fan engagement that often tops that of more traditional stars.

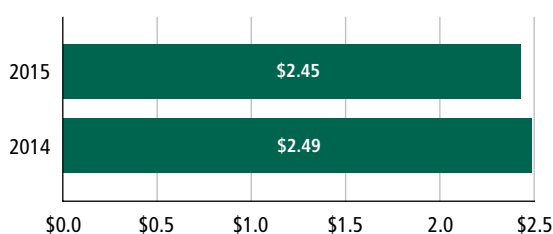
Digital is the smallest subcategory of the celebrity property type but drove growth in the category overall, which gained 2.5% in retail sales (still representing slower growth

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RETAIL SALES OF LICENSED MERCHANDISE, BASED ON MUSIC PROPERTIES, U.S. & CANADA, 2014-2015
(Figures in Billions)



SOURCE: THE LICENSING LETTER

➡ Licensing Ledger

Seven North American e-sports teams have joined forces to create an organization dedicated to professional players, titled **Professional eSports Association**. The new organization will commence operations of its Counter-Strike: Global Offensive league in early January. Founding PEA team franchises include Team Solomid, Cloud9, Team Liquid, Counter Logic Gaming, Immortals, NRG eSports, and compLexity Gaming.

VF Corp. completes the sales of its contemporary brands business (7 for All Mankind, Splendid and Ella Moss) to **Delta Galil Industries**.

People and Entertainment Weekly launch an ad-supported streaming service called the People/Entertainment Weekly Network (PEN). The free 24-hour OTT service will be available as a mobile app, on the People website, and on smart TVs.

Global Brands Group and **Katy Perry** have joined forces to create a joint venture in a deal that expands on the team's recent footwear partnership.

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PlayMonster acquires **Automoblox**, a line of collectible toy vehicles in the classic wooden toy car category.

Lifetime Brands has completed the acquisition of the Kitchen Division of **Focus Products Group**, which sells kitchenware and bakeware products under the Amco Houseworks, Chicago Metallic, and Swing-A-Way brands.

Bedding, rugs and home accents designer and manufacturer **Olivia's Heartland** purchases bedding manufacturing **IHF Linens** (India House Fashions).

British comics publisher **Rebellion** purchases the archive of Fleetway and IPC Youth group comics.

ITV withdraws its offer to acquire **eOne**.

William Morris Endeavor acquires **Rabineau Wachter Sanford & Gillett** (RWSG), a boutique literary agency. Principal RWSG agents, Sylvie Rabineau and Jill Holwager Gillett, join WME's Book to Film/TV division as Co-Heads; Geoffrey Sanford joins WME to oversee his current client list; and Liza Wachter leaves the company.

YouTube Space London has a new home in the King's Cross area of central London. The new 20,000-square-foot Space is the largest in Europe and

is the first to feature a store that's open to the public and stocked with merchandise for purchase. The store will educate YouTubers about licensing their own products.

Dick's Sporting Goods acquires **Affinity Sports**, a sports management technology service geared at youth sports and events.

Twitch acquires **Curse**, a 10-year-old multimedia and technology company that creates content, products, and tools specifically for gamers.

Advanced Sports Intl., maker of Fugi, SE Kestral, Breezer and Phat Cycles bike brands, acquires independent bicycle retailer **Performance Bicycle**.

Urban Expositions acquires **LeftField Media**, owner of Awesome Con and Play Fair. Founder Greg Topalian remains President and minority owner.

The Toy Industry Association is dropping gendered categories for its 2017 Toy of the Year Awards in a bid to "make the awards more relevant and reflective of products in the marketplace," says Ken Seiter, VP Marketing & Communications at TIA. Other changes include swapping e-Connected Toy of the Year for Tech Toy of the Year and Outdoor Toy of the Year for Outdoor/Active Toy of the Year. The TIA also added Doll of the Year, Collectible of the Year, Construction Toy of the Year, Vehicle of the Year and Rookie of the Year.



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Music Licensed Goods Down 1.7%

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CDs & Recordings

It is widely accepted that consumers are more engaged with music than ever before, despite their move away from ownership of physical CDs or digital downloads—the proof was in industry revenues in 2015. After a slight decline in 2014, total U.S. retail sales of music rose 0.9% in 2015 to \$7.0 billion as streaming revenues finally offset declines in sales of physical product and digital downloads.

For the first time, streaming was the largest market segment, at 34.3%, up from 27% in 2014, with revenues exceeding \$2 billion. Paid subscriptions were the biggest and fastest growing segment of the streaming market, due to the launch of new services like Tidal and Apple Music. Revenue from paid streaming subs grew 52% to \$1.2 billion and the number of paid subscriptions grew 40% to an average of 10.8 million for the full year.

Concerts & Live Events

On the concert front, both revenues and admissions bounced back from the declines of 2014. According to Pollstar, the top 100 North American tours of 2015 grossed a combined \$3.12 billion, up 14% from 2014, representing 42.08 million tickets sold, an admission increase of 10%. There was a 4% increase in average ticket price (to a record high of \$74.25), to boot.

Artists & Groups

Popularity of musical acts is always cyclical, and sometimes the acts that sell the most concert tickets have less than noteworthy year-round licensing programs at retail. While One Direction, for instance, remained a huge global touring attraction in 2015, selling more tickets (though for less money) than No. 1 revenue generator Taylor Swift, and, ostensibly, lots of merchandise at show venues, industry pundits have called the band lifeless at retail for at least two years. And on-site sales represent a relatively small percentage of licensed music product sales, sources said (they are also not counted by the *TLL Survey*).

Swift had a massive world tour that generated more than \$250 million in primary ticket sales as she played to nearly 2.3 million fans, according to Pollstar. The \$199.4 million in tickets she sold in North America now stands

**"EVERYTHING IN MUSIC IS
APPAREL, AND EVERYTHING IS
DRIVEN FROM THERE."**

as biggest tour ever in the continent, surpassing The Rolling Stones in 2005.

Swift's licensing program performed well at retail, as did Beyoncé's, said one agent. He noted, however, that the licensing upside is often more limited for female artists than it is for males. "Female is difficult in general," the agent said, "until they make it into lifestyle brands."

Female artists including Trisha Yearwood (Trisha's Southern Kitchen), Gwen Stefani (Harajuku Lovers and other brands), Jennifer Lopez, and Madonna (Hard Candy) have successfully cultivated lifestyle brands and Celine Dion is currently wading into lifestyle.

Industry watchers are still waiting to see what sort of play Swift makes in the lifestyle area. The pop diva in late 2014 began attempting to trademark dozens of short phrases from her songs, such as "this sick beat" from her hit "Shake It Off," for a variety of household items in what observers predicted might be a massive licensing play that has yet to materialize.

Product Categories

The bedrock of music licensing is classic rock and the most classic of licensed products—the t-shirt. "Everything in music is apparel, and everything is driven from there," said one *Survey* respondent.

Junior apparel in particular did well for classic rock properties, one source said, with young women snapping up tees from the likes of AC/DC (which returned to touring without Malcolm Young and sold \$180 million in tickets globally for the biggest tour in its history, Pollstar reported), The Rolling Stones, Pink Floyd, and other bands.

"Mass and mid-tier had some successes," in this area, the source said, noting that boutique and specialty chains and mom-and-pop stores did well with junior apparel, which largely turns on fresh t-shirt styles and fabrications. To witness the popularity of classic rock properties with young women who

Continued on page 4

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gravitate to well-designed t-shirts even though they may not be familiar with the bands, one needs look no further than teen retail favorites like Forever 21 and Brandy Melville, which are well-stocked with these shirts. “Classic rock is back again,” agreed another agent.

While growth continues in food and beverage products based on music licensed properties, particularly craft beers and spirits, a new consumable is also attracting a lot of music licensing activity: cannabis.

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 musicians, spanning genres from rap to reggae and country to pop, have jumped into the business. Some of the biggest music celebrities lending their brands to legal marijuana products marketed in states where cannabis is legal for medical or recreational

AT \$2.7 BILLION, LEGAL CANNABIS IS THE FASTEST GROWING INDUSTRY IN AMERICA; IT’S ALSO A POTENT SOCIAL CAUSE.

use include Bob Marley, Willie Nelson, Wiz Khalifa, The Weeknd, Melissa Etheridge, and Snoop Dogg, the rapper who is building a small business empire out of weed.

Royalties

As with most property types, royalty rates for music licensed merchandise held relatively steady in 2014. According to TLL’s Survey, the average royalty in the U.S. and Canada was 8.22%, down 0.7% from 8.28% in 2014. Royalty amounts ranged from 4% to 20%.

CONSUMER ELECTRONICS

Licensed Consumer Electronics Up 3.5% in the U.S./Canada

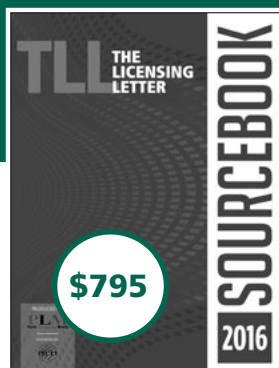
According to *TLL’s Annual Licensing Business Survey*, U.S./Canada retail sales of licensed consumer electronics merchandise grew 3.5% to \$5.41 billion in 2015. Although it makes up only 5.2% in market share, the category is one of the most stable we track—and has been trending upwards for the last 10 years.

While most electronics licensing has historically emerged from the corporate trademark/brand sector, there has also been a great deal of activity in other property types—in particular entertainment (headphones, earbuds, and tablets), fashion (wearable technology), music (headphones and earbuds), and art. Here are some of the latest updates:

- ▶ Following Taiwanese electronics manufacturer **Foxconn’s** \$3.84 purchase of **Sharp** in August, the Japanese manufacturer is reviewing its TV brand licensing deals overseas. The *Yomiuri* newspaper reports that Sharp dispatched officials in September for negotiations to buy back its TV business in the U.S. and Europe. The Sharp brand is currently licensed to China’s **Hisense Group** in the Americas and to **Universal Media Corp. Slovakia** in Europe.
- ▶ **HMD global Oy**, master licensee of **Nokia**-branded smart phones, feature phones and tablets, appoints Pekka Rantala CMO amidst plans to invest over \$500 million over the next three years in global marketing. HMD’s Nokia-branded devices will be manufactured and distributed worldwide by **FIH Mobile**, a subsidiary of **Foxconn**. The devices will run on Android and will get brand licensing and patent access in exchange for royalties. Nokia expects total annualized net sales related to patent and brand licensing to grow to a run rate of approximately \$1.06 billion by the end of 2016. The Finnish brand’s handset business was first sold to **Microsoft** in 2014 and has since been largely abandoned by the tech giant.
- ▶ **Incipio** agrees to purchase headphone and audio-tech developer **Skullcandy** for \$177 million.
- ▶ **Atari** and audio company **Roam** join forces to create a range of co-branded gaming headphones and earphones. As part of the deal, Atari has become a shareholder in Roam.
- ▶ **Toon Goggles** taps **CozyPhones** to create a new range of headphones featuring its animated series, Eddie is a Yeti.

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WORLD OF LICENSING

Retail Sales of Licensed Wearables Up in Every Territory in 2015

Worldwide retail sales of apparel/accessories/footwear tied to licensed properties were up a robust 3.9% at just below \$66.1 billion in 2015. Wearables is a bellwether of overall licensing business due not only to its size, but because it provides an outlet for so many of the industry's most important property types including fashion, entertainment/character, sports, and celebrity.

Apparel/accessories/footwear is also the largest product category in both the U.S./Canada and the rest of the world, accounting for, respectively, 38.9% and 43.2% of all sales of licensed goods within those markets. But while

relative domestic shares are roughly equivalent, more than 60% of worldwide sales of apparel/accessories/footwear based on licensed properties come from the U.S./Canada. In 2015, the category grew 4.3% in U.S./Canada to \$40.2 billion.

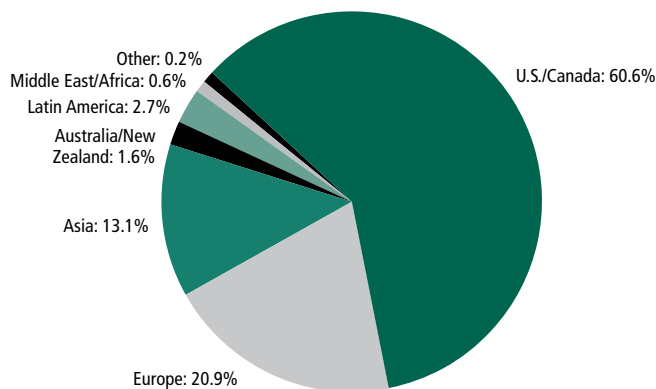
In fact, sales of licensed wearables were up in all territories for the year. Europe, home of the world's second biggest market at 20.9%, followed the sluggish 0.1% growth of 2014 with a 2015 increase of 2.9%. Asia, the number three market at 13.1%, followed a similar trajectory going from 0.5% to 3.7% growth. Latin America posted the highest growth rate for the segment at 5.5% but still accounts for less than 3% of world consumption of licensed wearables.

RETAIL SALES OF LICENSED APPAREL/ACCESSORIES/FOOTWEAR MERCHANDISE, WORLDWIDE, BY TERRITORY, 2014-2015
(FIGURES IN MILLIONS)

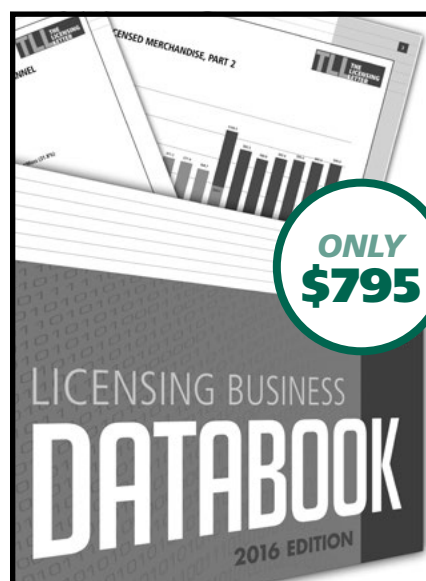
TERRITORY	RETAIL SALES, 2015	RETAIL SALES, 2014	% CHANGE, 2014-2015	SHARE OF MARKET, 2015
U.S./Canada	\$40,211	\$38,536	4.3%	60.6%
Europe	\$13,780	\$13,391	2.9%	20.9%
Asia	\$8,641	\$8,332	3.7%	13.1%
Australia/New Zealand	\$1,076	\$1,058	1.7%	1.6%
Latin America	\$1,805	\$1,711	5.5%	2.7%
Middle East/Africa	\$412	\$397	3.8%	0.6%
Other	\$140	\$130	7.8%	0.2%
Total	\$66,064	\$63,555	3.9%	100.0%

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

SHARE OF RETAIL SALES OF LICENSED APPAREL/ACCESSORIES/FOOTWEAR MERCHANDISE, WORLDWIDE, BY TERRITORY, 2015



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



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- Selected international data by territory, property type, and product category

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TOYS AND GAMES

Top Retailers Tag Holiday Toy Favorites

If it's September, it must be... the holiday shopping season? By the 7th of September—54 days before Halloween, 78 days before Thanksgiving, and 108 days before Christmas and Hanukkah (which this year begins on Christmas Eve)—the two largest toy retailers in the U.S. had announced the toys they expect to be their hottest sellers for the holidays. Walmart's Top 25 toys "Chosen by Kids" and Toys 'R' Us' Fabulous 15 Hot Toy List reflect the growing strength of licensed brands, which for the past several years have shown even stronger gains than the toy industry overall.

In 2014, North American sales of licensed toys grew 7%, according to *TLL's Annual Licensing Business Survey*, compared to 3% toy growth overall (per The NPD Group). In 2015, licensed toy sales grew 8.1%, compared to 6.7% growth overall. NPD has predicted that 2016 overall toy sales will grow 7%, the industry's fastest growth rate this century,

once again fueled by licenses with media content. While the biggest of these are movie licenses, led by Disney's Star Wars, the content advantage also extends to properties that gain exposure through television, Internet streaming services or social media, such as Moose Toys' Shopkins.

Walmart's holiday list includes eleven licensed brands (up from seven last year), while Toys 'R' Us' list includes eight (up from five). Licensed properties on both retailer lists include Hasbro's NERF, MGA Entertainment's Num Noms, Spin Master's Paw Patrol and Star Wars. (Star Wars, notably, is not as dominant as it was on holiday hot lists last year—just one Star Wars toy appears on each of the lists.)

Among properties that appear on a single list, Walmart is betting on Batman v. Superman, Disney Princess, Doc McStuffins, My Little Pony and Teenage Mutant Ninja Turtles, while Toys 'R' Us favors Trolls, Pokémon and PJ Masks (based on the Disney Junior series).

Of course, the lists are to some degree self-fulfilling prophecies, since the more marketing the retailers put behind specific items, the more likely children are to succumb to the power of suggestion and request what they see marketed. While we've listed each retailer's choices below alphabetically, it's not by chance that Walmart's proprietary My Life As doll brand (My Life as Food Truck) tops its category-organized press release. Toys 'R' Us' top item: PJ Masks Headquarter Play Set, an exclusive item.

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.

WALMART CHOSEN BY KIDS TOP TOY LIST

- ▶ Barbie Rainbow Cove Princess Castle Playset
- ▶ Batman v. Superman: Dawn of Justice Batcave*
- ▶ Disney Princess Carriage*
- ▶ Doc McStuffins Hospital Care Cart
- ▶ Fisher Price Imaginext Bat Flight City
- ▶ Fisher Price Imaginext Ultra T-Rex
- ▶ Fisher Price Little People Sit 'n Stand Skyway
- ▶ FurReal Friends Torch, My Blazin' Dragon
- ▶ Hatchimals
- ▶ Hot Wheels AI Racing Playset
- ▶ Little Live Pets Puppy
- ▶ My Life As Food Truck*
- ▶ My Little Pony Explore Equestria Crystal Empire Castle
- ▶ NERF N-Strike Elite HyperFire Blaster
- ▶ Num Noms Lipgloss Truck
- ▶ Paw Patrol Zooming Marshall
- ▶ Pie Face Showdown! Game*
- ▶ Pom Pom Wow Decoration Station
- ▶ Razor PowerCore E100 Electric Scooter*
- ▶ Sky Viper Streaming Drone
- ▶ Star Wars Electronic R2D2
- ▶ Teenage Mutant Ninja Turtles Mega Lair Playset
- ▶ Teenage Mutant Ninja Turtles Remote Control Skateboarding Mikey*
- ▶ Tyco Terra Climber Remote Control Vehicle
- ▶ Vtech Go! Go! Smart Wheels Treasure Mountain Train Adventure

TOYS 'R' US 2016 HOT TOY LIST

- ▶ DreamWorks Trolls Hug Time Poppy
- ▶ Fisher-Price Think & Learn Code-a-pillar
- ▶ Hatchimals
- ▶ Little Live Pets Snuggles My Dream Puppy
- ▶ Little Tikes Light 'n Go 3-in-1 Activity Walker
- ▶ NERF N-Strike Elite TerraScout RC Drone Blaster*
- ▶ Num Noms Lip Gloss Truck
- ▶ Paw Patrol Zoomer Marshall
- ▶ PJ Masks Headquarter Play Set *
- ▶ Pokémon Z-Ring Set
- ▶ Power Wheels 12-volt Wild Thing
- ▶ Selfie Mic Music Set – Black or Pink
- ▶ Shopkins Tall Mall Storage Case*
- ▶ Sky Viper v2400 HD Streaming Drone with FPV Headset*
- ▶ Star Wars InteracTech Stormtrooper

WORLD OF LICENSING

6 Trends in Global Entertainment/Character Licensing

Worldwide retail sales of licensed merchandise based on entertainment/character properties totaled \$28.7 billion in 2015, according to TLL's Annual Licensing Business Survey. For the second year in a row, entertainment/character was the fastest growing property type—outdoing 2014's 4.8% increase with even more impressive growth of 6.3%. Here's a look at some of the notable trends affecting global licensing of entertainment/character properties:

1. Growth of TV-Based Adult Products

Although kids' products remain the industry staple, there's been more licensing of entertainment/character properties for products targeting adults including everything from Ommegang brewery's popular *Game of Thrones* beer lines to *50 Shades of Gray*-inspired lingerie. Key sources for these products are adult TV series like *Game of Thrones*, *Breaking Bad*, *The Walking Dead*, *Outlander*, and *Doctor Who*. "Specialty toy companies and retailers like Hot Topic and Spencer's are thrilled to be able to offer fan products that aren't tied to Disney," notes one licensee.

2. Continued Challenges of Licensing Film Properties

As usual, *Survey* respondents, especially licensees, bemoaned the risks of licensing movie properties for consumer products. In addition to the short life span, they cite the uncertainty surrounding a film's ultimate success. "You can spend two years developing product only to see it all go down in flames in the space of a week," noted one exasperated licensee.

3. Sequels, Reboots, and Adaptations

The unpredictability and risks inherent to film properties has enriched the value of films tied to proven franchises. So it's hardly surprising that almost all of 2015's best performing film properties were reboots, sequels, and adaptations like *The Force Awakens*, *Minions*, *Avengers: Age of Ultron*, and *The SpongeBob Movie: Sponge Out of Water*. Look for the trend to continue. Among the films in *TLL's Planned Feature Films with Licensing Potential* list

"NETFLIX HAS MOVED THE NEEDLE ON SHOWS THAT HAVE GONE FROM BROADCAST TO NETFLIX."

for 2016–2020, 56 were sequels and 18 reboots, a whopping 60% of all films listed.

4. The Fashion Connection

Ties between the fashion industry and entertainment/character properties continue to grow, encompassing everything from new apparel-friendly and on-trend style guides to fast-fashion deals, designer collaborations, co-branding arrangements and capsule collections based on TV and film properties. In addition to mutual brand exposure, these arrangements have been successful in driving revenues, especially at the lower tiers of distribution, according to licensing executives.

5. Digital Platforms

Licensors and licensees alike are getting better at using digital platforms like Netflix, Hulu, YouTube, and Amazon to extend media exposure for licensed properties including the launch of new licensing programs. "Netflix has moved the needle on shows that have gone from broadcast to Netflix," according to one agent. And while *Survey* respondents were split on how well digital platforms serve to launch new properties, it's worth noting that Marvel's "Jessica Jones" and "Daredevil" were both distributed as Netflix originals.

6. Retro Revivals

Interest continues to grow in nostalgic and retro/vintage properties, which are perceived as less risky. In many cases, properties are reimagined and reconceived for modern consumers while still shrouded in the trade dress and aura for which they were known and loved. Pokémon, Teenage Mutant Ninja Turtles, Powerpuff Girls, Moomins, Betty Boop, Popeye, and Teletubbies are just a few notable examples from recent years.



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Licensing News

Properties Available Or Recently Assigned, U.S.

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
Alisha Marie	Lifestyle vlogger counts 5.6 million subscribers on two YouTube channels for morning routines, DIY projects and decor, lifestyle, fashion and beauty videos.	All	Natalie Novak, United Talent Agency (UTA)
Baxter Mill Archive	Springs Creative Products Group's archive of over 400,000 documents including antique books, handpainted artwork and original fabric swatches.	Accessories, apparel, home decor, stationery, tabletop accessories	Sam Abell, Courtney Davis
Hank & Sylvie	Brand based on pair of drawings of a fictitious couple by NYC-based contemporary artist Lou Patrou.	Apparel, home products, lifestyle, stationery, textiles	Sue Einersen, Vivid Art Agency
Honda	American automotive and powersports company known for reliability and superlative products; includes Honda, Acura and Honda Powersports brands.	All	Abe Cohen, Earthbound Brands
Kathy Corday	PBS personality and photographer uses 30 years of world travel to document the varieties of modern day society.	Fashion, gifts & collectibles, housewares, paper goods, puzzles	Sue Einersen, Vivid Art Agency
Lou Patrou	NYC-based artist and painter designing with a portfolio spanning over 4 decades; All obsessed with finding new ways to create with faces.		Sue Einersen, Vivid Art Agency
Mike Tyson Photo Collection	The Boxing Hall of Fame's wealth of memorabilia including sounds, video and films of boxing heavyweight champion; 2 yrs.	All	Cynthia Modders, Firefly Brand Management
Num Noms	Food-based miniature character toys targeting girls 5-9 are shaped and scented like sweet or salty treats.	Home goods, sporting goods	Juli Boylan, MGA Entertainment
Robert Irvine	Celebrity chef and TV show host.	Cookware & kitchen products, fitness products, food items, storage	Steven Heller, Brand Liaison (The)
Tracey Wirth Designs	Award-winning artist, interior designer and avid quilter with a special interest in surface and fabric design.	Fabric, gifts, housewares, paper goods, toys	Sue Einersen, Vivid Art Agency
Tree Top	Agricultural cooperative owned by nearly 1,000 apple and pear growers providing premium quality fruit juices, fruit-based products and ingredients.	All	Adam Berg, Valen Group

Licenses Recently Granted, U.S.

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Alien	Titan Publishing/Titan Entertainment*	Coloring books	20th Century Fox Consumer Products
Amy Coe	Kidz Concepts	Apparel (children's, infants', toddlers')	Joester Loria Group
Anthony Davis	Saks Fifth Avenue	Athleisure, jackets, jogging suits, shorts, t-shirts	National Basketball Association (NBA)
Atari	Roam Inc.	Earphones, headphones	Atari
Camilla Staerk	Mars Retail Group	Chocolate	Staerk Collection
Coca-Cola	Crates and Pallet div. Houseworks Group USA	Beverage carriers, coasters, crates, wall hangings	Coca-Cola
Country Music Association (CMA)	Hallmark Licensing	Greeting cards	Country Music Association (CMA)
Deliciously Ella	Neal's Yard Remedies	Skin care	Deliciously Ella Ltd.
EatingWell	Bellisio Foods	Frozen entrées	Meredith
EmojiOne	Walls360	Wall graphics	EmojiOne div. Ranks.com
Felix the Cat	Kahuna Ukuleles div. AP Intl.	Ukuleles	DreamWorks Animation
Finding Dory	H2W Sunstaches	Novelty sunglasses	Disney Consumer Products
Finding Dory, Toy Story, Monsters Inc.	Forever 21	Apparel, beanies, body suits, jackets, t-shirts, tote bags	Disney Consumer Products
Football Greats Alliance	Bleacher Creatures	Plush	WME/IMG
Hai Karate	American Classics	Apparel	Lisa Marks Associates (LMA)
Hello Kitty	LuxBite	Baked goods, cakes, macaroons	Haven Licensing
Hustler	Hood By Air	Bodysuits, fashion apparel, t-shirts	Sharpe Company (The)
I Love NY	Violife	Personal care products, travel sets	Brand Sense Partners
Justin Bieber	Forever 21	Hoodies, sweatpants, t-shirts	Bravado Intl. Group Merchandising Services
Kelly Behun	Barneys New York	Home furnishings, rugs, table accessories, textiles	Kelly Behun Studio
Kensie	Betesh Group	Handbags, small leather goods	Bluestar Alliance
Laura Ashley	Stepping Stones	Cold weather accessories, hair accessories, hosiery	Laura Ashley
Manchester United	Columbia Sportswear*	Outerwear	Manchester United Merchandising
Marvel	Loot Crate	Accessories, apparel, home goods, subscription service	Disney Consumer Products
Mickey & Minnie Mouse	H2W Sunstaches	Novelty sunglasses	
	Vandor Products	Dinnerware	
Mountain Dew	VFiles	Apparel, backpacks, baseball caps	Joester Loria Group
Muhammad Ali	Cosi Games	Mobile games	Authentic Brands Group (ABG)
My Little Pony	Sony Music Entertainment*	Music	Hasbro
NFL	Tommy Bahama*	Sportswear	NFL

*Extension or renewal.

Continued on page 9

Licensing News *Continued from page 8*

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
NFL Players Association	Whalerock Industries	Digital stickers, emoji	NFLPA
Nickelodeon	Junk Food Clothing	T-shirts	Nickelodeon & Viacom Consumer Products
Novogratz (The)	Momeni	Rugs	Novogratz (The)
Num Noms	Canal Toys	Activity sets, craft kits	MGA Entertainment
	Ceaco	Puzzles	
	ES Originals	Footwear	
	Franco Manufacturing	Bedding	
	H.E.R. Accessories	Hair accessories, jewelry, watches	
	Komar Sleepwear	Sleepwear	
	My Favorite Company/Treat Street	Confectionery	
	MZ Berger & Co.	Banks, clocks	
	Palamon div. Li Fung	Halloween costumes	
	Party City	Party favors, party goods	
	Scentco	Scented flash drives, scented writing	
	Skyhigh Intl.	Back-to-school, social stationery	
	Starlight Accessories	Sunglasses	
	Thermos	Lunch kits	
	Toy Factory	Amusement plush	
Patina Vie	Anthropologie	Giftware, glassware	Alex Meisel & Co.
	Cambridge Silver Smiths	Barware, flatware	
	Color Craft	Jewelry	
	Core'dinations	Imprintable invitations	
	MCS Industries	Clocks, frames, mirrors, wall art	
	PTS America	Dinnerware, furniture	
	SL Home Fashions	Bath products, bedding, pillows, window coverings	
	Thirstystone Resources	Natural stone entertaining, tabletop accessories	
	York Wallcoverings & RoomMates	Wallcoverings	
Professional Bull Riders (PBR)	Rare Labs	Mobile games	Professional Bull Riders
Pusheen the Cat	Gund*	Plush	Fluid World Ltd.
Ritchie Valens	Rocket Fizz	Soft drinks	C3 Entertainment
Roald Dahl	Boden USA	Apparel (children's)	Roald Dahl Literary Estate (The)
Robert Allen	DwellStudio div. Wayfair*	Home decor & furnishings	Robert Allen Group
Sago Mini	Sizzle Press div. Bonnier Publishing USA	Story books	Spin Master
School of Dragons	Random House Children's Books	Educational books (children's)	JumpStart/Knowledge Adventure, DreamWorks Animation
Skinnydip x Coca-Cola	Skinnydip London	Accessories, headphones, stickers	Licensing Company, U.K. (The)
Smarties	Covee	Cold weather accessories, headwear (men's, youth & juniors), hosiery, knits	Lisa Marks Associates (LMA)
	Taste Beauty	Cosmetic bags, gift sets, hair color, lip balms, lip care, lip gloss, nail polish, nail products	
Star Trek	Massive Audio*	Bluetooth headsets	CBS Consumer Products
	Shmaltz Brewing	Beer	
Star Wars	Vandor Products*	Dinnerware	Disney Consumer Products
Suicide Squad	King Ice	Jewelry	Warner Bros. Consumer Products
SuperMansion	Titan Publishing/Titan Entertainment	Comic book series	Sony Pictures Consumer Products
Taraji P. Henson	MAC Cosmetics	Cosmetics	United Talent Agency (UTA)
Thomas Kinkade	PTM Images	Home decor	Art Brand Studios
Tommy Bahama	Chronicle Books*	Cookbooks	Tommy Bahama
Trolls	Pillow Pets div. CJ Products	Night lights, plush pillows	DreamWorks Animation
	PlayWheels div. Bravo Sports	Safety gear, scooters, skateboards, skates	
Vera Bradley	Fox Chapel Publishing	Coloring books, design books, gift sets	Vera Bradley
	Lifeguard Press	Home office organizers, stationery	
World Wildlife Fund	Williams-Sonoma	Backpacks, lunch bags, water bottles	World Wildlife Fund
WWE Superstars	Petmate/Doskocil Manufacturing	Pet beds, pet products & accessories, pet toys & accessories	World Wrestling Entertainment (WWE)
Yellow Submarine	Vandor Products	Dinnerware	Apple Corps Ltd.
ZZ Top	Impact Merchandising	Accessories, fashion tops, sweatshirts, t-shirts	Epic Rights

*Extension or renewal.

Continued on page 10

Licensing News *Continued from page 9*

International Properties Available or Recently Assigned			
PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
Aardman Animations	Includes 2018 feature film <i>Early Man</i> as well as <i>Shaun the Sheep</i> , <i>Wallace & Gromit</i> , <i>Morph</i> and <i>Timmy Time</i> .	All (U.K.)	Ian Downes, Start Licensing
Alisa Black	Artist whose work stands out for being bright, bold, and eye catching from day to day observations through to humorous images.	All (U.K.)	Sarah Lawrence, This is Iris
Artwork of Norman Thelwell (The)	British cartoonist best known for his humorous illustrations of ponies and horses, and all things relating to the countryside.	Accessories, apparel, giftware, home decor, stationery (North America)	Shari Meltzer, NewTack Strategies
Bob's Burger	Animated comedy follows 3rd generation restaurateur Bob Belcher, who runs <i>Bob's Burgers</i> with the help of wife Linda and their three kids.	All (U.K.)	Sandra Vauthier-Cellier, 20th Century Fox Consumer Products
Creature	Cult classic alien sci-fi horror film paved the way for other genre films of the 80's and 90's.	All (Worldwide)	Rand Marlis, Creative Licensing Corp. (CLC)
Fila	Italian sportswear brand working to develop a program for its training and Heritage collections.	Accessories, apparel, sportswear (Mexico)	Elias Levy Cheres, Versa Licensing S.A. de C.V.
Flora of the Forest	Preschool STEM TV series opens the world of natural science and exploration to kids with a naturally inquisitive 7-year old powerhouse at the helm.	All (Worldwide)	Lisa Hryniewicz, Koko Rose Media
Happy Toon World	U.S.-based entertainment company consisting of 75 junior versions of famous characters.	Apparel (children's), baby products, footwear, school supplies (Germany)	Michael A. Lou, V.I.P. Entertainment & Merchandising AG
High Times	Cannabis media company is the authoritative voice of cannabis culture for over forty years; representation includes film, television, digital, consumer products and sponsorships.	All (Worldwide)	Sid Kaufman, United Talent Agency (UTA)
Isaac Hayes	Personality rights for the American soul singer, songwriter, actor, producer and voice artist for use in advertising, media, and long-term brand associations.	All (Worldwide)	Martin Cribbs, Icon Representation div. Beanstalk
Jamie Curry	YouTube star out of New Zealand with over 1.3 million subscribers for her vlogs, challenges, collaborations, and other videos on her <i>Jamie's World</i> channel.	All (Worldwide)	Bruno Maglione, WME/IMG
Jennifer Adams' Love Coming Home	TV personality and celebrity designer for home and lifestyle products; current retail distribution for 10 licensees.	Bath products, candles, loungewear, pet products, sleepwear (North America)	Don Rothwell, All-American Licensing & Management Group (AALMG)
KidsOut	U.K. charity provides services to disadvantaged children throughout the country; mission to provide support, hope and memories.	All (U.K.)	Denise Dean, Edutainment Licensing
Krispy Kreme	Global sweet treat retailer known for its signature Original Glazed doughnut seeks sub-agents.	All (Worldwide)	Ross Misher, Brand Central
Le Tigre	1977 heritage sportswear and active lifestyle brand, known for preppy apparel basics and essentials.	Lifestyle products, sportswear (U.K.)	Andrew Waller, Mandarin Licensing/Mandarin Creative
NFL Players Association	Group licensing rights to over 2,000 active NFL players including the newly launched NFLPA-owned catalog of player emojis.	All (Europe)	Teri Niadna, Brandgenuity Europe
Oggy and the Cockroaches	Children's TV series distributed in 160+ countries with over 3 billion total views on YouTube; 5th season premieres in India next fall.	All (India)	Jiggy George, Dream Theatre Pvt. Ltd.
Parasomnia	Horror film inspired by dystopian surrealism spawned villains such as the "death clock."	All (Worldwide)	Rand Marlis, Creative Licensing Corp. (CLC)
Poppy Cat	Book-based U.K. animated children's TV series licensed to more than 140 territories worldwide.	All (Japan)	Yuji Masuda, Landmark Co.
Precious Moments	Inspirational giftware-based brand known for its teardrop-eyed characters.	All (Southeast Asia)	Marilu Corpus, CLICK! Licensing Asia
Puppet Master	1989 American horror film stars animatronic puppets that fans "love to hate." Franchise spans 11 sequels, comic book spinoff, and collector's items.	Costumes, figures, games, novelties, posters, publishing (Worldwide)	Rand Marlis, Creative Licensing Corp. (CLC)
Ripsaw & Riptank	Luxury tanks for offroad adventure.	Automotive accessories, back-to-school, construction toys, posters, remote-controlled vehicles, ride-ons (North America)	Todd Lustgarten, Perpetual Licensing
Rugby Football Union	New style guide for the U.K.'s national governing body for rugby seeks to expand into the children's and women's markets.	All (U.K.; 5 yrs.)	John Taylor, CPLG U.K. (Copyright Promotions Licensing Group)
Snoozeville	Kid's comedy TV series follows 3 best friends as they explore the internal workings of an 8-year-old dreams.	All (Worldwide)	John Rice, JAM Media
Space Invaders	Retro video game brand targeting generations of fans through high fashion partnerships.	Accessories, fashion (U.K.)	Gemma Witts, CPLG U.K. (Copyright Promotions Licensing Group)
St. Andrews Links	Scottish heritage brand amongst the oldest golf courses in the world; known as the "home of golf."	Accessories, gifts, health & beauty aids, home decor, stationery (Worldwide)	Steve Manners, CPLG U.K. (Copyright Promotions Licensing Group)
Swiss Diamond	"Swiss-made high end cookware brand founded 2001 is considered the Rolls Royce of cookware; ranked No. 1 nonstick cookware since 2012.	Bakeware, dinnerware, electronic appliances, flatware, glassware, kitchen textiles (North America)	Don Rothwell, All-American Licensing & Management Group (AALMG)
Tee & Mo	Preschool TV series stars a little monkey named Tee and his first time monkey mum Mo.	All (U.K.)	Claire Shaw, Zodiak Kids
Verne Troyer	Actor known for his role as Mini-Me in the hit <i>Austin Powers</i> franchise seeks to expand his digital presence and develop new creative properties.	All (Worldwide)	Robert Sherry, Studio71 (form. Collective Digital Studio)

*Extension or renewal.

Continued on page 11

Licensing News *Continued from page 10*

International Licenses Recently Granted

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Alisa Black	Carousel Calendars div. Otter House Group	Greeting cards (U.K.)	This is Iris
American Girl	DK Publishing	Non-fiction books (Worldwide)	American Girl div. Mattel
Artwork of Norman Thelwell (The)	C4 Belts	Belts (North America)	NewTack Strategies
Barbie	Charlotte Olympia	Accessories (adults'), footwear (women's; Worldwide)	Mattel
Beavis and Butt-head	Dr. Martens/AirWair Intl.	Accessories, apparel, footwear (Worldwide)	Nickelodeon & Viacom Consumer Products
BeForever	Scholastic Media	Publishing (Worldwide)	American Girl div. Mattel
Ben and Holly's Little Kingdom	Panini Brasil	Stickers, trading cards (Brazil)	Exim Licensing (Brazil)
	Piffer & Cia. Ltda.	Party goods (Brazil)	
	Regina Festas	Party goods (Brazil)	
Betty Boop	Versa Licensing S.A. de C.V.	Apparel (Mexico)	Tycoon Enterprises (Mexico)
Beyblade Burst	Hasbro	App-connected toys, toys (North America, Europe, Latin America)	d-rights Inc., Sunrights
Bing	Dreamtex	Bedding (children's), home textiles (U.K.)	TLC/Iconix Europe
Brick Lane Bikes	Heritage Apparel Ltd.	Apparel (Worldwide)	Foundry Brands
British Museum (The)	Arley House Fabrics	Fabrics (U.K.)	TSBA
	Portfolio Ltd.	Greeting cards (Worldwide)	
Call of Duty: Infinite Warfare	Trends International	Calendars, decals, posters (North America)	Activision
Chewits	Bon Bon Buddies	Easter eggs (U.K.; 2 yrs.)	Cloetta U.K.
Chicago	MadeWorn	Cashmere apparel, denim shirts, jackets, knit tops, leather apparel, t-shirts (Worldwide)	Epic Rights
Chivas de Guadalajara	New Era Cap	Hats (U.S., Mexico)	One Entertainment
Disney Fairies	Travis Designs	Dresses (U.K.)	Disney Consumer Products
Disney Princess	English Ladies Co./Camal Enterprises Ltd.	Figurines, tea sets (Worldwide)	
	Travis Designs	Dresses (U.K.)	
Eddie is a Yeti	CozyPhones	Earphones, headphones (North America)	Lawless Entertainment
English Heritage	Woods of Windsor	Home fragrance (U.K.)	English Heritage
Game of Thrones	Winning Moves U.K. Ltd.	Board games (U.K.)	HBO
Girl of the Year	Scholastic Media	Publishing (Worldwide)	American Girl div. Mattel
Gorjuss	Design Objectives (docrafts)	Papercraft products (U.S., U.K., Europe, ANZ, South America)	Santorio London
	Henkel	Glue sticks (U.K., Europe)	
	KitFix Swallow Group	Craft kits (U.K.)	
Grand Designs Australia	Albi	Furniture, home decor (ANZ)	FremantleMedia Australia
Head	Repco Asia	Audio electronics, lighting, telecom (North America)	HEAD BV
Heinz	PepsiCo	Potato chips (U.K.)	Heinz U.K.
Hello Kitty	Marina Hoermanseder	Fashion apparel (Germany)	Sanrio GmbH
Hermès	Apple*	Smart watches (U.S., Canada, Australia, Belgium, China, France, Germany, Hong Kong, Italy, Japan, Macau, Russia, Singapore, Spain, Switzerland, Taiwan, UAE, U.K.)	Hermes-Otto Intl. U.S.A.
High Performance Sports Drink	Pro Prom	Sports drinks (Central America, South America, Mexico; 3 yrs.)	High Performance Beverage Co.
James Bond 007	BIG Chief Studios Ltd.	Collectible figures (Worldwide)	Danjaq
Jefferson Airplane	MadeWorn	Cashmere apparel, denim shirts, jackets, knit tops, leather apparel, t-shirts (Worldwide)	Epic Rights
Jimi Hendrix	Pretty Green	Badges, jackets, mobile device cases, shirts, t-shirts (U.K.)	Experience Hendrix
Kazoops	Penguin Random House (Australia)	Activity books, publishing, sticker books, story books (Australia)	Fusion Agency
KidsOut	OpSec Security	Holographic stickers (U.K., Asia)	Edutainment Licensing
KISS	Santex Moden GmbH	Hoodies, jogging suits, pajamas, sweatshirts, t-shirts (GAS, Poland, U.K., Eire)	Epic Rights
Kori Kumi	Craft Consortium	Papercrafting (U.S., U.K., Europe)	Santorio London
	Fratelli Campagnolo	Apparel (girls'; Italy)	
Laura Ashley	PaperStyle*	Personalized stationery (U.S., Canada, Australia)	Laura Ashley
	Treadstone Products	Gardening accessories (U.K.)	
LPGA	Mk Trend Co., Ltd.	Accessories, apparel, retail stores (South Korea)	Brand Liaison (The)
Marvel Characters	Harley-Davidson	Motorcycles (ANZ)	Disney Consumer Products
Masha and the Bear	Winning Moves U.K. Ltd.	Games, Monopoly (Russia)	Masha and The Bear Ltd./ Animaccord Animation Studio

*Extension or renewal.

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Licensing News *Continued from page 11*

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Matthew Williamson	Papier	Stationery (U.K.)	Matthew Williamson
Max Mara	Safilo S.p.A.*	Eyewear, sunglasses (Worldwide; thru Dec. 31, 2023)	Max Mara S.r.l.
May Gibb's Gumnut Babies	HarperCollins Australia	Books (children's; Australia)	Merchantwise
Mickey & Minnie Mouse, Star Wars	Vandor Products	Tableware sets (U.S., Canada)	Disney Consumer Products
MotoGP x Roadster	Myntra Designs Pvt. Ltd.	Apparel (India)	LicenseWorks
Narcos	Babbel	Language-learning apps (Worldwide)	Netflix
NFL	TD Brand Global	Accessories, apparel (adults'; China, Hong Kong, Macau, Taiwan)	Brand Liaison (The)
Nitro Circus	SAWVi div. TM Intl.	Activity sets, coloring kits, stickers, temporary tattoos (Worldwide)	Nitro Circus
Noddy	KD UK/InspirationWorks UK	Electronic learning aids (U.K.)	DreamWorks Animation (U.K.)
Num Noms	Parragon	Master publishing (Worldwide, English-speaking territories)	MGA Entertainment
Original Penguin	Revman Intl.	Bath & beach towels, bedding, comforters, decorative pillows, duvet sets (U.S., Canada)	Perry Ellis Intl./PEI Licensing
Peter Rabbit	Treadstone Products	Gardening accessories (U.K.)	Nickelodeon & Viacom Consumer Products
Pingu	Phiney Pet	Apparel (U.K.)	HIT Entertainment (U.K.)
	Rodnik Band (The)	Apparel, hand bags, phone cases, rucksacks (U.K.)	
Pokémon	Build-A-Bear Workshop	Custom plush (Worldwide)	Pokémon Company Intl.
Popeye	Kiehl's div. L'Oreal	Grooming products (Australia)	King Features Syndicate
Precious Moments	Bradford Exchange*	Figurines, train sets, water balls (Worldwide)	Precious Moments
	Cherokee Caskets Co.*	Caskets, memorial books, monuments, urns (U.S., Canada)	
	Designs by Gloria & Pat*	Cross-stitch books, patterns (U.S., Canada, Mexico, U.K., France, Korea, Philippines, Singapore)	
Red Dwarf	Matrix Apparel	Badges, bags, baseball caps, hoodies, key rings, t-shirts (U.K., Europe)	UKTV
Royal Horticultural Society	Burgon & Ball	Gardening accessories, gifts (U.K.)	Royal Horticultural Society/RHS Enterprises Ltd.
	Frances Lincoln div. Quarto Publishing Group U.K.*	Journals, note cards, notebooks, stationery (U.S., U.K., Europe, Australia)	
	Kelkay	Horticultural gravel, horticultural grit, horticultural sand (U.K.)	
	Melcourt Industries	Mulch, peat-free compost (U.K.)	
	Trimetals	Garden storage, metal sheds (U.K.)	
Sarah Jessica Parker	Lovely Distribution Co. dba SJP Beauty	Fragrance (Worldwide)	Creative Artists Agency (CAA)
Scorpions	CARD.com	Credit cards, e-wallets, prepaid debit cards (North America)	Epic Rights
	MadeWorn	Cashmere apparel, denim shirts, jackets, knit tops, leather apparel, t-shirts (Worldwide)	
Shaun the Sheep	Mardles/AliveLab	Augmented reality stickers (Worldwide)	Aardman Animations
Slush Puppie	Poeticgem/Poetic Brands Ltd.	Accessories, beachwear, nightwear (U.K.)	Pink Key Consulting
Smiley	InBrands	Apparel (Brazil)	SmileyWorld
South Park	Source3	3D printed products (U.S., later Worldwide; 3 yrs.)	Nickelodeon & Viacom Consumer Products
Stanley	Wild & Wolf	Accessories, leather wallets, stationery, wash bags (U.K.)	Stanley Black & Decker
Star Trek Beyond	AliBABA Group	Accessories, apparel, automotive accessories, consumer electronics, home decor, office supplies, sporting equipment, toys (China, Hong Kong, Taiwan)	CBS Consumer Products
	Mtime.com	Bags, caps, drinkware, key chains, mobile phone cases, power banks (China, Hong Kong, Taiwan)	
Styx	MadeWorn	Cashmere apparel, denim shirts, jackets, knit tops, leather apparel, t-shirts (Worldwide)	Epic Rights
Tatty Devine	Wild & Wolf	Bags, purses, string lights (U.K.)	Tatty Devine
Ted Nugent	MadeWorn	Cashmere apparel, denim shirts, jackets, knit tops, leather apparel, t-shirts (Worldwide)	Epic Rights
Teletubbies	Alligator Publishing	Travel accessories (U.K.)	CPLG U.K. (Copyright Promotions Licensing Group)
	Euroactive Products/David Lowe & Co.	Beds (toddlers'), bouncers, cots, Moses baskets (U.K.)	
	Finsbury Food Group Plc	Celebration cakes (U.K.)	
	Sambro Intl.	Arts & crafts, outdoor games (U.K.)	
	Solutions EU	Baby kitchen products (U.K.)	
	Spearmark Intl. Ltd.	Lighting (U.K.)	
	Ultimate Products Global Sourcing (UPGS)	Paper towels, tissues, wet wipes (U.K.)	
	Vivid Imaginations	Crayola Kids (U.K.)	
	Walltastic	Wall stickers (U.K.)	
	William Lamb Footwear	Footwear (U.K.)	

*Extension or renewal.

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Licensing News *Continued from page 12*

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Thomas & Friends	Jumbo Games	Foam puzzles (U.K.)	Mattel U.K. Ltd.
Thunderbirds Are Go!	Hachette Livre	Back-to-school, master publishing, stationery & bags (France)	ITV Studios Global Entertainment
	Meis & Maas	Master publishing (Benelux)	
	Spin Master	Toys (Benelux)	
	Top-Toy AS	Toys (Nordics)	
	Vivid Imaginations	Master toy (Benelux, Nordics)	
	Vivid Imaginations	Back-to-school, master toy (France)	
Trolls	Topps Europe Ltd.	Trading cards (U.K.)	DreamWorks Animation
Twilight	FunKo	Figures (U.S., Canada, U.K.)	Lionsgate
University of Oxford	Clementoni UK Ltd.*	Games, puzzles (U.K.)	University of Oxford (Oxford Ltd.)
Winnie the Pooh	Cath Kidston Ltd.	Apparel (children's, women's), bags, housewares (U.K.)	Disney Consumer Products
Yellow Submarine	Vandor Products*	Dinnerware (U.S., Canada)	Bravado Intl. Group Merchandising Services
YooHoo & Friends	Dolfin SA	Confections (Europe)	Mondo TV Group (Suisse)



contacts & connections

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

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Alex Meisel & Co., Alex Meisel, President, 805-212-4907, alex@alexmeisel.com, P. 9.

All-American Licensing & Management Group (AALMG), Don Rothwell, Partner, 704-576-6327, don@aalmg.com, P. 10.

American Classics, Tommy Cost, VP, 256-737-9995, david@americanclassics.bz, P. 8.

American Girl div. Mattel, Katy Dickson, SVP & President American Girl, 608-836-7200, katy.dickson@americangirl.com, P. 11.

Anthropologie, David McCreight, CEO, 800-309-2500, service@anthropologie.com, P. 9.

Apple, Timothy Cook, CEO, 408-996-1010, timcook@apple.com, P. 11.

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Authentic Brands Group (ABG), Katie Jones, VP Brand Licensing, Celebrity, Media & Entertainment, 212-760-2410, kjones@abg-nyc.com, P. 8.

Babbel, Thomas Holl, Founder & President, thomas@babbel.com, P. 12.

Barneys New York, Tom Kalendarian, VP Men's, Children's & Home, 212-339-7300, tkalendarian@barneys.com, P. 8.

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Bleacher Creatures, Matt Hoffman, President & CEO, 484-534-2398 x929, mhoffman@bleachercreaturetoys.com, P. 8.

Bluestar Alliance, Ralph Gindi, President & COO, 212-290-1370 x218, rgindi@bluestarall.com, P. 8.

Boden USA, Shanie Cunningham, Head U.S. Marketing, 866-206-9508, custserv@bodenusa.com, P. 9.

Bradford Exchange, Maura Kelly, VP Licensing & Art Acquisition, 847-581-8200, maura.kelly@bgeltd.com, P. 12.

Brand Central, Ross Misher, CEO, 310-268-1231, ross@brandcentralgroup.com, P. 10.

Brand Liaison (The), Steven Heller, Founder, 855-843-5424, steven@thebrandliaison.com, P. 8,11,12.

Brand Sense Partners, Sarah Benson, VP Licensing, 310-867-7222, sbenson@bsp.com, P. 8.

Bravado Intl. Group Merchandising Services, Joe Marziotto, VP Brand Marketing, 212-445-3432, joe.marziotto@bravado.com, P. 13.

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Nascent Digital Celebs Sector Rivals

Continued from page 1

than the 3.4% of the licensing industry overall). The celebrity subcategories of entertainers/models and chefs/home-related grew just 1.8% and 1.1%, respectively, in 2015.

As evidence of digital’s growing influence in licensing in 2015, one need look no further than Licensing Expo 2015, where the pre-conference Licensing University included a Digital Media Licensing Summit panel discussion and Bethany Mota, the beauty and fashion vlogger who’s become the face of digital celebrity success in licensing, delivered a keynote speech.

Mota broke into licensing in 2013 by teaming with teen retailer Aéropostale on a personally branded line of apparel, which has since expanded to fragrance and home décor. This year, she added a line of branded school supplies for Target.

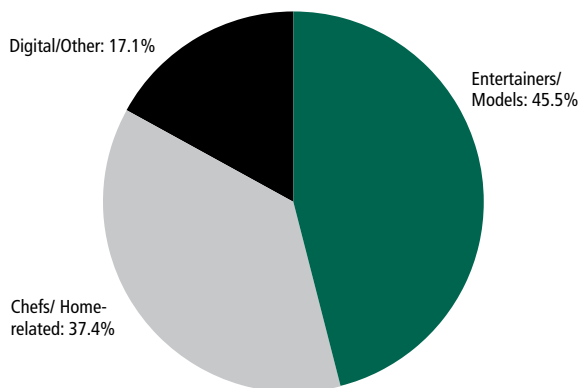
In addition to staged events, digital loomed large on the Expo floor in 2015. Record numbers of digital attendees roamed and set up booths, including first-time exhibitors YouTube and its content partner AwesomenessTV.

Despite the growth in the digital celebrity property type and the Expo activity, however, many licensees and retailers remain slow to embrace properties established in digital services but lacking exposure on traditional, linear TV outlets. This was made visually apparent at 2016’s Expo, which saw less digital celebrity presence and a deserted YouTube pavilion.

Licensing successes like Mota’s are the exception, rather than the rule, though there are others: beauty vlogger Michelle Phan launched makeup line em Michelle Phan with L’Oreal and British fashion and beauty vlogger Zoe Sugg (Zoella) has a Zoella Beauty line of bath and beauty products. The Zoella line was initially launched in the U.K. and was brought to the U.S. this year, where it is now sold in American Eagle and Tillys stores.

Mass merchant Target has also embraced digital celebs. It sells women’s apparel line Who What Wear, designed by bloggers Hillary Kerr and Katherine Power, and Oh

SHARE OF RETAIL SALES OF LICENSED MERCHANDISE, BASED ON CELEBRITY PROPERTIES, U.S./CANADA, 2015



SOURCE: THE LICENSING LETTER

Joy!-branded baby and home products from blogger and Pinterest influencer Joy Cho.

Many more digital celebrities, however, have a smaller licensing footprint than their millions of followers might suggest, with licensing activity often limited to book deals and merchandising programs with custom manufacturing websites like Spreadshirt or Redbubble. The most popular YouTuber in the world, Swedish comedian and videogamer PewDiePie (real name Felix Kjellberg) published a book in 2015, *This Book Loves You*, through Penguin Books, and a videogame, *PewDiePie: Legend of the Brofist*, with Outerminds. Other merchandise (think t-shirts and mugs) is sold on Zazzle, Redbubble, and other sites. The same merchandising strategy holds true for other top YouTubers like Tyler Oakley and Ryan Higa (Niga Higa).

This new wave of digital celebrities will almost certainly license more widely than the online t-shirt business, however, as they move beyond the short form realm of YouTube, Vine, Snapchat, Instagram, Twitter, Facebook, and Musical.ly and into more traditional, linear TV series and movies. Tyler Oakley, for instance, has a TV development deal with Ellen DeGeneres, Variety reports. And Defy Media, whose brands include the popular Smosh comedy team, raised \$70 million to expand programming including into traditional TV.

In the next few weeks, the Miranda Sing’s series, *Haters Back Off*, will bow on Netflix worldwide with eight half-hour episodes, while Amazon Prime will begin streaming *Dirty 30*, a movie about an out of control 30th birthday party, starring YouTubers Grace Helbig, Mamrie Hart and Hannah Hart. Netflix also will have an unscripted series following the life of Vine star Cameron Dallas as he plots his career path to the next level.

These stars follow others including PewDiePie and Freddie Wong into series on streaming platforms. PewDiePie anchors *Scare PewDiePie*, a reality-adventure series on

Continued on page 20

RETAIL SALES OF LICENSED MERCHANDISE, BASED ON CELEBRITY PROPERTIES, U.S./CANADA, 2014–2015
(Figures in Millions)

PROPERTY TYPE	RETAIL SALES, 2015	RETAIL SALES, 2014	CHANGE, 2014–2015	SHARE OF MARKET, 2015
Entertainers/models	\$2,585	\$2,540	1.8%	45.5%
Chefs/Home-related	\$2,126	\$2,103	1.1%	37.4%
Digital/Other	\$971	\$899	8.0%	17.1%
Total Celebrities	\$5,682	\$5,541	2.5%	100.0%

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

SOURCE: THE LICENSING LETTER

Continued from page 19

YouTube Red, while YouTuber Wong has launched two series on Hulu, *RocketJump: The Show* and the upcoming *Dimension 404*.

Even Disney—owner of the Star Wars franchise and a full 50% market share (or more) of entertainment/character-based licensed product sales—its doing its part to grow

the business for digital celebrities. When the Mouse House launched its merchandising campaign for *Star Wars: The Force Awakens* on Sept. 4, 2015 (“Force Friday”), it kicked it off with an 18-hour “unboxing” marathon on YouTube. In a bit of priceless exposure, Star Wars toys were opened by digital celebrities from Disney’s own Maker Studios in cities around the world.

ENTERTAINMENT/CHARACTER

Disney Dresses Up with Fashion

If you think Disney licensing is all about mass merchant toys and t-shirts, think again. Fast fashion retailer Forever 21 rolled out a limited-edition Disney Pixar capsule collection of women’s, men’s, and children’s clothing and accessories that feature character portraits of Buzz Lightyear, Woody, Dory, Nemo, Mike Wazowski, and others along with phrases that play off the characters. (Think “Buzz Worthy” and “Monster Crew.”)

It’s one of two recent retail collaborations—the other is with U.K. retailer Cath Kidston, which next month will debut Winnie the Pooh prints for women’s and kids’ apparel, bags and homeware—that illustrate Disney’s recent push into fashion with both its classic and contemporary brands. Disney’s 2016 deals run the gamut from low to high fashion and from apparel to cosmetics.

“We’re in the midst of a Disney cultural renaissance of sorts,” Fashionista.com declared this summer, in a column answering the question “What’s with all these Disney fashion collaborations?”

“Designers and artists around the world are attracted to iconic Disney characters because of their pop cultural appeal,” Heather Laing-Obstbaum, Disney Consumer Products’ VP Product Development Soft Lines, told the website.

Disney, the world’s No. 1 licensor of entertainment/character merchandise, showcased its recent fashion forays in *Destination: Disney Style*, a five-part original YouTube series hosted by YT influencers showing Disney collaborations in fashion capitals around the globe. Individual episodes focus on the Forever 21 and Cath Kidston collections, as well as Tokyo Disney street style, Minnie Mouse-inspired designs from Chinese designers at Shanghai Fashion Week and Disney x Coach, which pairs Mickey Mouse with the high-end leather goods label.

Other Disney fashion deals over the past few months include:

- ▶ Designer Trina Turk created the first Disney designer beachwear with *Finding Dory*.
- ▶ Fashion line Kenzo sold a limited-edition apparel line for men and women, inspired by spring theatrical release *The Jungle Book*, exclusively at Bergdorf Goodman.
- ▶ Beauty retailer Sephora earlier this year launched Disney Minnie Beauty By Sephora Collection of color cosmetics and accessories.
- ▶ Sephora stores also sell an Alice Through the Looking Glass Eyeshadow Palette from Urban Decay.

The Licensing Sourcebook Online

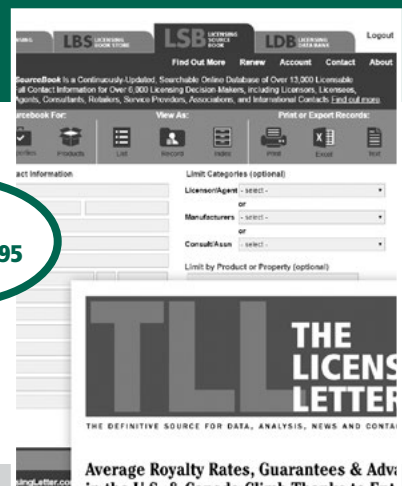
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PUBLISHING

Billboard the Latest to Use Private Partners to Expand in China

Billboard expands into China with a number of branded media platforms in partnership with Vision Music, a Chinese media company focusing on the entertainment, fashion, lifestyle and sports sectors. Under the agreement, Billboard will provide music content channels via multiple platforms, including print, internet and mobile. The announcement follows Billboard's entry into the Philippines with fashion retail partner OXYGEN and brand-licensing initiatives for Billboard products, conferences and shows to be created in Asia, Europe, the Middle East and Africa.

The presence of local partners is particularly a boon in China, where the government sets controls foreign imports. One beneficiary is Paramount for feature film *Star Trek Beyond*, which launched the first ever *Star Trek* licensing program in China thanks to the American company's partnership with Alibaba Pictures Group, Mtime, and state-owned enterprise China Film Group. The growth of private sector involvement is one key reason why foreign companies are finding investment in the region easier.

China's sheer size and rapid growth (the growth in licensed retail sales has outpaced GDP growth for at least

FOREIGNERS WHO WANT TO DO BUSINESS IN CHINA MUST EXERT CONSIDERABLE EFFORT WITH NO GUARANTEE OF RETURNS. DESPITE A GROWING MIDDLE CLASS, THERE STILL EXISTS A SIGNIFICANT RURAL POPULATION WITH LITTLE DISPOSABLE INCOME.

the last five years) have contributed to making the country of the most sought-after for licensing. However, these same factors make licensing a difficult proposition. Foreigners who want to do business in China must exert considerable effort with no guarantee of returns. Despite a growing middle class, there still exists a significant rural population with little disposable income. Government monopolies, multiple regional languages, and trademark law that is favorable to Chinese citizens all contribute to delays in launching programs. And for years, investors have tensed at the country's growing inflation and borrowing—China recently raised its debt load to about \$26.6 trillion, stoking analyst fears of a crisis that could spill across borders and affect the rest of the world.

ENTERTAINMENT/CHARACTER

Rogue Film's Miniature Launch

In a move reminiscent of last year's *Force Friday* unboxing events, Disney revealed the new toy line for upcoming film *Rogue One: A Star Wars Story* via a series of fan-made videos on Star Wars' YouTube channel. Unlike last year however, the toys—from Hasbro, LEGO, Funko, Jakks Pacific, Mattel, and Disney Store—are brought to life in scripted stop-animation shorts through a collaboration with creative network Tongal.

TLL estimates that worldwide retail sales of licensed Star Wars merchandise cleared \$2 billion in 2015 for the second year in a row, with just under half of sales in the U.S./Canada. While *Star Wars* is expected to rise again in 2016, the jump won't be as extreme. A shorter merchandising window means that retailers won't be shooing other brands off shelves as early in the year; several TLL sources have commented that although they are stocking up on *Star Wars* goods, they won't rely solely on the force to drive sales.

Unlike with last year's merchandising campaign for *The Force Awakens*, the run-up for *Rogue One* is decidedly less secretive. The four-part series, dubbed #GoRogue, will feature over 40 new toys in multiple installments through Sept. as they re-enact the events of the film, trying to track down the building instructions to the LEGO *Star Wars* Death Star set which have been misplaced by the

Empire. The film's events take place between *Episodes III* and *IV*, standing apart from the original *Star Wars* saga, and introduce new heroes, villains, droids and ships—some of which have already made their way into the new toy line.

When merchandise becomes available on Sept. 30, 11 weeks out from the feature film's release, Disney is encouraging fans worldwide to share their own short stories or skits for the chance to win a screening to *Rogue One*. While the impetus behind *The Force Awakens* was curiosity of the unknown—it was the first *Star Wars* film to be released in 18 years—this campaign suggests that Disney is trying to engage fans in on the same level that they engage with the franchise. Disney's research shows that fans posted over 838,000 pieces of *Star Wars*-related content on YouTube in the past year alone, accruing more than 16.3 billion views. And instead of celebrities, the stars of these videos are common creators.

UPCOMING STAR WARS MOVIES

- ▶ ***Star Wars: Rogue One:***
12/16/16
- ▶ ***Star Wars: Episode VIII:***
5/26/17
- ▶ ***Star Wars: Boba Fett:***
TBA 2018
- ▶ ***Star Wars: Episode IX:***
TBA 2019
- ▶ ***(Untitled)*** TBA 2020

CELEBRITY

What Not to Do: Kardashians Score a Win in Fight Against Licensee

The Kardashian sisters got a pretrial court order barring licensee Haven Beauty from using their names and trademarks—effectively signaling new licensees to step up, since the Kardashians want to ultimately terminate their licensing agreement. The Aug. 23 ruling, from the U.S. District Court for the Central District of California (*2Die4Kourt v. Hillair Capital Mgmt., LLC*), serves as a good warning for licensees to be aware of their own contract terms as well as the law.

The Kardashians are suing Haven Beauty and its parent company Hillair for violating a licensing agreement allowing it to use the Kardashian Beauty and other trademarks for certain cosmetic products. A trial date has not yet been set; keep in mind that nothing is confirmed at this point. But both parties have expressed an unwillingness to settle despite court-ordered mediation—licensee hopefuls will have to wait and see.

Haven Beauty got hold of the exclusive worldwide rights in 2014 when the Kardashians' original licensee, Boldface Licensing & Branding, ran into financial problems. But Haven Beauty allegedly violated the licensing agreement by not paying royalties and not securing the approval of the Kardashians before marketing and selling certain products. After serving notice to Haven Beauty, the Kardashians unilaterally terminated the licensing agreement in July. Soon after, Haven Beauty launched the Fierce product line, which included Kardashian-branded products that the sisters expressly disapproved in sample form and promoted this line with the Kardashian's images and trademarks. After the court's ruling, Haven took down its dedicated www.kbeauty.com website.

The Legal How

So why did the court approve the Kardashian's request to bar Haven Beauty from using the sisters' trademarks? Simply put, it believes the Kardashians have a good case for trial.

The court found that Haven Beauty was likely using the Kardashian trademarks without authorization. According to California state law, once a license agreement is terminated, the licensee cannot continue using the mark. Even when a licensor improperly terminates an agreement, the licensee has only two options:

1. Consider the contract terminated and stop performance, forfeiting the right to continue to use the trademark.
2. Continue making royalty payments under the license agreement, continue using the trademark, and then sue for damages.

In short: In California (and most other states), a licensee cannot do what Haven Beauty did and continue using the trademark without paying royalties. Its continued use of

IN THE WORDS OF THE COURT, IT REFUSES TO
 "SAVE HAVEN BEAUTY WHEN ITS BUSINESS MODEL IS
 BASED ON INTENTIONAL TRADEMARK INFRINGEMENT."

Kardashian trademarks constitutes trademark infringement.

The court also found that this use would result in consumer confusion (the company made public statements that the Kardashians were involved with disapproved products) and violate the sisters' right of publicity. Further, the court found that the Kardashians would suffer "irreparable harm," because Haven Beauty continued using the marks despite the sisters' express disapproval of product prototypes. Essentially, the legal term means that the Kardashians no longer have any control over their business reputation and goodwill in connection to Haven Beauty-manufactured Kardashian-branded products.

And even though Haven Beauty's business will necessarily suffer (the Kardashian marks are its only license), because it likely intentionally violated the trademarks in question, the company was found to have brought its troubles on itself. In the words of the court, it refuses to "save Haven Beauty when its business model is based on intentional trademark infringement."

Closer Look at the Contract

The court looked at four provisions from the licensing agreement to make its decision:

Consideration: In consideration for the licensing agreement, the licensee agrees to pay the Kardashians: (1) a non-refundable advance; (2) earned royalties calculated as a percentage of overall wholesale sales; and (3) guaranteed minimum royalties payable at the end of each contract quarter.

The agreement also provided for the following steps in paying out royalties. Allegedly, no one did what they were supposed to—so this section has little bearing on the decision. But it's a good example of how companies might structure payments. The court implied that even if the Kardashians didn't generate invoices properly, Haven Beauty would still have been on the hook for making payments if it wanted to continue using the marks.

1. At the end of each contract quarter, the licensee shall provide the Kardashians with a quarterly accounting statement that includes all information necessary to calculate the earned royalties on wholesale sales;
2. After receiving quarterly accounting statements, the Kardashians shall generate an invoice identifying royalties due under the license agreement; and

3. After receiving the invoice, the licensee shall pay the Kardashians the amount due.

Prior approval: Licensee's use of the Kardashians' trademarks, etc. in connection with the promotion of cosmetic products is expressly conditioned on the prior written approval of the Kardashians.

Promotion: As an ancillary service, the Kardashians must promote the licensee's Kardashian-sponsored cosmetic products through photo shoots, personal appearances,

and social media. This obligation to promote is expressly conditioned on the licensee's material compliance with the license agreement, including the licensee's timely payment of all royalties due under the license agreement.

Termination: The Kardashians may terminate the license agreement immediately if (1) the licensee fails to make timely payments and fails to cure or (2) the licensee commits a material breach, and fails to cure. After the agreement is terminated, the licensee cannot use the Kardashians' trademarks, etc. "in any manner whatsoever."

Who's News

HMD global Oy appoints **Pekka Rantala** CMO.

Following NBCUniversal's acquisition of DreamWorks Animation, Universal Filmed Entertainment Group restructures its management team. **Vince Klaseus** leads the combined Universal and DreamWorks Animation games, digital and consumer products divisions. **Margie Cohn** helms the newly integrated television animation business. **Jeffrey Katzenberg** is Chairman of DreamWorks new media, overseeing Awesomeness TV and NOVA. DWA's Co-Presidents of feature animation **Bonnie Arnold** and **Mireille Soria** now report to Universal Pictures Chairman **Donna Langley**. **Ann Daly** steps down as President of DreamWorks Animation.

ABG promotes **John Erlandson** to Chief Revenue Officer, hires **Adam Geisler** as Group EVP Sports, and promotes **Matthew Norbly** to President Intl. Business Development & Gaming.

Chinese animation company Alpha Group launches feature-focused, L.A.-based div. Alpha Animation and names **Bob Bacon** as its CEO.

Meredith promotes **Tom Harty** to President & COO, **Jon Werther** to President of the National Media Group, **Tom Witschi** to President Consumer Products, **Georgine Anton** to President Meredith Xcelerated Marketing, **Kim Martin** to Chief Brand Officer, **Doug Olson** to President & GM Meredith Magazines, and **Stan Pavlovsky** to President Meredith Digital.

Endemol Shine Group launches new game studio and publishing label Good Catch. **Anil Mistry**, current Head Apps & Games for Endemol Shine U.K. takes on the role of Managing Director. Meanwhile, **Frances Adams** is promoted to Global Director Brands & Licensing, **Jane Smith** is brought on as Commercial Brand Executive, and **Alice Bernardi** joins as Head U.K. Licensing.

eOne appoints **Dorothy Chan** its new Head Asia for eOne Family and eOne Licensing.

Turner Asia Pacific appoints **Eric Lee** to lead its location-based entertainment business for the region.

Warner Bros. appoints **Gillian Zhao** as the company's first-ever EVP, MD & Country Manager for China.

BBC Worldwide ANZ hires **Dustin Lockett** to serve as Commercial Director where he oversees live events and entertainment, consumer products and home entertainment.

Melanie Teed-Murch is promoted to President of Toys 'R' Us Canada.

Fluid World hires **Angeles Blanco** as European Licensing Manager.

Johannes-Philipp Berendes and **Moritz Burmeister** are named Managing Directors at Iconicfuture.

Alix Wiseman moves to 9 Story as VP Business Development & Acquisitions.

Marie Congé joins Parisian production company GO-N as Head Sales & Business Development.

Raphaelle Mathieu replaces Congé as VP Sales, Acquisitions & New Media at Cyber Group Studios.

Mobile exec **Jeff Nuzzi** and director/ animator **Bob Spang** launch Like Pizza, a Pasadena, CA-based digital media studio focused on developing multiplatform original animated properties.

Tim Patterson launches U.K.-based Larkshead Media, a kids media service company focused on series development as well as licensing, merchandising, and international distribution.

Corus Entertainment welcomes **Athena Georgaklis** as Nelvana's new Head Development.

Indigenous Media names **John Zhang** EVP Marketing.

Hasbro president **Brian Goldner** joins Gap's board of directors.

Fanatics names **Glen Giovanucci** VP Retail Sales for Fanatics Branded, the company's in-house merchandise division.

Matthew Ball joins Amazon Studios as Head Strategy to lead both original and licensed programming strategies.

Aardman's Head Sales & Acquisitions **Alix Wiseman** leaves. She is replaced by **Alison Taylor**.

Bright Group Intl. welcomes new Global Contracts Manager **Sandra Tharumalingam Willmer** and Art Licensing Agent **Fiona Kenny**.

Michael Cohen joins Walker Furniture as President.

Engino Toy Systems appoints **Robert Mann** VP Intl.

Andre Persaud, EVP Shopko and Hometown divisions of Shopko Stores, leaves his post.

Barnes & Noble fires CEO **Ronald D. Boire**.

TOYS & GAMES

Kid's Tech Goes Back to the Future

The future of kid's tech products sees an overhaul in traditional play patterns even as less modern concerns are being addressed. TLL recently attended the Kids' & Family Tech Expo in NYC hosted by Child's Play Communications. From this intimate subset of kid's tech manufacturers emerges a picture of how the industry is addressing the biggest concern in kid's toys: education, namely STEM/STEAM—Science, Technology, Engineering, Art, and Math. Their answer: flexibility, customizability, and social connectivity.

The basics building blocks are still there, sometimes literally so. As more scientific studies emerge to demonstrate the damaging impact screen time can have on child development, tech companies are responding with products that don't necessarily depend on the screen—and when they do, the app-connected elements serve to enhance educational lessons to children's unique learning styles. Primo Toys featured its wooden robot Cubetto, a coding toy geared towards teaching children 3-and-up basic programming-based logic through blocks, no screens necessary.

For the older kids, manufacturers tend to stress app connectivity that enhances play. The additional features available through apps work to extend a toy's life as well as to encourage creativity and critical thinking. Drone manufacturer Parrot Drones and coding education app Tynker partnered to create app-based training puzzles that teach kids how to build programs by controlling physical drones. And Evolve's Ozobot Bit, aimed at kids aged 8-and-up, is a 1-inch robot that can be programmed through an app as well as lines on paper, by way of color-coded logic-based

AND THEN THERE ARE THE PRODUCTS THAT AREN'T TOYS: SMARTPHONE-CONNECTED THERMOMETERS, BLUETOOTH-ENABLED BREAST PUMPS, AND GPS-EMBEDDED T-SHIRTS

commands. PlayPointe is the latest company to join the augmented reality storybook trend, complete with coloring book and interactive mobile games. SmartX combines virtual and real world play with a realistic tank fighting toy. On the content side, Galxyz showed off its new interactive educational gaming app, Blue Apprentice, launched in partnership with Popular Science.

And then there are the products that aren't toys. Kinsa showed its smartphone-connected thermometer; the company has partnered with Sesame Street to introduce an Elmo-branded line. The app comes complete with social elements, where parents can join groups and monitor neighborhood health trends. Lansinoh introduced a Bluetooth-enabled breast pump, which connects to its baby monitor app to allow moms to track their baby's progress and access online resources. And the market is also responding to larger organizational needs: for the kids themselves, B'zT showed washable smart shirts with imbedded tracking technology. For the home, Learn'ique is bringing its interior design services online, allowing parents to organize their children's spaces with the guidance of educators.



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