

# TLL THE LICENSING LETTER

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## 44 Entertainment/Character Brands Make the \$100 Million List

Forty-four entertainment/character properties make our list of brands that generated over \$100 million in retail sales of licensed merchandise in the U.S./Canada in 2015—accounting for \$41 billion in sales worldwide.

Three brands cleared \$1 billion in the U.S./Canada alone—Mickey & Friends, Star Wars, and Disney Princess. The top 5 is rounded out by Hello Kitty and Frozen, which generated over \$900 million in retail sales each. Kitty had landed on the \$1 billion-plus list in 2013, but didn't make the cut last year, in part because of the Frozen effect.

While Frozen was the headline story for 2014, in 2015 we saw a greater variety of properties: sci-fi classics and superheroes were strong performers. The miniature toy-based brand Shopkins managed to squeeze into the rankings (No. 44) in 2015; the property is expected to be one of the fastest-growing in 2016.

But let's put it all into perspective: franchises remain king. Collectively, Disney's and Warner Bros.' top-selling heroes earned \$1.6 billion in the U.S./Canada (we've restated their numbers, see page 5)—still less than the House of Mouse (\$1.9 billion counting Mickey & Friends, Mickey Mouse Clubhouse, and Minnie's Bow-Tique) and that other branch of Disney royalty (\$2.1 billion counting Frozen, Princess, and Sofia the First). And unlike newer upstarts, franchises have staying power.

Overall, the top entertainment brands list grew 3% in sales in 2015—with brands fluctuating anywhere from 93% (Minions) to -65% (Disney Cars). Most (73.3%, or 30) on the list experienced flat or positive growth, while 26.8% (11) experienced falling sales in 2015.

### Global View: Mickey, Kitty & Star Wars Top

A dozen properties generated over \$1 billion in licensed retail sales worldwide in 2015, the same number as last year.

Star Wars made it into the top 3, jumping two spots to surpass Winnie the Pooh and Disney Princess. Frozen did the same, leapfrogging Disney Cars (which didn't make the \$1 billion-plus cut this year) and Spider-Man. Monsters University joined Cars in leaving the list, allowing Avengers to take the number 12 spot with just over a billion in worldwide licensed retail sales in 2015.

### Power Players

The top 10 brands, ranked by retail sales in the U.S./Canada, remain relatively unchanged since last year. The two exceptions are Despicable Me/Minions, which jumped 9 places to join the top 10, and Disney Cars, which fell 12 spots to land at number 21. Frozen and WWE edged up in rank, with the former surpassing Teenage Mutant Ninja Turtles for the number 5 spot.

Mickey & Friends (-2% in the U.S./Canada), Hello Kitty (-2%), and Teenage Mutant Ninja Turtles (-1%) were the only properties in the top 10 to experience falling sales, albeit so slight that the change is essentially flat. Mickey and Kitty are still chugging along; both programs, notably, made inroads in high fashion in 2015 in an effort to target adults under the banners of nostalgia and lifestyle. But these deals weren't huge moneymakers, and they faced increasing competition from pop sensations Star Wars and Frozen.

*Continued on page 3*

### ENTERTAINMENT/CHARACTER

## Franchise Films Losing Ground to Publishing Adaptation

Franchise films still consistently top the U.S. box office, but 2016 has seen many sequels and reboots fall flat with audiences, causing many observers to question whether consumers have hit an unanticipated limit when it comes to Hollywood's franchise obsession.

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# ➡ Licensing Ledger

**Coty** is now the world's third-largest beauty company after closing the acquisition of 41 beauty brands from **Procter & Gamble**, adding fragrance licenses (**Hugo Boss, Gucci, Lacoste, Bruno Banani, Escada, Mexx, James Bond, Gabriela Sabatini, Stella McCartney, and Alexander McQueen**), color cosmetics lines **Cover Girl** and **Max Factor**, and a number of professional hair brands. To help manage these, Coty is reorganizing itself into three segments: Coty Luxury, for prestige fragrance and skin care; Coty Consumer Beauty, containing color cosmetics, retail hair coloring, styling products, and mass-market fragrance and body care; and Coty Professional Beauty, serving hair and nail salon owners. The HBA company expects to generate \$1 billion from the purchase over time, with profits expanding to 19.6%.

**Toys 'R' Us** sells the **FAO Schwarz** brand to California-based toy manufacturer and distributor **ThreeSixty Group**. ThreeSixty will develop FAO Schwarz-branded toys and retail experiences, to launch next fall.

The leading bidder for collegiate sports marketing agency **Learfield Communications** is now **TPG Capital**. As the majority stake owner of CAA, TPG plans to merge the two agencies if its rumored \$1.2-1.3 billion bid is successful.

**UBM, LIMA, and Alifish**—the licensing and entertainment business unit of Chinese ecommerce giant **Alibaba**—join forces. In addition to online licensing matchmaking and training, live events, and education programs the partners will launch **Licensing Expo China** at the National Exhibition and Convention Center in Shanghai on July 18-20, 2017. The show, co-located with CBME China (baby products and services) and Cool Kids Fashion Shanghai (kids' fashion), plans to feature over 100 brands and properties as well as a series of lectures, webinars, and business matching and networking sessions.

**Mattel** expands in South Korea with a majority stake acquisition of **Sonokong**. Additionally, the Korean toy firm signs a two-year deal with Mattel for exclusive rights for sale, marketing and distribution of the American toyco's products.

**JazWings**, the brand development arm of **Jazwares**, acquires educational girls athletic brand **Go! Go! Sports Girls**. The brand that helps to encourage healthy life skills, while its dolls, books, and apps support creative play.

After having invested over \$40 million in the digital network, **Warner Bros.** is negotiating the purchase of **Machinima**. The final price is rumored to be below under \$100 million after Warner Bros. rejected an option to buy the network for \$150 million, or twice Machinima's annual revenue of \$75 million.

**Newell Brands** sells its tools business to **Stanley Black & Decker**, including the **Irwin, Lenox, and Hilmor** brands. Gross proceeds are expected to reach \$1.95 billion once the deal is finalized in early 2017. Newell plans to sell its two winter sports units, **Völkl** and **K2**; fans business; and the **Rubbermaid** consumer storage business.

**Discovery** makes a \$100 million investment in **Group Nine Media**, a move that will consolidate three outlets funded by Lerer Hippeau Ventures (social media newscast **NowThis**, food and travel site **Thrillist**, and animal destination **The Dodo**) with Discovery's **Seeker** and **SourceFed**

**Studios**. The five will retain their independent content teams, with shared services at the corporate level.

Outdoor apparel and gear brand **Bergans** of Norway shuttered its U.S. subsidiary, Bergans USA.

**Target** partners with **Alibaba** to sell goods in China via the Tmall ecommerce marketplace.

**Viacom's** Board of Directors forms a Special Committee of Independent Directors to assess National Amusements' request to explore a potential merger with **CBS**. National Amusements has a controlling stake in both CBS and Viacom.

**Bass Pro Shops** acquires **Cabela's** for approximately \$5.5 billion. Cabela's will sell its wholly owned bank, but live on as its own brand. Bass Pro Shops Founder & CEO Johnny Morris will retain his current role and be majority owner of the combined hunting and fishing products retailers.

**Ocean Media Group** buys **The London Stationery Show**, its consumer awareness campaign **National Stationery Week**, and **Stationery Magazine**.

**AT&T** agrees to buy **Time Warner** for \$85.4 billion in a move that values the media company—owner of **Warner Bros. Studios, CNN, and HBO**—at 22 times the cash it generated from its operations. The telecommunications company aims to acquire streaming content and attract a growing number of online viewers.

## NOTE FROM THE EDITOR

This month, we're looking at the top performers in entertainment/character (or at least, the brands that act like them)—from the release of our annual list of brands that clear over \$100 million in the U.S./Canada, to future film releases through 2023, to preschool properties worldwide, to the top holiday picks for toys and costumes. See the preschool and film lists online at [www.thelicensingletter.com](http://www.thelicensingletter.com)—we're updating them throughout the year.

Here's the big picture takeaway: franchises remain king, but we're seeing cracks in the throne. There is a limit on consumer fatigue and we might be hitting it. Certainly, we can see more original properties on the radar for 2017. (So to speak, a lot are adaptations from other media.) While preschool remains the most dynamic sector, the increasing globalization of everything that impacts this industry—from the ways in which we access media, to the expansion of ecommerce and evolution of B&M, to manufacturing—means that there will be more opportunity for smaller players to get a leg in the game.

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## 44 Entertainment/Character Brands

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### Licensors Dominance

Disney remains strong, with its 13 properties (29.5% of all titles!) responsible for \$7.7 billion in licensed retail sales in the U.S./Canada (45.8% share). Nickelodeon is number 2 with three properties generating \$1.3 billion (7.9%) and Warner Bros.' four properties account for \$1.2 billion (7.1%).

### Three Brands Generate 23% of Sales

The biggest players are only getting bigger—the top 10 brands (coincidentally, the \$500 million to 1+ billion cohort) account for over half of the list's total retail sales at 54.7% share in the U.S./Canada, up from 52.2% in 2014.

Mickey & Friends, Star Wars, and Disney Princess account for just 6.8% of the list, but generate 23.3% of retail sales in the U.S./Canada. Most sales, however, come from the \$500-999 million cohort (15.9% of titles, generating 31.5% of sales). The addition of three new titles in the \$100-199 bracket make it the most populous (38.6%). Just 13.6% of titles generate \$300-499 million (contributing to 14.5% share).

### New Faces, Familiar Places

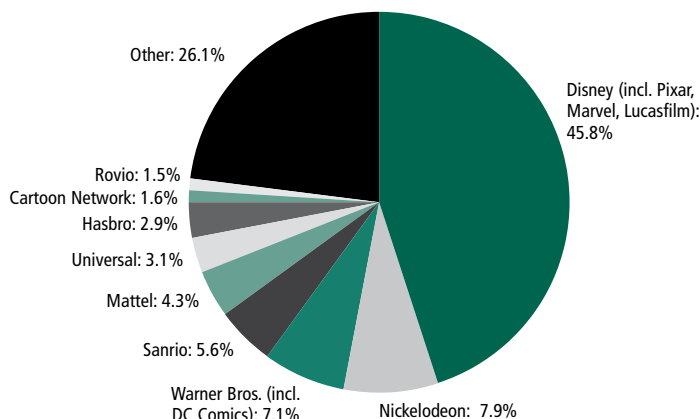
We welcome three properties to the list this year: Scooby-Doo (No. 28), Doctor Who (No. 39), and Shopkins (No. 44).

We last saw Scooby on the list three years ago; the brand generated \$107 million in licensed sales in the U.S./Canada and \$203 million worldwide in 2012. The property sneaks back into the ranking thanks to a diverse program that includes food/beverage, personal care, and Lego sets.

ESTIMATED RETAIL SALES OF LICENSED MERCHANDISE BASED ON ENTERTAINMENT/CHARACTER PROPERTIES, WORLDWIDE, 2015 (Figures in Millions)		
RANK	PROPERTY	GLOBAL RETAIL SALES
1	Mickey & Friends	\$4,096
2	Hello Kitty	\$3,756
3	Star Wars	\$2,842
4	Winnie the Pooh	\$2,740
5	Disney Princess	\$2,635
6	Frozen	\$1,573
7	Spider-Man	\$1,512
8	Peanuts	\$1,327
9	Despicable Me/Minions	\$1,264
10	Angry Birds	\$1,065
11	Teenage Mutant Ninja Turtles	\$1,021
12	Avengers	\$1,004

SOURCE: The Licensing Letter

LICENSOR SHARE OF ESTIMATED RETAIL SALES OF LICENSED MERCHANDISE BASED ON ENTERTAINMENT/CHARACTER PROPERTIES, U.S. & CANADA, 2015  
(Properties That Generated \$100 Million or More)



SOURCE: THE LICENSING LETTER

The classic cartoon has made inroads internationally; its share of domestic sales is now 39.3% in 2015, compared to 52.7% in 2012.

Doctor Who is one of the few adult-skewing properties on the list; the series lands above sci-fi classic Star Trek (No. 40) with just \$1 million between them. While Star Trek is making inroads into China for its 50th anniversary celebrations, the Doctors have a greater international presence in English-speaking U.S., U.K., and Australia. In 2014, BBC cashed in on the Doctors' cult status with retailers like Hot Topic, moving beyond collector items into fashion, electronics, and office supplies.

The top-selling toy of 2015, Shopkins, just managed to make the cut this year. Its licensing program took off in full force in 2016, so expect to see the tiny characters closer to the top next year.

### Minions, Avengers & Minecraft Break Out

The fastest-growing properties in 2015—not counting the three new additions to the list—were Minions (93%), Avengers (54%), Minecraft (32%), Star Wars (23%), and WWE (22%). The top two were largely supported by new feature films, while Minecraft and Star Wars built on momentum from 2014 with expansions to existing programs. WWE's program was bolstered in 2015, in part, by robust sales in toys.

Peanuts had somewhat depressed growth, considering it was a movie year—although Star Wars was rumored to cut into profits, licensees who don't directly compete with the force reported strong sales.

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After chilling sales in 2014, Frozen slowed down its momentum (13%)—and its sequel, announced last year, does not have a release date yet (estimated 2018). But don't despair; Disney is producing a host of spin-offs in the intervening years. Some have tie-ins to the original Princesses (up 2%, thanks to its doll business) and Sofia the First (-6%).

SpongeBob SquarePants experienced a surprising rate of growth (18%) for an older property—a new movie early in the year, followed by new TV episodes, and high-end fashion collaborations all contributed to refreshed interest.

### Must Come Down

Disney Cars (-65% in 2015 versus -10% in 2014) and Monsters University (-51% vs. -22%) continued their downwards momentum and virtually disappeared from retail shelves in 2016. The same is true of How to Train Your Dragon and Ben 10, as newer boy's properties and giants like Star Wars and TMNT snatch up flagging interest. Don't write them off just yet, however—Cars is getting another sequel and Ben 10 a new TV series. They continue to perform well internationally.

Barbie continues to fall (-7% in 2015 versus -9% in 2014), but is expected to slip back into the black in 2016 thanks to rebranding efforts.

Gaming brands Skylanders (-6%) and Angry Birds (-19%) continue to face declines, although the latter will recover in 2016 by way of a new feature film and refreshed merchandising push. Activision is facing greater competition from other brands in the toys-to-life category.

Betty Boop's merchandising program (-38%) didn't face a decline in retail sales *per se*, that is, consumers didn't *not* buy Boop-branded goods. Rather, the fashion icon is focusing on a smaller stable of licensees and more content and experiential licensing. She remains strong internationally.

### Lying Low

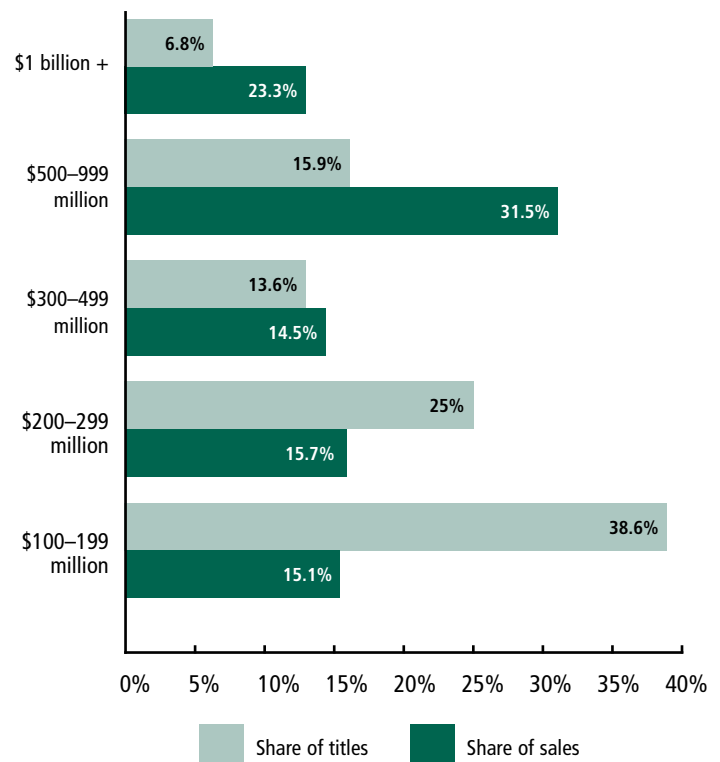
Amidst the ups and downs, there are some brands that are holding steady in anticipation of increased sales in 2016. From the top 10, TMNT is expected to grow next year, thanks to increased toy sales, after experiencing its biggest year in toys ever in 2014—2015 is effectively a holdover year.

The superhero properties—Avengers (54%), Batman (5%), Superman (5%), and Spider-Man (3%)—enjoyed respectable growth, but most were in between movie years in 2015 (although all have ongoing TV series or comic book runs). Read more on the heroes on page 7.

Other properties that chugged along in 2015, but are expected to rise, include:

- ▶ Pokémon (1%): Mobile game app Pokémon Go and other anniversary celebrations in 2016 proved the classic game isn't dead.
- ▶ Star Trek (1%): Celebrated its 50th anniversary and new film in 2016; new TV series airs 2017.
- ▶ Power Rangers (1%): Upcoming 2017 film.

**ESTIMATED RETAIL SALES OF LICENSED MERCHANDISE BASED ON ENTERTAINMENT/CHARACTER PROPERTIES, PERCENTAGE OF TITLES VS. PERCENTAGE OF SALES GENERATED, U.S. & CANADA, 2015**  
(Properties That Generated \$100 Million or More)



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

As for the brands that simply chugging along—e.g., Thomas & Friends at 2% during its 70th anniversary celebrations, Garfield (-2%), and Sesame Street (-4%)—they have experienced growth in content and experiential licensing, rather than traditional merchandising. Although it is an exception this year, the Peanuts program also tends to follow this rule.

### Looking Ahead to 2016—It Only Gets Better

There are a number of brands *TLL* is considering for the 2016 list—including those that have been around for a while, such as Warner Bros.' Wizarding World (including Harry Potter and *Fantastic Beasts*). Also expected to land on the list next year is eOne's preschool show Peppa Pig, which broke \$1 billion in worldwide sales in 2015 and only *really* launched its program stateside in 2016. The biggest new kid on the block?—DreamWork's *Trolls*.

We anticipate that 18.2% of brands on the list will experience a dip in retail sales in 2016. Potential cuts are Monsters University, How to Train Your Dragon, and Ben 10. Declining brands account for 11.4% of retail sales on the list—but, with the gains from new additions and top performers, growth in 2016 retail sales is expected to outpace loses.



In contrast, 43.2% of brands are expected to experience positive growth—these currently account for 41.5% of the list's total sales. Some of the biggest expected growers launched extensive programs in connection with film releases in 2016 (Angry Birds, Power Rangers, and the superheroes), anniversary celebrations (Star Trek and Pokémon), or just plain old-fashioned momentum (Shopkins).

Entertainment properties with expected flat growth ( $\pm 2\%$ , give or take) make up 38.6% of the list, accounting for almost half (47.1%) of the share of retail sales. These tend to be established brands that have secured their space on retail shelves—four are in the top 10. While Mickey and Kitty are not exactly making headlines, they're also not going anywhere anytime soon and remain a bedrock of entertainment-based licensing.

### Definitions & Methodology

Note that our list doesn't cleanly adhere to *TLL's* traditional entertainment/character segment. For this analysis, we have included properties that are based on a recognized character(s) and use the strategies associated with an entertainment/character licensing program, as well as the expected TV shows and films. For example, in our annual businesswide estimates, some properties would be categorized as interactive (Minecraft, Pokémon, and Angry Birds), toy (Barbie, My Little Pony), or publishing (Peanuts). In that sense, we've managed to pre-empt some big screen debuts over the years; e.g., Angry Birds (added in 2011, film in 2016) and Minecraft (added 2013, film 2019).

The individual property figures are sometimes at variance with publicly reported numbers in company financials or cited by company executives. We look exclusively

at consumer products that are licensed to third parties for manufacture and distribution and for which the manufacturer is paying a royalty. Our analysis does not include products created through in-house divisions of the licensor rather than through licensing agreements with third parties, or "core" products made by the licensor (e.g., toys for Hasbro- or Mattel-owned properties).

In addition, the numbers reflect retail sales of traditional licensed products but exclude content licensing and non-retail products such as live touring shows, fitness classes, theme park attractions, lotteries and slot machines, cruises, and similar ventures.

For those properties that are multimedia, the estimates include all merchandise for the franchise (e.g., tied to film, TV shows, etc.). LEGO cross-licensing deals (e.g., LEGO Star Wars, LEGO Batman) are included under the respective partners' properties (e.g., "LEGO Star Wars" under Star Wars). Subbrands are included along with the master property (e.g., Clone Wars under Star Wars). If individual properties are sometimes licensed as a group (e.g., Batman as part of a multi-property DC Comics), the estimate includes only those products tied to the individual property as specified.

These estimates are developed through a combination of surveys; interviews with licensors, licensees, agents, and retailers; analysis of annual reports, royalty income and data from publicly held companies; store visits; corporate retail sales information; press releases; and news articles. All the licensors that appear on the list were given the opportunity to comment. However, all estimates are by *The Licensing Letter*.

ESTIMATED RETAIL SALES OF LICENSED MERCHANDISE BASED ON \$100 MILLION+ ENTERTAINMENT/CHARACTER PROPERTIES, U.S. & CANADA, 2015  
(Figures in Millions)

RANK	PROPERTY	LICENSOR	RETAIL SALES, U.S. & CANADA, 2014	RETAIL SALES, U.S. & CANADA, 2015	CHANGE IN RETAIL SALES, U.S. & CANADA, 2014-2015	RETAIL SALES OUTSIDE U.S. & CANADA, 2014	RETAIL SALES OUTSIDE U.S. & CANADA, 2015	CHANGE IN RETAIL SALES, OUTSIDE U.S. & CANADA, 2014-2015	GLOBAL RETAIL SALES, 2014	GLOBAL RETAIL SALES, 2015	CHANGE IN GLOBAL RETAIL SALES, 2014-2015	CHANGE IN GLOBAL RETAIL SALES, 2015-2016	SHARE FOR U.S. & CANADA, 2015
1	Mickey & Friends	Disney	\$1,603	\$1,571	-2%	\$2,452	\$2,428	-1%	\$4,055	\$3,999	-1%	FLAT	39.3%
2	Star Wars	Disney	\$1,079	\$1,327	23%	\$1,295	\$1,515	17%	\$2,374	\$2,842	20%	POS.	46.7%
3	Disney Princess	Disney	\$992	\$1,012	2%	\$1,575	\$1,622	3%	\$2,568	\$2,635	3%	FLAT	38.4%
4	Hello Kitty	Sanrio	\$964	\$945	-2%	\$2,839	\$2,811	-1%	\$3,803	\$3,756	-1%	FLAT	25.2%
5	Frozen	Disney	\$820	\$927	13%	\$577	\$646	12%	\$1,397	\$1,573	13%	POS.	58.9%
6	Teenage Mutant Ninja Turtles	Nickelodeon	\$900	\$891	-1%	\$126	\$130	3%	\$1,026	\$1,021	-1%	POS.	87.3%
7	Winnie the Pooh	Disney	\$819	\$827	1%	\$1,913	\$1,913	0%	\$2,732	\$2,740	0%	FLAT	30.2%
8	WWE	WWE	\$549	\$670	22%	\$228	\$248	9%	\$777	\$918	18%	POS.	72.9%
9	Despicable Me/Minions	Universal	\$267	\$514	93%	\$401	\$749	87%	\$667	\$1,264	89%	NEG.	40.7%
10	Sesame Street	Sesame Workshop	\$534	\$513	-4%	\$294	\$279	-5%	\$828	\$792	-4%	FLAT	64.7%

Continued on page 6

**ESTIMATED RETAIL SALES OF LICENSED MERCHANDISE BASED ON \$100 MILLION+ ENTERTAINMENT/CHARACTER PROPERTIES, U.S. & CANADA, 2015, Cont'd.**  
 (Figures in Millions)

RANK	PROPERTY	LICENSOR	RETAIL SALES, U.S. & CANADA, 2014	RETAIL SALES, U.S. & CANADA, 2015	CHANGE IN RETAIL SALES, U.S. & CANADA, 2014-2015	RETAIL SALES OUTSIDE U.S. & CANADA, 2014	RETAIL SALES OUTSIDE U.S. & CANADA, 2015	CHANGE IN RETAIL SALES, OUTSIDE U.S. & CANADA, 2014-2015	GLOBAL RETAIL SALES, 2014	GLOBAL RETAIL SALES, 2015	CHANGE IN GLOBAL RETAIL SALES, 2014-2015	CHANGE IN GLOBAL RETAIL SALES, 2015-2016	SHARE FOR U.S. & CANADA, 2015
11	Batman*	Warner Bros.	\$447	\$469	5%	\$475	\$513	8%	\$922	\$982	7%	POS.	47.8%
12	Spider-Man*	Disney	\$432	\$445	3%	\$1,026	\$1,067	4%	\$1,458	\$1,512	4%	POS.	29.4%
13	Avengers*	Disney	\$275	\$424	54%	\$450	\$581	29%	\$725	\$1,004	38%	POS.	42.2%
14	Peanuts	Iconix	\$361	\$418	16%	\$833	\$908	9%	\$1,194	\$1,327	11%	POS.	31.5%
15	Thomas & Friends	Mattel	\$351	\$359	2%	\$584	\$601	3%	\$935	\$960	3%	POS.	37.4%
16	Superman*	Warner Bros.	\$305	\$320	5%	\$382	\$405	6%	\$687	\$725	6%	POS.	44.2%
17	Skylanders	Activision	\$297	\$279	-6%	\$198	\$192	-3%	\$495	\$471	-5%	NEG.	59.2%
18	Transformers	Hasbro	\$255	\$265	4%	\$155	\$165	6%	\$410	\$430	5%	POS.	61.7%
19	Minecraft	Mojang/ Microsoft	\$200	\$263	32%	\$207	\$286	38%	\$407	\$549	35%	POS.	48.0%
20	SpongeBob SquarePants	Nickelodeon	\$214	\$253	18%	\$530	\$615	16%	\$744	\$867	17%	FLAT	29.1%
21	Disney Cars	Disney	\$720	\$252	-65%	\$1,305	\$692	-47%	\$2,025	\$944	-53%	NEG.	26.7%
22	Angry Birds	Rovio	\$309	\$250	-19%	\$982	\$815	-17%	\$1,291	\$1,065	-17%	POS.	23.5%
23	Monsters University	Disney	\$468	\$229	-51%	\$648	\$421	-35%	\$1,116	\$651	-42%	NEG.	35.3%
24	My Little Pony	Hasbro	\$205	\$221	8%	\$201	\$211	5%	\$406	\$432	7%	POS.	51.2%
25	Looney Tunes	Warner Bros.	\$210	\$212	1%	\$418	\$427	2%	\$628	\$639	2%	FLAT	33.2%
26	Power Rangers	Saban	\$203	\$205	1%	\$123	\$125	1%	\$326	\$330	1%	POS.	62.2%
27	Doc McStuffins	Disney	\$195	\$199	2%	\$115	\$117	2%	\$310	\$317	2%	NEG.	62.9%
28	Scooby-Doo	Warner Bros.	First appearance	\$195	N/A	First appearance	\$301	N/A	First appearance	\$496	N/A	POS.	39.3%
29	Monster High	Mattel	\$253	\$192	-24%	\$82	\$71	-13%	\$335	\$263	-21%	NEG.	72.9%
30	Dora & Friends	Nickelodeon	\$192	\$188	-2%	\$600	\$594	-1%	\$792	\$782	-1%	FLAT	24.1%
31	Simpsons	20th Century Fox	\$184	\$188	2%	\$206	\$208	1%	\$390	\$396	1%	FLAT	47.4%
32	Minnie's Bow-Tique	Disney	\$182	\$187	3%	\$182	\$189	4%	\$364	\$377	3%	FLAT	49.8%
33	Barbie	Mattel	\$192	\$179	-7%	\$158	\$146	-8%	\$350	\$324	-7%	FLAT	55.1%
34	Sofia the First	Disney	\$176	\$165	-6%	\$78	\$75	-4%	\$254	\$240	-5%	FLAT	68.8%
35	Ben 10	Cartoon Network	\$211	\$156	-26%	\$470	\$414	-12%	\$681	\$569	-16%	NEG.	27.4%
36	Betty Boop	King Features	\$227	\$141	-38%	\$461	\$406	-12%	\$688	\$546	-21%	FLAT	25.8%
37	Mickey Mouse Clubhouse	Disney	\$130	\$131	1%	\$130	\$131	1%	\$260	\$263	1%	FLAT	50.0%
38	Pokémon	Pokémon Co.	\$125	\$127	1%	\$202	\$204	1%	\$328	\$331	1%	POS.	38.2%
39	Doctor Who	BBC	First appearance	\$126	N/A	First appearance	\$262	N/A	First appearance	\$388	N/A	FLAT	32.5%
40	Star Trek	CBS	\$124	\$125	1%	\$24	\$24	1%	\$148	\$149	1%	POS.	83.8%
41	Adventure Time	Cartoon Network	\$113	\$117	3%	\$39	\$41	6%	\$152	\$158	4%	FLAT	74.1%
42	Garfield	Paws Inc.	\$110	\$108	-2%	\$321	\$328	2%	\$431	\$436	1%	FLAT	24.8%
43	How to Train Your Dragon	DreamWorks Animation	\$153	\$106	-31%	\$147	\$109	-26%	\$300	\$214	-29%	NEG.	49.3%
44	Shopkins	Moose Toys	First appearance	\$103	N/A	First appearance	\$161	N/A	First appearance	\$264	N/A	POS.	39.0%
<b>TOTAL</b>			<b>\$16,345</b>	<b>\$16,794</b>	<b>3%</b>	<b>\$23,434</b>	<b>\$24,146</b>	<b>3%</b>	<b>\$39,779</b>	<b>\$40,940</b>	<b>3%</b>	<b>POS.</b>	<b>41.0%</b>

NOTES: Figures are for retail sales of all licensed merchandise for calendar years 2014-2015. Does not include: Content licensing such as DVDs; products created through in-house divisions rather than through licensing agreements with third parties (e.g. toys at Mattel or Hasbro or Pokémon video games from Nintendo); or nonretail products such as touring shows, theme park attractions, cruises, gambling/lotteries, and the like. \*Restated.

SOURCE: THE LICENSING LETTER

## COMIC BOOKS

## Superheroes Revisited: Batman Overtakes Spider-Man

The age-old question is re-examined: DC or Marvel? We've restated the 2014 retail sales figures for Batman, Avengers, and Superman to reflect the relative rankings between the four superhero brands on the \$100 million-plus list. See the complete list beginning on page 5.

This is how the top superheroes rank up in 2015 for licensed retail sales in the U.S./Canada:

1. Batman (DC Comics/Warner Bros.)
2. Spider-Man (Marvel/Disney)
3. Avengers (Marvel/Disney)
4. Superman (DC Comics/Warner Bros.)

Globally, the ranking is re-arranged a bit, with Batman relegated to the number 3 spot:

1. Spider-Man
2. Avengers
3. Batman
4. Superman

### Looking Back

Superheroes have reached incredible heights compared to just two years ago. In 2013, the ranking placed Spider-Man on top (\$1,333 million in worldwide retail sales), followed by Batman (\$494 million), Avengers (\$325 million), and Superman (\$277 million).

While the numbers were closer in the U.S./Canada (with just \$52 million separating the top two contenders), Spider-Man's greater international presence launched it to the top (70% of sales were outside the U.S./Canada in 2013).

Note that although Superman ranks last, he was one of the first amongst his peers to launch a major licensing program—and he hasn't lost his retail mojo. But at number 3, the Avengers program counts a host of heroes including Iron Man, Hulk, Captain America, Black Widow, and Thor that individually don't rank up to the Man of Steel but, collectively, overtake his retail presence.

### International Presence

In the last two years, Warner Bros. and Disney have stepped up their superhero programs, launching tie-ins not only to feature film releases, but also developing special programs around TV shows and spin-offs for kids—globally. Previously a domestic phenomenon, now consumers worldwide enjoy more super-branded merchandise than ever, and not just for children's cereal and collectibles.

Why restate in the first place? Our historical figures largely reflected the former retail reality—although our estimate of, for example, the Avengers' growth of 34% in 2014 and 40% in 2015 holds accurate, the dollars didn't manage to keep up. The restatement also means that Batman and Spider-Man

**WE EXPECT ALL THE SUPERHERO BRANDS TO JUMP IN RETAIL SALES IN 2016 THANKS TO FEATURE FILMS BACKED BY GLOBAL PRODUCT LAUNCHES**

have overtaken Peanuts and Thomas & Friends—a phenomena reflected in the children's toy and apparel aisles, as well as the fact that these classic brands don't have the extended retail presence that Disney and Warner Bros. command in other categories to the same extent.

Superman performs poorer internationally, but by now all the heroes sell more merchandise outside the U.S./Canada (combined) than at home. The territory with the most growth is Asia, but sales have gone up in every part of the world.

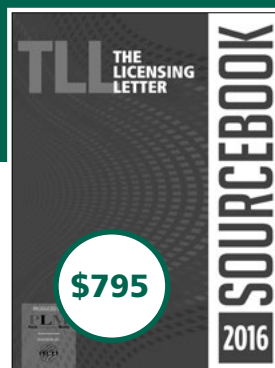
In total, the top four superhero brands racked up \$4.2 billion in worldwide retail sales in 2015, or 10.3% of total sales attributed to top entertainment brands (9.8% in the U.S./Canada). In 2013, superhero-licensed sales accounted for a demure 6.5% (7.0% in the U.S./Canada).

### And Beyond!

We expect all the superhero brands to jump in retail sales in 2016 thanks to feature films backed by global product launches like *Batman v. Superman* (Warner Bros.), *Captain America: Civil War* (Disney, a member of the Avengers), *Suicide Squad* (Warner Bros.; tie-in to Batman universe), and *Doctor Strange* (Disney, a member of the Avengers)—as well as TV series. While some were merchandising busts, they nevertheless bolstered the presence of companies' top performing brands.

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# Licensing News

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

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
Chloe Lukasiak	"Dance Moms" TV star cum digital influencer counts millions of fans across social media where she posts beauty and lifestyle-related content.	All	Noel Mika Bahamon, StyleHaul
Cute Girls Hairstyles	YouTube's leading hair style tutorial channel has over has over 4.7 subscribers and previous partnerships with Disney and Walmart.	All	Ross Misher, Brand Central
GameCo	Skill-based video game gambling machine manufacturer seeks licenses for casino games.	Video games	Jennifer Richmond, Richmond Management Group
Lynn Sanchelli	Encouraging imagery in bold colors, with hand lettering ranging from juvenile to adult appeal.	Accessories, gift bags, greeting cards, home decor, stationery, textiles, totes	Marty Segelbaum, MHS Licensing + Consulting
Trevor Moran	YouTube personality and musician became a viral sensation at 11-years-old.	All	Gueran Ducoty, United Talent Agency (UTA)

## Licenses Recently Granted, U.S.

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Avanti	DanDee Intl.	Animatronic toys, gifts & novelties, pet toys, plush	Lisa Marks Associates (LMA)
B.U.M. Equipment	International Intimates	Activewear (girls'), sleepwear (children's), underwear (children's)	B.U.M. Equipment
	Sheralven Enterprises	Bath, fragrance	
Beekman 1802	Target	Home products	Brand Central
Body Glove	SunTowel	Beach accessories, mats, towels	Body Glove/Dive N' Surf
Cheeky	Brit + Co	Disposable dinnerware, porcelain tableware	Cheeky Home
Chevy Woods	Ethika	Underwear	Envy Branding
Chris-Craft	Tower Paddle Boards	Paddle boards (3 yrs.)	WME/IMG
Dena Designs	Prima Design*	Dinnerware, glassware, melamine, serveware, tableware	Joester Loria Group
Disney Characters	aden + anais*	Apparel (infants'), bibs, swaddles, towels (infants')	Disney Consumer Products
Dragon Ball Super	Bandai America	Action figures, collectibles, role play, toys	Toei Animation
Dunkin' Donuts	Coca-Cola	Beverages	Dunkin' Brands
ED by Ellen DeGeneres	Loloi Rugs	Pillows, rugs, throws	ED by Ellen DeGeneres/BCL-ED Newco
	Thomasville Furniture div. Heritage Home Group	Furniture	
emoji	Donut King div. Retail Food Group (RFG)	Donuts	Haven Licensing
Fantastic Beasts & Where to Find Them	HYP/Hypnotic Hats	Accessories, gifts	Warner Bros. Consumer Products
	Silver Buffalo	Home decor, novelties	
	Tervis		
	Trends International		
Food & Wine Magazine	LC Direct (form. LacquerCraft USA)	Furniture	Orchard Street Ventures
Game of Thrones	Dark Horse Comics	Snow globes	HBO
Head	Capelli New York/Capelli Sport	Accessories, fitness products	HEAD BV
How to Train Your Dragon	Playmobil USA	Play sets	DreamWorks Animation
Ivanka Trump	A.D. Sutton & Sons	Baby accessories, bedding (infants', toddlers')	Ivanka Trump Collection
J.K. Rowling's Wizarding World	Loot Crate	Apparel, collectibles, figures, subscription service	Warner Bros. Consumer Products
James Bond 007	Fresh Side Ltd. dba Chunk Clothing	Gifts, t-shirts	Danjaq, TruffleShuffle.com
Jessica Simpson	Bacova*	Rugs	Sequential Brands Group
John Wayne	Topix Media Lab Publishing*	Cookbooks	John Wayne Enterprises
Jones New York	Versa Group	Dress shirts	Authentic Brands Group (ABG)
Karl Lagerfeld	G-III Apparel Group	Apparel	Karl Lagerfeld
Kathy Ireland	Madison Industries	Kitchen textiles, slip covers, table linens	Kathy Ireland Worldwide (kiWW)
Kim Kardashian	Glu Mobile*	Mobile game apps	Dimensional Branding Group (DBG)
Luis Fitch	Conimar	Paper placemats	MHS Licensing + Consulting
Marika, Balance Collection (The)	GCE Intl.	Flip flops, leg warmers, sandals, slippers, socks	FAM Brands
Megan Fox	Frederick's of Hollywood	Lingerie	Authentic Brands Group (ABG)
Nitro Circus	Ethika	Underwear	Nitro Circus
Outlander	Hot Topic	Apparel	Sony Pictures Consumer Products
	Torrid	Plus size apparel	

\*Extension or renewal.

Continued on page 9



## Licensing News *Continued from page 8*

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
PEZ Candy	Signorelli	Apparel (juniors'), apparel (women's)	Lisa Marks Associates (LMA)
	TAA Apparel	Boxers, sleepwear (adults')	
PJ Masks	Accessory Innovations	Backpacks (children's), bags, lunch totes, wallets	Entertainment One (eOne)
	American Marketing Enterprises (AME) div. LF U.S.A.	Sleepwear (children's)	
	Amscan	Dinnerware, party goods, table decor	
	Cra-Z-Art	Accessories, arts & crafts	
	Crayola	Activity products, coloring kits	
	Disguise	Halloween costumes, holiday themed accessories	
	Happy Threads Apparel div. Esquire Tees	Apparel (children's)	
	JAKKS Pacific	Furniture (children's), inflatable play sets, outdoor & seasonal games, ride-ons, wagons	
	Phoenix Intl.	Electronic sound books	
Skyhigh Intl.	Activity sets, back-to-school stationery, writing instruments		
Rainbow Fish (The)	Pint Size Productions	Books (children's)	RJM Licensing
Rebecca Stoner	Conimar	Paper placemats	MHS Licensing + Consulting
Robin Roderick	Bungalow Flooring	Mats	
Rubik's Cube	Boston America	Food	SmileyWorld
	Socksmith Design	Socks	
Sophie la Girafe	Ergobaby	Baby carriers	DeLiSo S.A.S.
Splashlings	Boston America	Novelty candies	Shaftesbury/Smokebomb Entertainment
	Children's Apparel Network	Apparel (girls')	
	Clever Cookie	Cookies	
	Concept One Accessories	Cold weather accessories, hats, rain gear	
	Fashion Angels	Beauty kits, stationery	
	Global Design Concepts	Accessories, backpacks, bags	
	Intimo	Sleepwear, underwear	
Jay Franco & Sons	Bath, bedding		
Stephen Joseph	Cardinal Industries	Card games, puzzles	Brand Liaison (The)
Support Our Troops	Aurora World	Dolls	Support Our Troops
Tapatio Hot Sauce	Fifth Sun Apparel	Apparel	Brand Central
	MSRF	Specialty gifts	
	My Locker	Apparel	
Ted Baker	Sunham Home Fashions	Bedding	Ted Baker London
Teenage Mutant Ninja Turtles x WWE	Playmates Toys	Action figures	World Wrestling Entertainment (WWE), Nickelodeon & Viacom Consumer Products (NVCP)
Terra Formars	Japanime Games div. Global Games Distribution	Card games	Viz Media
Tim Burton's The Nightmare Before Christmas	Sunstaches/H2W	Novelty sunglasses	Disney Consumer Products
Trolls	Build-A-Bear Workshop	Custom plush	DreamWorks Animation
	Candyrific	Candy dispensers, key chains, novelty candies	
	Sunstaches/H2W	Novelty sunglasses	
Turnowsky	Quilting Treasures div. Cranston Print Works	Fabric	Brand Liaison (The)

## International Properties Available or Recently Assigned

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
Anne of Green Gables	Canadian novel by Lucy Maud Montgomery recounts the adventures of an 11 year-old orphan; includes 2016 reboot TV film.	All (Worldwide)	Ira Levy, Breakthrough Entertainment
BBC Worldwide	Portfolio of brands includes Top Gear, Doctor Who, BBC Earth, Hey Duggee, Go Jettlers, and Sarah & Duck.	All (EMEA excl. U.K.)	Steve Manners, CPLG U.K. (Copyright Promotions Licensing Group)
Bear Grylls	Leading global adventure specialist around the world building a lifestyle program including apparel, accessories, and outdoor products.	All (North America, Europe)	Hope Angowitz, Beanstalk
Care Bears	A group of multi-colored bear characters, who debuted on American Greetings cards in 1981, plush teddy bears in 1983 and an animated tv series 1985-88.	All (Japan, South Korea)	Miki Yamamoto, WME/IMG (Japan)
Coca-Cola	Cultural icon whose democratic relevance and appeal transcends age, face and geography. Refreshing the world in body, mind and spirit.	Bedding, drinkware accessories, health & beauty aids, hoisery, home textiles, lighting, luggage, outdoor furniture, stationery (U.S., Canada)	Aleksandra Lakobrija, Brand Licensing Team

\*Extension or renewal.

Continued on page 10

## Licensing News *Continued from page 9*

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
<b>David Hasselhoff</b>	An American actor, singer, producer, and businessman, nicknamed "The Hoff", best known for his roles in "Knight Rider" and "Baywatch".	All (Worldwide) All (Northern Europe)	Michael Catalano, Prominent Brand + Talent Ulf Vespermann, Celebrities Entertainment GmbH
<b>Dr. J/Julius Erving</b>	Retired basketball star Julius Erving regarded as the greatest basketball player of his time and known for his endorsements.	All (Worldwide)	Nick Woodhouse, Authentic Brands Group (ABG)
<b>Edge</b>	North American shave gel brand sells 30 million cans are each year.	Body wash, fragrance (men's), grooming accessories, hair care, soaps (Worldwide)	Jay Asher, Brandgenuity
<b>Emojimovie</b>	Feature film's program targets children 6-10, with a secondary audience of teens and young women.	All (Middle East) All (France, Italy, Spain, Portugal) All (India) All (China, South East Asia, South Korea) All (Benelux) All (Canada) All (GAS) All (Russia) All (ANZ) All (U.K., Eire) All (Japan) All (Latin America)	Christian Zeidler, 20TOO Jordi Rey, Biplano (Barcelona) Michelle Minieri, Bradford Licensing Marilu Corpus, CLICK! Licensing Asia Jannienke Mulder, J&M Brands Ken Kim, Katalyst Licensing & Promotions Peter Bichler, Lizenzwerft GmbH Anton Grishin, Megalicense Alan Schauder, Merchantwise Rob Wijeratna, Rocket Licensing Kaori Kurobe, Licensing Company, Japan (The) Elias Fasja Cohen, Tycoon Enterprises (Mexico)
<b>Epicurious</b>	Ultimate food resource with a digital audience of over 15 million and a robust line of cookware.	Appliances, beverages, cutlery, dinnerware, flatware, food, rugs, storage, textiles (U.S., Canada)	Evelyn Kim, Condé Nast Licensing
<b>Eurosport</b>	A leading sports channel located in 93 countries.	All (U.K., Europe)	Ian Woods, Discovery Consumer Products (U.K.)
<b>Farrah Fawcett</b>	One of the most iconic tv superstars in history, with a four decade career and the #1 selling poster of all time.	All (Worldwide)	Martin Cribbs, Icon Representation div. Beanstalk
<b>Flora of the Forest</b>	Preschool show stars; Flora, a singular seven-year old girl who lives with her mum in a treehouse, surrounded by forest friends; Rowan fox, Barley-Crumb badger and Lockhart deer.	All (German-speaking GAS) All (U.S., Canada) All (South East Asia, China)	Lasse Martinsen, Brand Licensing by Burda div. Burda Intl. GmbH David Wollos, ThinkTank Emporium Hubert Co, EMC Empire Multimedia Corp.
<b>GoldieBlox</b>	Toys, games and entertainment brand with strong girl empowerment mission seeks limited group of best-in-class licensees.	T-shirts (U.S., Canada)	Laurel Ganzel, GoldieBlox
<b>Hatchlings (The)</b>	Anticipated mobile game app stars the main characters of the Angry Birds game and feature film.	All (Worldwide)	Alex Lambeek, Rovio Entertainment
<b>Help for Heroes</b>	Charity founded to provide direct, practical support for wounded, injured and sick service personnel, veterans and their loved ones.	Garden products, gardening accessories, outdoor play equipment, publishing (gardening), seeds (Worldwide) Baking & cooking supplies, outdoor leisure products, publishing (countryside pursuits), sporting goods (U.K.)	Jane Evans, JELC Ltd./Blue Trellis Jonathan Townsend, Partnership (The)
<b>Herself the Elf</b>	The relaunch of the popular 1980's classic girls' brand, in an animated series.	Animation (Worldwide)	Allie Benham, American Greetings Entertainment
<b>Kit^n^Kate</b>	Animated educational preschool series stars two cats on their adventures inside a magical toy box.	All (Worldwide excl. Russia, China)	Alex Lambeek, Rovio Entertainment
<b>Line Friends</b>	Character and lifestyle brand based on the Japanese social network LINE; to target teens and young adults.	All (ANZ)	Thomas Punch, Haven Licensing
<b>Marie Claire</b>	Monthly women's fashion, beauty, and lifestyle magazine recently launched its premium beauty ecommerce business and flagship central London store.	Athleisure, bath & body, fashion accessories, housewares, luggage, stationery (U.K.)	Leila Martyn, Brand Talent
<b>Molly Mischief</b>	Adam Hargreaves' first children's series outside of the Mr. Men & Little Miss series; to be released beginning August 2017.	All (Worldwide)	David Riley, David Riley Consulting Ltd.
<b>Natasha's Wood</b>	A magical story created by Fay Maddison, that follows Natasha and her friend, Fern, as they discover a magical portal into an enchanted land.	All (Worldwide)	Sondra Contino, Lawless Entertainment
<b>Next Step (The)</b>	Canadian TV show follows Next Step Dance Studio's 'A-troupe' dancer troupe as it gears up for competitions.	All (ANZ)	Yvonne King, Haven Licensing
<b>Nutella</b>	Owned by the Italian confectionary manufacturer Ferrero Group and the world's number one recipe in the packaged food market. Deal is launching the first ever Nutella licensing non Food Range Extension.	All (Worldwide)	Ashely Atkins, Global Icons Europe Ltd.
<b>Nutri Ventures</b>	Kids animated entertainment property based on good nutrition and healthy eating habits.	Healthy meals & snacks, nutritional supplements, toys & games (North America)	Todd Lustgarten, Perpetual Licensing

\*Extension or renewal.

*Continued on page 11*

## Licensing News *Continued from page 10*

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
Octonauts	Preschool TV series starring underwater explorers airs on CCTV with 2.8 billion views to date on China's key web TV channels.	All (China)	Peter Broegger, Mattel China
Oggy & the Cockroaches	Animated series about a lazy cat Oggy and his troublesome uninvited cockroach roommates, Joey, Marky and Dee Dee.	All (India, 2yrs.)	Jiggy George, Dream Theatre Pvt. Ltd.
Orphan Black	Canadian sci-fi TV series stars a streetwise hustler pulled into a compelling conspiracy after witnessing the suicide of a doppelganger.	All (Worldwide)	Terri DiPaolo, Boat Rocker Media
Peter Rabbit (film)	Upcoming live-action and CG animated based on the children's book series from Beatrix Potter.	All (Worldwide)	Jamie Stevens, Sony Pictures Consumer Products
		All (U.K., Ireland, ANZ, Japan)	Susan Bolsover, Penguin Random House (U.K.)
Rainbow Ruby	Animated preschool show with aspirational themes including friendship, fun, adventure problem solving, and imagination. Partnership with UNESCO.	All (Worldwide excl. Asia, LATAM)	Steve Manners, CPLG U.K. (Copyright Promotions Licensing Group)
Shopkins	Hit grocery-themed miniature store item collectible characters and upcoming animated series	All (Russia, CIS)	Friderico Gatti, Megalicense
Space Racers	An American CGI animated tv series, first broadcast in 2014, featuring the cadets of the Stardust Bay Space Academy	All (Worldwide)	Carlin West, Carlin West Agency (CWA)
Supa Strikas	Football-themed cartoon series	All (U.K., Europe)	Andrew Lane, Fluid World Ltd.
Tasty Tales of the Food Truckers	Animated food- and vlogging-themed comedy series for kids 6-9 follows the worldwide culinary adventures of a group of animal friends.	All (Worldwide)	Tessa Moore, FremantleMedia Kids & Family Entertainment
Thalia	Latina "queen of soap operas," singer and designer with an apparel line at Macy's seeks to expand her fashion label into a full lifestyle brand.	Beauty supplies, fragrance, home products, lifestyle (Worldwide)	Jamie Salter, Authentic Brands Group (ABG)
Tic Tacs	Owned by the Italian confectionary manufacturer Ferrero Group and one of the most consumed mints in the world. Deal is launching the first ever Tic Tac licensing non Food Range Extension.	All (Worldwide)	Ashely Atkins, Global Icons Europe Ltd.
Tip the Mouse	CGI preschool show features a mouse as he grows up in a tiny corner of a meadow in a tiny house.	All (Mexico)	Javier Garza, Brand Licensing Entertainment Co. (The)
		All (Argentina, Uruguay, Paraguay)	Anita Caratini, Smilehood
		All (Chile, Peru, Colombia, Brazil, Bolivia)	Marco Gallo, Agosin Licensing
		All (Panama, Central America, Venezuela, Caribbean)	Maricarmen Ramirez, MON Licensing
		All (Ecuador)	Johnny Abad, ECU Licensing
Vamplets	Launched in 2010, from the nightmare nursery of Gloomvania, six frighteningly loveable baby Vampires.	All (Worldwide)	Carlin West, Carlin West Agency (CWA)
Vespa	Historic scooter brand celebrates its 70th anniversary with over 18 million vehicles sold worldwide; licensed into eyewear and gifts.	Accessories, back-to-school, fashion, home decor (Worldwide)	David Williams, Global Icons Europe Ltd.
Viz Media	Catalog of anime and multimedia content includes One-Punch Man, Hunter x Hunter, Naruto Shippuden, Death Note, and Inuyasha.	All (North America)	Travis J. Rutherford, Evolution USA
Wissper	Adventure comedy stars a quirky little girl who can talk to animals.	All (Mexico)	Javier Garza, Brand Licensing Entertainment Co. (The)
		All (Argentina, Uruguay, Paraguay)	Anita Caratini, Smilehood
		All (Chile, Peru, Colombia, Brazil, Bolivia)	Marco Gallo, Agosin Licensing
		All (Panama, Central America, Venezuela, Caribbean)	Maricarmen Ramirez, MON Licensing
		All (Ecuador)	Johnny Abad, ECU Licensing
XBOX	Video game console brand seeks to leverage its current identity while expanding it to the high street market.	All (U.K., Europe, ANZ)	Daniel Amos, Beanstalk (U.K.)

## International Licenses Recently Granted

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Adventure Time	Pyramid Intl.	View-masters, VR games (U.K., Nordics)	Turner EMEA
	Tangent	Mobile game apps (Korea)	Turner Broadcasting System Asia Pacific
Aerosmith	Bailey Apparel	Hats, socks, t-shirts, tops (North America)	Epic Rights
	FanFave	Clocks, foam wall signs, magnets (North America)	
	Stern Pinball	Pinball machines (Worldwide)	
Agatha Christie	Royal Mail (The)/Royal Mail Group	Stamps (U.K.)	Agatha Christie Ltd.
Al Agnew	American Mills Intl.	Headwear (U.S., Canada)	MHS Licensing + Consulting
	Andrews & Blaine	Puzzles (Worldwide)	
Amazing World of Gumball (The)	Play by Play div. Famosa	Plush (Iberia)	Turner EMEA
	Simba Dickie Group	Toys (Iberia)	

\*Extension or renewal.

Continued on page 12

## Licensing News *Continued from page 11*

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY	
Ancient Aliens	Spencer's/Spirit Halloween	Accessories, apparel, novelties (U.S., Canada)	A&E Brand Licensing, Retail Monster Brand Extension & Licensing Co.	
Animal Jam	A Classic Time	Watches (U.S., Canada)	WildWorks, Peeko LLC	
	ASO LLC	Bandages, first aid kits (U.S., Canada)		
	Banter Toys and Collectibles	Collectibles, trading cards (ANZ)		
	Canadian Group (TCG)	Board games, puzzles (U.S., Canada)		
	Dynamite Entertainment	Comics (Worldwide)		
	Fiesta Toy	Amusement plush (U.S., Canada)		
	Intimo	Underwear & underwear sets (girls'; U.S., Canada)		
	Jacmel Jewelry	Jewelry (U.S., Canada)		
	Jay Franco & Sons	Bedding (U.S., Canada)		
	Mad Dog Concepts	Sleepwear (U.S., Canada)		
Audrey Jeanne Roberts	Pillow Pets div. CJ Products	Plush pillows (U.S., Canada)	MHS Licensing + Consulting	
	Bon Art/Artique	Wall decor (Worldwide)		
	Carson Industries	Garden flags (U.S., Canada)		
Avanti	Renaud-Bray	Gift bags, gift boxes, journals, mugs, reading trays (U.S., Canada)	Lisa Marks Associates (LMA)	
Barbie	Maped Helix/Helix Trading Ltd.	Stationery (U.K.)	Mattel U.K. Ltd.	
Bat Pat	Tema Promoción + Ventas, S.A.	Blind packs, figurines, promotional products (U.K.)	Atlantyc Entertainment S.p.A.	
Ben 10	Playmates Toys	Master toy (U.K., Europe)	Cartoon Network Enterprises EMEA	
Blaze & the Monster Machines	Dairy4Fun s.r.o.	Desserts, milk snacks, yogurt (Austria, Belgium, Bulgaria, Croatia, Czech Republic, Estonia, Germany, Hungary, Latvia, Lithuania, Netherlands, Poland, Tomania, Slovak Republic, Slovenia, Spain)	Nickelodeon & Viacom Consumer Products (NVCP)	
Bob the Builder	Maped Helix/Helix Trading Ltd.	Stationery (U.K.)	Mattel U.K. Ltd.	
Broons (The)	Comic Art	Greeting cards (Worldwide)	DC Thomson	
Christine Adolph	Bon Art/Artique	Wall decor (Worldwide)	MHS Licensing + Consulting	
Collin Bogle	Castor Printing & Publishing House	Puzzles (Worldwide excl. U.S., Canada)	MHS Licensing + Consulting	
Corona	Retro Image Apparel Two*	Jerseys (adult's; Worldwide)	Joester Loria Group	
Cosmopolitan	SEAT S.A.	Vehicles (Europe)	WME/IMG	
Def Leppard	FanFave	Clocks, foam wall signs, magnets (North America)	Epic Rights	
Discovery Adventures	Barcom Marketing & Distribution	Electronics (Israel)	Discovery Consumer Products	
	Craghoppers Ltd.	Outdoor accessories, outdoor apparel (U.K., Europe)		
	Ninja Corp. (The)	Tents (U.K., EMEA)		
	Semiline	Luggage, travel accessories (Poland)		
	Summit Intl. div. PMS Intl.	Camping equipment (U.K.)		
Dora the Explorer	Delicia B.V.	Chocolate sprinkles (Belgium, Netherlands)	Nickelodeon & Viacom Consumer Products (NVCP)	
Early Man	IglooBooks	Books (U.K.)	Aardman Animations	
ED by Ellen DeGeneres	Waterford Wedgwood Royal Doulton U.S.	Tableware (Worldwide)	ED by Ellen DeGeneres/BCL-ED Newco	
emoji	Trends International	Decals, posters, stickers, temporary tattoos (U.S., Canada)	Global Merchandising Services	
Fantastic Beasts & Where to Find Them	Bioworld Merchandising	Accessories, apparel (Worldwide)	Warner Bros. Consumer Products	
	Carat Shop (The)	Jewelry (Worldwide)		
	elope Inc.	Costumes, fashion accessories (Worldwide)		
	Funko	Vinyl figures (Worldwide)		
	Ikon Collectables Pty. Ltd.	Figures (ANZ)		
	Jacmel Jewelry	Jewelry (Worldwide)		
	Licensing Essentials	Apparel, home decor, stationery (ANZ)		
	Mediatonic	Mobile game apps (Worldwide)		Warner Bros. Interactive Entertainment
	Noble Collection	Plush, replicas (Worldwide)		Warner Bros. Consumer Products
	Northwest Co. (The)	Bedding (Worldwide)		
FC Barcelona	Poki B.V.	Mobile game apps (Worldwide)	WME/IMG	
Geronimo Stilton	Sabor srl	Sleepwear (children's; Italy)	Atlantyc Entertainment S.p.A.	
Gold's Gym	Vibram USA/Vibram FiveFingers	Cross-training footwear (U.S., Canada)	Brand Sense Partners	
Gorjuss	El Corte Ingles	Accessories, apparel (Europe)	Santoro London	
	Preca Brummel S.p.A.	Apparel, gift sets (infants'; Italy)		
Halo	Blues Clothing div. CWI Intl. (Holdings) Ltd.	Apparel (boys'; U.K., Ireland)	Tinderbox div. Beanstalk (U.K.)	
	Spartan Games*	Model vehicles (U.K.)		

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## Licensing News *Continued from page 12*

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Hautman Brothers	American Mills Intl.	Headwear (U.S., Canada)	MHS Licensing + Consulting
	BIC Graphic North America	Promotional calendars (North America)	
HBO	Push Merchandising div. Push Media Ventures Ltd.	On-demand merchandise (Europe)	HBO
Hot Wheels	Maped Helix/Helix Trading Ltd.	Stationery (U.K.)	Mattel U.K. Ltd.
Ice Age: Collision Course	Chipita S.A.	Baked goods (CEE, thru spring 2017)	20th Century Fox Consumer Products
	Les Carroz	Ski activities, ski zones (France, 2016/2017 ski season)	
Imperial War Museum	Lagoon Group	Jigsaw puzzles, model vehicles, paper planes, toys (U.K.)	Imperial War Museums
	Monster Factory	Inflatables (U.K.)	
James Meger	Cobble Hill Puzzle Co. div Outset Media	Puzzles (Worldwide)	MHS Licensing + Consulting
John Lennon	Liquid Blue	T-shirts, tie dye t-shirts (U.S., Europe)	Epic Rights
Journey	FanFave	Clocks, foam wall signs, magnets (North America)	Epic Rights
Justice League	Abba Games	Board games (Spain, Portugal)	Warner Bros. Consumer Products
Karl Lagerfeld	Brandmark Collective BV	Hotels, private clubs, residential properties, restaurants (Worldwide)	Karl Lagerfeld
KISS	Dead Tentacle	Guitar picks (Worldwide)	Epic Rights
	Pangea Brands	Cake moulds, candy moulds, popcorn makers, sandwich presses, toasters, waffle makers (North America)	
	Rabbit Tanaka	Banks, clocks, lamps, metal signs, steins, tabletop decor, tin signs (North America)	
Kori Kumi	Craft Consortium	Decoupage paper, folders, papercrafting, stamps (U.S., U.K., Europe)	Santoro London
Laundry by Shelli Segal	Sheralven Enterprises	Bath products, fragrance, home fragrance (North America)	Perry Ellis Intl./PEI Licensing
Laura Ashley	Camelot Fabrics/Eugene Textiles	Craft fabric, fabrics, quilting fabrics (North America)	Laura Ashley
LEGO Batman movie	Trends International	Calendars, posters, stickers (North America)	Warner Bros. Consumer Products, LEGO Systems
LEGO Ninjago movie			
Looney Tunes	Mango	Apparel (women's; Worldwide)	Warner Bros. Consumer Products (EMEA)
	Zara U.K. div. Inditex	Bags, fashion apparel (women's), sneakers (Worldwide)	
Lottie Dolls	Penguin Random House (U.K.)	Publishing (Worldwide)	Arklu
Lynn Sanchelli	Bon Art/Artique	Wall decor (Worldwide)	MHS Licensing + Consulting
Maggie & Bianca Fashion Friends	Simba Dickie Group	Toys (Europe)	Rainbow S.r.l.
Marilyn Monroe	Designer Fragrances Ltd.	Fragrance (Europe)	20th Century Fox Consumer Products
	MC2 Saint Barth	Beach bags, swimwear, t-shirts (Worldwide)	
Martha Stewart Living	FB Living Ltd. div. Fang Brothers Group	Bath, bedding, cookware, dinnerware, housewares, storage (South Korea)	Sequential Brands Group
Mattel	StartApp	Digital stickers, mobile app-enabled accessories, mobile apps (Worldwide)	Mattel
May Gibb's Gumnut Babies	Kip & Co.	Bedding, blankets, cushions, playmats, sleepwear (Australia)	Merchantwise
Me to You	Creation Express	Personalized cards, personalized gifts (U.K.)	Carte Blanche Greetings
Miffy	Sambro Intl.	Accessories, arts & crafts, bags (U.K., Benelux, Nordics)	Mercis B.V.
Miss Peregrine's Home for Peculiar Children	Hot Topic	Accessories, apparel, collectibles (Worldwide)	20th Century Fox Consumer Products
Moana	Jumbo Games	Puzzles (U.K.)	Disney Consumer Products
Modelo	Retro Image Apparel Two*	Jerseys (adult's; Worldwide)	Joester Loria Group
Molang	Jazwares	Master toy (North America, Latin America)	Licensing Works!
Mr. Men & Little Miss	Pretty Ballerinas div. Mascaró	Footwear (Worldwide)	Sanrio
	Sushi Shop	Food, take-away (U.S., Europe)	
MTV	Agrokor d.d.	Energy drinks (U.K., Eastern Europe, Italy, Middle East, Russia)	Nickelodeon & Viacom Consumer Products (NVCP)
	Evos Sound	Headphones (Worldwide)	
	Van der Erve N.V.	Accessories, apparel (Belgium, Netherlands)	
NHL Official Team Logos & Colors	Out of the Park (OOTP) Developments GmbH & Co. KG	Video games (Worldwide)	National Hockey League (NHL)
Nitro Circus	K'NEX Brands	Construction toys (Worldwide)	Nitro Circus
Num Noms	Accessories Trade Mark (ATM)	Accessories, bags (France)	MGA Entertainment
	Blueprint Collections	Stationery (U.K.)	
	Canal Toys	Arts & crafts (U.K., France)	
	Character World/TDS Enterprises	Bedding (Pan-Europe)	
	Clementoni UK Ltd.	Puzzles (U.K.)	
	Kinnerton Confectionery	Cakes, confectionery, desserts (U.K., France, Benelux, Nordics)	
	Spearmark Intl. Ltd.	Lighting, lunch kits (U.K.)	
Topps Europe Ltd.	Collectible cards (EMEA)		

\*Extension or renewal.

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## Licensing News *Continued from page 13*

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Octonauts	STA (Swimming Teachers' Association)	Badges, certificates, swimming awards programs (U.K.)	Silvergate Media
Oddbods	Bonnier Publishing	Activity books, sticker books (U.K.)	One Animation, ITV Studios Global Entertainment
	Cooneen	Nightwear, socks, underwear (U.K.)	
	Kids@Play	Balls, hopper balls (U.K.)	
	Misirli U.K. Ltd.	Nightwear, socks, underwear (U.K.)	
	Moonpig	Personalized greeting cards (U.K.)	
Whitehouse Leisure LLP	Plush (U.K.)		
Oggy & the Cockaroaches	Grani & Partners S.p.A.*	Collectible figures (Italy)	Xilam Animation, Discovery Consumer Products (Italy)
One Punch Man	Trends International	Posters (North America)	Viz Media
Oor Wullie	Comic Art	Greeting cards (Worldwide)	DC Thomson
Original Penguin	BBC Intl./Active Licensing Group	Footwear (North America, Central America, South America)	Perry Ellis Intl./PEI Licensing
Paw Patrol	Dairy4Fun s.r.o.	Desserts, milk snacks, yogurt (Austria, Belgium, Bulgaria, Croatia, Czech Republic, Estonia, Germany, Hungary, Latvia, Lithuania, Netherlands, Poland, Tomania, Slovak Republic, Slovenia, Spain)	Nickelodeon & Viacom Consumer Products (NVCP)
	Delicia B.V.	Chocolate sprinkles (Belgium, Netherlands)	
	Vitapress Kft.	Fizzy juice drinks (U.K., Hungary, Czech Republic, Romania, Slovakia)	
Perry Ellis	Doctorstick Korea Co., Ltd	Footwear (Korea)	Perry Ellis Intl./PEI Licensing
Playboy	Ao-Zora, Inc.	Themed cafes & restaurants (Japan)	Playboy Enterprises
	Bravado Intl. Group Merchandising Services	Baseball hats, henleys, polo shirts, t-shirts (men's; Worldwide)	
	DDPOPSTYLE Co., Ltd.	Charms, key rings, mirrors, mobile phone accessories, mobile phone cases, power banks (South Korea)	
	Gaby Fling Photography	Photographs (U.K., Austria, Belgium, Denmark, Germany, France, Holland, Italy, Luxembourg, Norway, Portugal, Spain, Sweden, Switzerland )	
	Lakickz	Headwear, jumpers, pants, sweatshirts, t-shirts (South Korea)	
	Life Towel Industrial Corp	Bedding, carpets, cushions, mats, pillows, slippers (men's), towels (Taiwan)	
	Sodirep Textiles SA	Nightwear (men's, women's), underwear (men's; Germany)	
	Stage 5 Australasia PTY Ltd.	Apparel (men's, women's; ANZ)	
	Stamatis Ioannidis & Son S.A.	Boots, canvas shoes, flip flops, headwear, sandals, slippers (Cyprus, Greece, GAS)	
Pokémon	Freegun/TEXTISS S.A.S	Accessories (men's), apparel (boys'), underwear (men's; France)	Pokémon Company Intl.
	Hachette Children's Books	Books (U.K.)	
	Marketing Licensed Products (MLP)	Apparel (France)	
	Ravensburger AG	Puzzles (children's; France, Europe)	
	RJ-Romain Jerome	Watches (Europe)	
	Trends International	Posters (North America)	
Popeye	Joyrich	Apparel (Worldwide)	King Features Syndicate, Merchantwise
Power Rangers	Trends International	Decals, posters (North America)	Saban Brands
Powerpuff Girls (The, 2016 series)	Bioworld Merchandising Europe	Accessories, apparel (EMEA)	Turner EMEA
	Bizuu	Apparel (Poland)	
	Blueprint Collections	Stationery (U.K.)	
	Blues Clothing div. CWI Intl. (Holdings) Ltd.	Apparel (U.K.)	
	Branded Clothing Intl.	Apparel (U.K.)	
	Concept Brands Group	Personal care (Middle East)	
	Corsair Toiletries	Personal care (U.K.)	
	Dolci Preziosi Iberica S.L.	Confectionery (Spain)	
	Drew Pearson (Europe) Intl.	Accessories, headwear (U.K.)	
	El Corte Ingles	Accessories (Spain)	
	Forbidden Planet	Accessories, gifts (U.K.)	
	Janger Ltd. (The)	Athletic apparel, clothes hangers (U.K.)	
	JFS Manchester	Accessories (U.K.)	
	Karaktermania	Accessories, apparel, back-to-school (Spain)	
	Laboratorios Iberpos S.A.	Personal care (Spain)	
	LETHE/Mr. Gugu & Miss Go	Accessories, apparel (CEE)	
	Miss Hamptons Brand, S.L.	Fashion accessories (Spain)	
	Original Marines/Imap Export Spa	Accessories, apparel (Italy)	
	Poplar Linens	Housewares (U.K.)	

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## Licensing News *Continued from page 14*

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
<b>Powerpuff Girls (The, 2016 series)</b>	Posh Paws Intl. LLP	Bags (U.K.)	Turner EMEA
	Pretty Ballerinas div. Mascaró	Footwear (EMEA)	
	Roy Lowe & Sons Ltd.	Socks (U.K.)	
	San Carlo Gruppo Alimentare S.p.A.	Snack foods (Italy)	
	Smith & Brooks Ltd.	Apparel (U.K.)	
	Sun Ce Products Ltd.	Back-to-school (Middle East)	
	Trucare FZC	Apparel, housewares (Middle East)	
William Lamb Footwear	Bags (children's), footwear (U.K.)		
<b>Powerpuff Girls (The)</b>	Spin Master	Master toy (Worldwide)	Cartoon Network Enterprises EMEA
<b>Prince's Trust (The)</b>	Hawes & Curtis	Accessories, apparel (U.K.)	Prince's Trust (The, HRH The Prince of Wales')
<b>Quiet Riot</b>	CARD.com	Prepaid debit cards (North America)	Epic Rights
<b>Robot Trains</b>	Silverlit Toys	Master toy (Worldwide)	CJ E&M
<b>Rogue One: A Star Wars Story</b>	Abrams Books	Books (Worldwide)	Disney Consumer Products
	DK Publishing	Books (Worldwide)	
	Egmont (U.K.)	Books (U.K.)	
	Penguin Random House	Books (Worldwide)	
<b>Rubik's Cube</b>	Bioworld Merchandising	Accessories, apparel (Worldwide)	SmileyWorld
	Camelot Group	Lottery tickets (U.K.)	
	DOHE	Backpacks, stationery (Spain)	
	Editions Quo Vadis	Stationery (Worldwide)	
	Fire Design	Fire extinguishers (Europe)	
	Hasbro	Toys (Worldwide)	
	Polyflame Europe	Lighters (Europe)	
	University Games	Games (Worldwide)	
<b>RWBY</b>	Trends International	Posters (North America)	Rooster Teeth Productions
<b>Sanrio Characters</b>	Loot Crate	Accessories, apparel, home goods, subscription service (Worldwide)	Sanrio
	Zoobe Message Entertainment GmbH	Digital content, digital stickers, mobile apps (Worldwide)	Sanrio GmbH
<b>Shaun the Sheep</b>	IglooBooks	Activity books, books, novelty books (U.K.)	Aardman Animations
<b>Shell Rummel</b>	Ashdene Manufacturing Pty. Ltd.*	Tea sets (U.K.)	Meiklejohn Graphics Licensing (MGL)
<b>Shopkins</b>	BonBon Buddies	Confectionery (France, Eastern Europe, Scandinavia)	Corus Entertainment/Nelvana Enterprises
	Cookie Company (The)	Cold weather accessories, sleepwear, swimwear, underwear (Belgium, Netherlands, Luxembourg)	
	Corsair Toiletries	Personal care products, toiletries (France, French-speaking Belgium & Switzerland)	
	Funko	Vinyl figures (U.S., U.K.)	
	Ravensburger AG	Puzzles (France, Italy, Spain)	
	Sahinler SAS	Apparel, headwear, swimwear, t-shirts, underwear (France, Monaco)	
	Trudeau	Housewares, melamine (Europe)	
<b>Simpsons (The)</b>	Sahinler SAS	Apparel (infants'), nursery products (Europe, Worldwide in 2017)	20th Century Fox Consumer Products
	TVM Fashion Lab div. Global Brands	Apparel (infants'), nursery products (Europe, Worldwide in 2017)	
<b>Smiley</b>	Camilla Elphick	Footwear (women's; U.K.)	SmileyWorld
	Go Fruselva SL	Smoothies (Spain)	
<b>Smurfs: The Lost Village</b>	Aykroyd & Sons Ltd.	Nightwear (children's; U.K.)	Rocket Licensing
	B.M. Fashion Ltd. t/a Fashion U.K.	Daywear, swimwear (U.K.)	
	Mothercare	Babywear (U.K.)	
	PMS Intl.	Giftware, stationery (U.K.)	
	TDP Textiles	Nightwear (children's; U.K.)	
<b>Sophie la Girafe</b>	EyeTribe Pty. Ltd.	Sunglasses (children's; Australia)	DeLiSo S.A.S.
<b>SpongeBob SquarePants</b>	Dairy4Fun s.r.o.	Desserts, milk snacks, yogurt (Austria, Baltics, Belgium, Bulgaria, Croatia, Czech Republic, Germany, Hungary, Netherlands, Poland, Tomania, Slovak Republic, Slovenia, Spain)	Nickelodeon & Viacom Consumer Products (NVCP)
<b>Star Trek</b>	RockLove	Jewelry (Worldwide)	CBS Consumer Products
<b>Star Wars</b>	Leomil NV	Footwear (EMEA)	Walt Disney Co. EMEA
	Mattel	Die-cast cars, die-cast replicas (U.S., Canada, U.K.)	Disney Consumer Products
	OppoSuits	Suits (Worldwide)	
	Topps Europe Ltd.	Trading cards (Worldwide)	
	Vandor Products*	Drinkware, tin totes (U.S., Canada)	

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## Licensing News *Continued from page 15*

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Stephanie Ryan	Creative Tops	Mugs (U.K., Europe)	MHS Licensing + Consulting
Super Wings	Canal Toys	Arts & crafts (France)	Corus Entertainment/Nelvana Enterprises
	Chauss Europ	Footwear (children's; France)	
	Clementoni UK Ltd.	Board games, puzzles (children's; France)	
	D'arpéje	Wheeled toys (France)	
	Famosa France	Ride-ons (France)	
	Hemma div. Editis Publishing Group	Publishing (France)	
	Pik and Roll	Bicycles (France)	
	Sahinler SAS	Bedding (children's; France)	
Teenage Mutant Ninja Turtles	Sun City	Apparel, gifts (France)	Nickelodeon & Viacom Consumer Products (NVCP)
	Dairy4Fun s.r.o.	Desserts, milk snacks, yogurt (Austria, Baltics, Belgium, Bulgaria, Croatia, Czech Republic, Germany, Hungary, Netherlands, Poland, Tomania, Slovak Republic, Slovenia, Spain)	
	Delicia B.V.	Chocolate sprinkles (Belgium, Netherlands)	
Thomas & Friends	Maped Helix/Helix Trading Ltd.	Stationery (U.K.)	Mattel U.K. Ltd.
Tina Higgins	Bon Art/Artique	Wall decor (Worldwide)	MHS Licensing + Consulting
Tokyo Smoke	Aphria	Cannabis (Canada)	Tokyo Smoke
Underworld	Ludia	Mobile game apps (Worldwide)	Sony Pictures Consumer Products
University of Oxford	GO Stationery	Accessories, gift wrap, stationery & office supplies (U.K.)	University of Oxford (Oxford Ltd.)
Word Party	Snaptoys	Electronic toys, figures, master toy, play sets, plush (Worldwide)	Jim Henson Co.
Yellow Submarine	Titan Merchandise/Titan Entertainment*	Drinkware, t-shirts (U.K.)	Caroline Mickler
Yo-Kai Watch	A&A Global Industries	Vending machine novelties (North America)	LEVEL-5 Abby
	DGL Group	Figures, mini drones, remote-controlled vehicles, talking banks (North America)	
Yu-Gi-Oh!	Wish Factory (The)	Collectibles, figures, plush (Worldwide excl. Asia)	4K Media



## contacts & connections

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

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**4K Media**, Jennifer Coleman, VP Licensing & Marketing, 212-590-2120, jcoleman@4kmedia.com, P. 16.

**A Classic Time**, Juan Dela Rosa, Director New Business Development, 212-947-7600, P. 12.

**A.D. Sutton & Sons**, Albert Shalom, Executive, 212-695-7070 x 229, ashalom@adsutton.com, P. 8.

**A&A Global Industries**, Philip Brilliant, VP Marketing & Licensing, 410-252-1020 x349, pbrilliant@aaglobal.com, P. 16.

**A&E Brand Licensing**, Jill Tully, VP Marketing Innovations, 212-857-6065, jill.tully@aenetworks.com, P. 12.

**Abrams Books**, Veronica Wasserman, Director Brands, 212-519-1212, vwasserman@abramsbooks.com, P. 15.

**Accessory Innovations**, Karyn Weiss, SVP Business Development & Licensing, 212-292-1238, kweiss@accessory-innovations.com, P. 9.

**aden + anais**, Raegan Moya-Jones, CEO & Co-founder, 718-801-8432, raegan@adenandanais.com, P. 8.

**American Greetings Entertainment**, Allie Benham, Director Marketing, 213-200-6138, abenham@ag.com, P. 10.

**American Greetings Entertainment**, Janice Ross, Head Global Licensing, 212-386-7343, goliff@ag.com, P. 9.

**American Marketing Enterprises (AME) div. LF U.S.A.**, Elliott Azrak, EVP Global Licensing, 646-839-7322 x117322, elliot@ameny.com, P. 9.

**American Mills Intl.**, Brad Peterson, 612-759-1482, americanmillsbp@gmail.com, P. 11,12.

**Amscan**, Barry Morin, SVP Marketing & Licensing, 914-345-2020, bmorin@amscan.com, P. 9.

**Andrews & Blaine**, Linda Hunnicutt, National Account Executive, 850-269-3328, linda@andrewsblaine.com, P. 11.

**ASO LLC**, Susan Heck, Director Marketing, 941-379-0300, info@asocorp.com, P. 12.

**Aurora World**, Michael Kessler, SVP Sales & Marketing, 562-205-1222, michael@auroragift.com, P. 9.

**Authentic Brands Group (ABG)**, Jamie Salter, Chairman & CEO, 212-760-2412, jsalter@abg-nyc.com, P. 8,11.

**Authentic Brands Group (ABG)**, Nick Woodhouse, President & CMO, 212-760-2411, nwoodhouse@abg-nyc.com, P. 8,10.

**B.U.M. Equipment**, Stephen Wayne, Chairman & CEO, 917-520-9600, swaynes@aol.com, P. 8.

**Bacova**, Phillip Essig, CEO, 540-863-2600, customerservice@bacova.com, P. 8.

**Bailey Apparel**, Ness Bailey, CEO, 212-302-1315, sales@baileyapparel.com, P. 11.

**Bandai America**, Kenji Washida, VP Brand Management, 714-816-9500, kanjiw@bandai.com, P. 8.

**BBC Intl./Active Licensing Group**, Margot Lazar, SVP Licensing & Marketing, 561-417-7474, mlazar@bbcint.com, P. 14.

**BIC Graphic North America**, Alicia Swift, Product Manager, Calendars, 507-794-8056, alicia.swift@bicgraphic.com, P. 13.

**Bioworld Merchandising**, Jennifer Staley, VP Licensing, 972-488-0655, jennifers@bioworldmerch.com, P. 12,15.

**Boat Rocker Media**, Terri DiPaolo, President Boat Rocker Brands, 212-533-3418, terri@boatrocker.com, P. 11.

**Body Glove/Dive N Surf**, Russ Lesser, President, 310-374-3441 x103, russ@bodyglove.com, P. 8.

**Bon Art/Artique**, Robin Bonnist, Owner, 203-845-8888, robin@bonartique.com, P. 12,13,16.

**Boston America**, Matt Kavet, President, 781-933-3535 x249, mkavet@bostonamerica.com, P. 9.

**Bradford Licensing**, Michelle Minieri, President, 973-509-0200 x127, michellem@bradfordlicensing.com, P. 10.

**Brand Central**, Ross Misher, CEO, 310-268-1231, ross@brandcentralgroup.com, P. 8,9.

**Brand Liaison (The)**, Steven Heller, Founder, 855-843-5424, steven@thebrandliaison.com, P. 9.

**Brand Licensing Team**, Aleksandra Lakobrija, Business Development Director, 678-324-3265, aleks@blteam.com, P. 9.

**Brand Sense Partners**, Steven Oh, Manager Licensing & Strategy, 310-867-7214, soh@bsp.com, P. 12.

**Brandgenuity**, Jay Asher, Partner, 212-925-0730, jay@brandgenuity.com, P. 10.

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## contacts & connections *Continued from page 16*

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**Brit + Co**, Brit Morin, CEO, hello@brit.co, P. 8.

**Build-A-Bear Workshop**, Gina Collins, CMO, 314-423-8000, ginac@buildabear.com, P. 9.

**Bungalow Flooring**, Lindsey Shrader, Sales Executive, 706-766-9554, lshrader@bungalowflooring.com, P. 9.

**Candyrific**, Rob Auerbach, President, 502-893-3626 x72, rauerbach@candyrific.com, P. 9.

**Capelli New York/Capelli Sport**, George Altirs, President & CEO, 212-684-3344, info@capellinewyork.com, P. 8.

**CARD.com**, Linda Castillon, SVP Licensing, 619-980-4986, linda@card.com, P. 15.

**Cardinal Industries**, Bonnie Canner, VP, 718-784-3000, bonniec@cardinalgames.com, P. 9.

**Carlin West Agency (CWA)**, Carlin West, Founder & Chief Fun Officer, 212-813-9737, carlin@carlinwest.biz, P. 11.

**Carson Industries**, Brad Carson, 800-888-1918, bcarson@carsonhomeaccents.com, P. 12.

**CBS Consumer Products**, Elizabeth Kalodner, EVP & GM, 212-975-7795, liz.kalodner@cbs.com, P. 15.

**Cheeky Home**, PJ Brice, Co-founder & CEO, 844-224-3359, info@cheekyhome.com, P. 8.

**Children s Apparel Network**, Nathan Shalom, President, 212-244-6023, nathan@childapp.com, P. 9.

**Clever Cookie**, Lisa Saffair, President, 516-208-4144, info@clevercookie.com, P. 9.

**Coca-Cola**, Becky Anderson, Global Licensing Manager North America, 404-676-2607, beckyanderson@coca-cola.com, P. 8.

**Concept One Accessories**, Bernie Hafif, VP Licensing & Acquisitions, 212-868-2590, bernie@concept1.com, P. 9.

**CondÀ Nast Licensing**, Evelyn Kim, Executive Director Product Licensing, 212-286-7183, evelyn\_kim@condenast.com, P. 10.

**Conimar**, Marilyn Pasteur, Creative Director, 800-874-9735, m.pasteur@conimar.com, P. 8,9.

**Cra-Z-Art**, Nellie Mahabir, CEO, 973-598-3800 x208, nmahabir@cra-z-art.com, P. 9.

**Crayola**, Eric Karp, GM North America Licensing, 610-253-6271 x4536, ekarp@crayola.com, P. 9.

**DanDee Intl.**, Gary Holcomb, President, 727-532-9644, P. 8.

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PRESCHOOL

## Preschool: A Passport to the Worldwide Market

As one of the first categories in which properties originating outside the U.S. became part of global culture, the preschool sector essentially provides licensors with a passport to the global licensed consumer products market. The trend is only accelerating as the \$10 billion-plus market for licensed preschool products expands.

The preschool market is remarkably stable compared to other product categories; while all-ages brands like sports-based properties and Star Wars have made inroads into licensed preschool merchandise, preschool-based brands still made up the bulk of extensions on shelves.

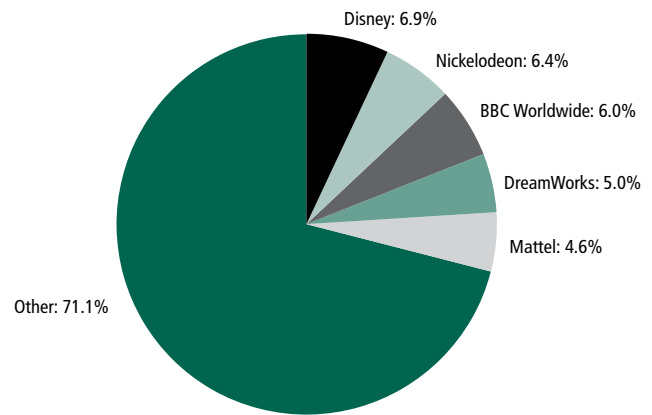
Look forward to our updated *Global Market for Licensed Preschool Properties* report, to be released late 2016, where TLL calculates 2015 worldwide retail sales data for over 200 preschool properties. See the complete list of properties online at [www.thelicensingletter.com/preschool-properties-with-some-licensing-activity](http://www.thelicensingletter.com/preschool-properties-with-some-licensing-activity).

### Origin Stories

Increasingly, properties are created in the hopes that they will hold global appeal. For example, Iconix Entertainment of Korea developed Pororo the Little Penguin as a character meant to have international appeal. Its name, color scheme, and species were selected for their universality, and any traces of ethnicity and cultural specificity were left out. Even so, the property's success outside of Asia and some other territories has been limited to date.

When TLL last compiled our list of preschool properties with active merchandising programs in 2014, 42% of properties originated from the U.S., followed by 28% from the U.K. Today the breakdown has a greater global spread—although the two countries still lead, the U.S. counts just

LICENSORS BY SHARE OF PRESCHOOL PROPERTIES WITH SOME LICENSING ACTIVITY, WORLDWIDE, 2015



SOURCE: THE LICENSING LETTER

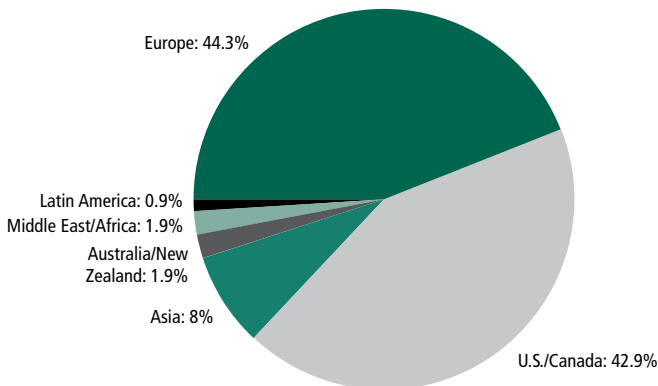
36% of properties and the U.K. 27%. Note that some properties count more than one origin, such as the British/Arabian Driver Dan's Story Train and Canadian/British Mike the Knight.

For the most part, a small group of global properties—including those from media and consumer products powerhouses such as Disney (Doc McStuffins, Frozen), Nickelodeon (Dora & Diego), and Mattel (Thomas & Friends) and joined by smaller and mid-sized licensors such as eOne (Peppa Pig) or American Greetings (Strawberry Shortcake)—tends to dominate store shelves consistently around the world. In each country, these global brands are displayed beside homegrown properties that are often equally popular locally. This year saw the expansion of previously regional properties like Peppa Pig, which broke \$100 million in retail sales worldwide in 2015.

The top five licensors collectively manage 28.9% of all preschool properties with some licensing activity worldwide—and while they don't necessarily dominate preschool licensed sales, the lists overlap. Disney reigns as the number one owner of preschool properties worldwide, followed by Nickelodeon and BBC Worldwide.

Typically however, there are always domestic properties that are so localized that they do not transfer easily to the U.S. or other territories. Examples include Teddy & Chick/Bamse og Kylling (Denmark), Pleasant Goat and Big Big Wolf (China), and Postman Pat (U.K.). One reason that they boast a significant presence at home yet not internationally is that preschool properties tend to have support from local broadcasters—especially the free TV channels that dominate children's television in certain countries—and governments may mandate a certain percentage of local programming on preschool channels.

ORIGIN TERRITORY OF PRESCHOOL PROPERTIES WITH SOME LICENSING ACTIVITY, WORLDWIDE, 2015



Note: When a property claims more than one origin, it is counted twice; e.g., Driver Dan's Story Train for Europe and the Middle East/Africa.

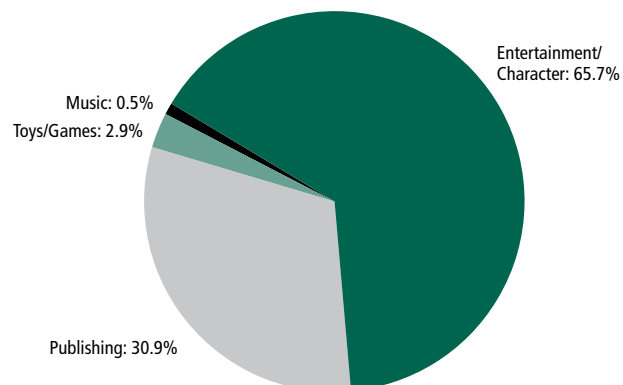
SOURCE: THE LICENSING LETTER

But as social media platforms like YouTube and SVOD providers like Netflix and Amazon become the go-to source for preschool programming, it is becoming easier for properties to cross borders without facing the limitations posed by traditional broadcasters.

### Property Type

While most preschool brands are entertainment/character-based (65.7%), some originated as publishing properties (30.9%), and a smaller portion as toys/games (2.9%). Note that while some series, such as Franklin and Friends or DC Super Friends, have arguably outgrown their source material with TV or film adaptations, they are still considered publishing- and toy-based brands for the purpose of our classification. But practically speaking, entertainment- and publishing-based brands are strongly interrelated, with one boosting the other's visibility and extending the property's life.

### SOURCE OF PRESCHOOL PROPERTIES WITH SOME LICENSING ACTIVITY, WORLDWIDE



SOURCE: THE LICENSING LETTER

## HEALTH & FITNESS

### Pumping Up Brands

Despite our love for athleisure and all things healthy, a recent study by Nautilus shows that Americans and Europeans fail when it comes to general health and fitness knowledge (scoring an average of 42% and 39%, respectively).

But it can't be denied that fitness is a big business, even if it is more aspirational than not. The 2016 update to Inc.'s 5000 list of the fastest-growing companies names quite a few that specifically target the active and outdoor space. The top three are Nine Line Apparel (No. 31; apparel manufacturer), Orangetheory Fitness (No. 60; athletic training services and fitness equipment manufacturer), and Cambridge Select (No. 97; apparel and footwear retailer).

Here's some of the latest news to come out in the fitness sector, branded and otherwise:

- ▶ Disney is releasing a line of animated shorts to help promote healthy living for kids. The interstitial programming will feature characters from *Star Wars Rebels*, *The Lion Guard*, and *Miles from Tomorrowland*.
- ▶ On the cusp of McDonald's disastrous experiment of introducing step trackers into its Happy Meals,
  - ▶ Fitness app *Zombies, Run* hopes to launch a new board game with the launch of a new Kickstarter project. Developed by Six to Start and Naomi Alderman, the game tasks teams of 2-4 players with fleeing zombie hordes, while incorporating a real-time, audio-driven adventure as they rescue survivors, uncover secrets and find a cure.
  - ▶ Nike released its Nike+ app, which gives athletes access to services including fitness activity tracking, personal shopping, and events tracker.
  - ▶ Meredith launched its first expansion into the retail consumable food category with its EatingWell-branded frozen entrées in partnership with Bellisio Foods.
  - ▶ Luxottica Group and Intel launch a virtual training coach named Radar Pace, a smart eyewear model featuring a real-time voice-activated coaching system.



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## DEMOGRAPHICS

## What's a Licensing Exec Worth?

What is a licensing executive worth? Combining our research from *TLL's Annual Licensing Business Survey*, *TLL's 2016 Salary Survey* and demographic data from the *Licensing Source Book*, we've come up with an interesting answer to that question.

First, consider basic demographics. The U.S./Canada leads in population with 66% of licensing executives. Europe comes second at 22.8% and Asia third at 6.5% share.

On average, top executives are responsible for \$19.6 million in retail sales while pulling less than one percent of that in salary and bonus. Broken out by major territories, licensing executives based in Asia manage the most funds compared to their territory's estimated 2015 retail sales (\$36.6 million), followed by Latin America (\$23.1 million), U.S./Canada (\$18.9 million), and Europe (\$16.9 million).

The top five countries based on population of licensing executives doesn't follow the same trend as licensed retail sales for each country. For example, the second-largest market for licensed retail sales, Japan, would have been number 6 by population. When broken out by individual country, the U.S. and U.K. lead as the top two countries worldwide by share of licensing executives. In fact, the two countries top every category list by population, with Germany and Canada as the other two countries regularly featuring in the top five. Japan is more skewed towards agents and consultants, while Australia lands in the top five lists for agents and licensees.

## Where's the Money? Breakdown by Property Type

While entertainment/character-based properties make the flashiest headlines, don't forget that corporate

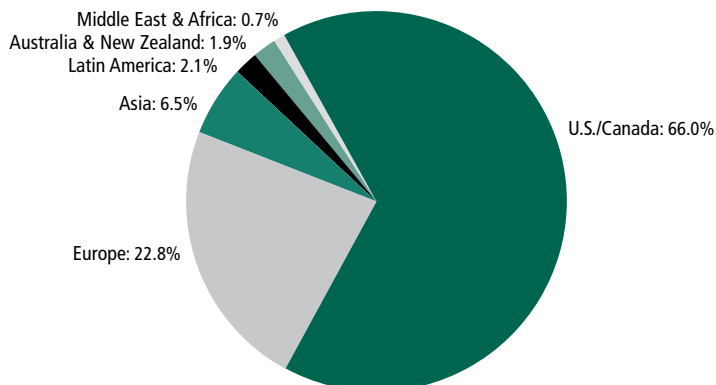
SHARE OF LICENSING EXECUTIVES, WORLDWIDE					
TERRITORY	LICENSORS	AGENTS	LICENSEES	CONSULTANTS & SERVICE PROVIDERS	ALL
U.S./Canada	70.6%	51.5%	67.1%	67.4%	66.0%
Europe	20.9%	29.3%	22.4%	21.3%	22.8%
Asia	5.6%	9.7%	5.9%	7.6%	6.5%
Latin America	1.3%	4.8%	1.9%	1.2%	2.1%
Australia & New Zealand	1.4%	2.7%	2.0%	1.6%	1.9%
Middle East & Africa	0.1%	2.1%	0.7%	0.9%	0.7%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

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

trademarks, fashion, and sports brands generate more retail sales in the U.S. and Canada (with entertainment overtaking sports worldwide). So although entertainment/character licensors make up 29.3% of the executive population worldwide, they don't necessarily manage the most funds.

While only 3.0% of licensing executives worldwide work as licensors for fashion brands, they individually oversee \$569.7 million in retail sales. Sports licensors are second (5.4% of the worldwide population, with each licensor responsible for \$160.5 million in sales attributed to the property type); corporate trademark (9.5%; \$159.4 million); and finally entertainment (29.3%, \$42.7 million). And while we don't break out "other" categories for the rest of the world, note that it includes apparel and accessories licensors, who make up 10.2% of the world's population; as well as publishing (5.8%); and digital, online, and video game executives (5.2%).

## SHARE OF LICENSING EXECUTIVES, WORLDWIDE



SOURCE: THE LICENSING LETTER

## RETAIL SALES PER LICENSING EXECUTIVE, WORLDWIDE

(Figures in Millions)

RANK	TERRITORY	SHARE OF LICENSING EXECUTIVES	RETAIL SALES PER EXECUTIVE
1	Asia	6.5%	\$36.62
2	Latin America	2.1%	\$23.07
3	U.S./Canada	65.6%	\$18.92
4	Europe	23.0%	\$16.85
5	Australia/New Zealand	1.9%	\$14.25
6	Middle East & Africa	0.8%	\$14.09
	<b>Total</b>	<b>100.0%</b>	<b>\$19.55</b>

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

We don't consider distribution of licensing executives in our analysis of retail sales of licensed merchandise by property type. But the numbers line up fairly evenly—especially when comparing the U.S./Canada to the rest of the world.

Note that this is an imperfect science for a couple of reasons, including the fact that licensing executives based in a particular country do not necessarily directly contribute to the licensing business in that territory. For example, a top executive that manages the whole of Latin America might be based in their company's U.S. headquarters; likewise, those who manage the Middle East and Africa are often based in Europe. This trend is shifting in recent years as companies expand their business as close to the ground as possible in order to capture the unique quirks of doing business in new territories.

The *Licensing Source Book Online* is first and foremost an English-language publication and its listings are skewed towards those businesses that conduct at least some business in English. Since over 80% of listings are for executives with a title of director or higher, the numbers don't necessarily reflect the entire licensing population,

RETAIL SALES PER LICENSING EXECUTIVE FOR TOP COUNTRIES BY POPULATION, WORLDWIDE			
RANK	TOP COUNTRIES BY POPULATION OF LICENSING EXECUTIVES	SHARE OF LICENSING EXECUTIVES	RETAIL SALES PER LICENSING EXECUTIVE, IN MILLIONS
1	U.S.	62.5%	\$18.04
2	U.K.	12.2%	\$7.22
3	Germany	3.2%	\$20.03
4	Canada	3.1%	\$36.62
5	Australia	1.8%	\$13.35

SOURCE: THE LICENSING LETTER

RETAIL SALES PER LICENSOR, BY PROPERTY TYPE (Figures in Millions)			
PROPERTY TYPE	U.S./CANADA	REST OF WORLD	WORLDWIDE
Fashion	\$446	\$835	\$570
Corporate Trademarks & Brands	\$158	\$165	\$159
Sports	\$164	\$76	\$160
Art, Artists & Museums	\$24	\$63	\$31
Entertainment & Characters	\$32	\$55	\$43
Other	\$32	\$39	\$34
All Licensors	\$64	\$88	\$71

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

SOURCE: THE LICENSING SOURCE BOOK ONLINE, THE LICENSING LETTER

COMPARISON OF SHARE OF LICENSED MERCHANDISE VS. SHARE OF LICENSORS, WORLDWIDE				
PROPERTY TYPE	U.S./CANADA		REST OF WORLD	
	SHARE OF RETAIL SALES, 2015	SHARE OF LICENSORS	SHARE OF RETAIL SALES, 2015	SHARE OF LICENSORS
Entertainment & Character	41.4%	54.7%	58.5%	45.3%
Sports	74.3%	72.6%	25.6%	27.4%
Fashion	53.3%	68.1%	46.8%	31.9%
Corporate/ Trademark	79.2%	79.9%	20.8%	20.1%
Art	62.1%	81.3%	37.9%	18.7%
Other	71.7%	75.8%	28.2%	24.2%
<b>Total</b>	<b>63.3%</b>	<b>70.3%</b>	<b>36.7%</b>	<b>29.7%</b>

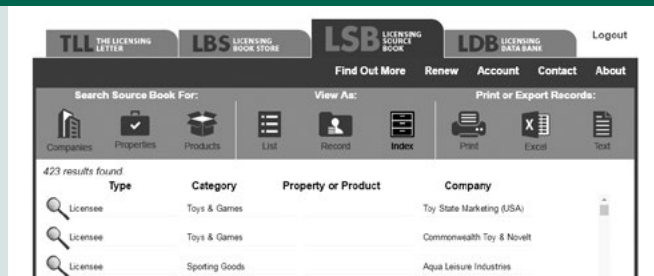
Note: Numbers may not add up exactly due to rounding.  
SOURCE: THE LICENSING LETTER

but are more reflective of where companies have located their main offices. But they are surprisingly apt when it comes to the people who are active in the global deal-making business.

For example, territories like Asia have a far larger manufacturing base than does the U.S./Canada. But a lot of these manufacturers do not deal with licensors or agents directly, instead taking on sub-licensee contracts for regional licensees. And many executives handle more than one territory: for example, an executive can handle all deals for EMEA while based from a U.K. home office.

Conversely, the share of licensors and agents represented in the *Licensing Source Book Online* are relatively closer to actual figures, with most major brand owners and representatives listed.

**ABOUT THE LICENSING SOURCE BOOK ONLINE**



As of November 2016 the *Licensing Source Book Online* lists 8,700+ licensing executives doing business in 83 countries worldwide—from Australia to the UAE. These executives include licensors; agents; licensees; and consultants, service providers, retailers, and trade associations.

For access to the *Licensing Source Book Online*, call our customer service department at 1-888-729-2315.

Interested in being listed? Email the Licensing Source Book team at [llsb@plainlanguagemedia.com](mailto:llsb@plainlanguagemedia.com) to add or update your free listing.

## Franchise Films Losing Ground

Continued from page 1

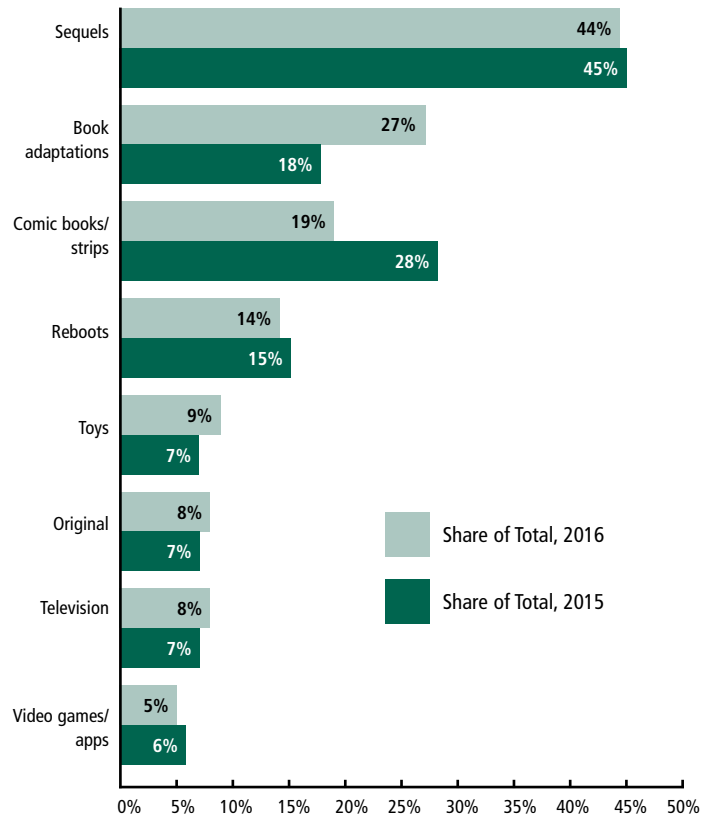
It takes time, however, before those concerns are reflected in studio production schedules. Our updated list of over 150 films with licensing potential on the way to theaters between now and 2023 shows that almost half (44%) are sequels, and another 14% are reboots. See the complete list online at [www.thelicensingletter.com/licensed-feature-films](http://www.thelicensingletter.com/licensed-feature-films).

Of course, known quantities hold much more licensing potential than unproven concepts. And the most powerful franchises, like Star Wars and Marvel and DC superheroes, dominate both ticket and licensed merchandise sales. And they are not slowing down. Disney already has release dates staked out for core or spinoff Star Wars movies every year through 2019, for example. And just last month, Disney CEO Bob Iger told an investors conference that a writer is developing another Star Wars film for 2020.

Our list is stacked with movies whose underlying properties have a history of past success, including those inspired by books, TV, video games and toys. In one notable change between this list and the comparable chart published in October 2015, book adaptations have grown by 50% to represent 27% of the titles on the list, while comics have fallen by more than a third to 19% of titles listed.

The decline in comics-based titles, however, may have to do with the increasingly common practice among studios of reserving dates for a franchise—such as Marvel or DC—rather than a specific title. *TLL* does not list those unidentified films.

SOURCE OF LICENSABLE FILMS PROJECTED FOR RELEASE, 2016-2023



NOTE: A film can appear in multiple categories.  
SOURCE: THE LICENSING LETTER

## CANNABIS

### Trump, Hilary, and... Cannabis?

With election day upon us, there's another vote Americans are preparing to make. Nine states have ballot measures for cannabis legalization—a sector worth \$60–100 million in licensed retail sales in 2015, according to *TLL* estimates.

Although we've reported on the state of licensed cannabis products and accessories throughout the year—with 2016 expected to be the big breakout year for sales—remember that this fledgling market is still quite immature. At the state level, five states will consider adult use measures, and four will consider medical cannabis; more measures will be brought at the municipal level.

Thanks to federal regulations, licensors must make deals for cannabis consumables with concentrations of over 0.3% THC on a state-by-state basis. And, in fact, dealmakers *should* spend time on developing different contracts given each state's different retail tax rates and packaging requirements; roughly identical products can have 100–300%

markups across state lines. Furthermore, royalty fees cannot be collected on licensed sales. Instead, most contracts provide for a flat fee per sale to be paid to the licensor. But related accessories such as vape pens, pipes, grinders, and tins cans have no such prohibitions, and they're often viewed as a safer area for brands to move into. Sales figures are notoriously difficult to pin down for branded goods, as many deals are co-branded, function as marketing partnerships, or operate in an essentially legal gray zone.

While the first brands to make forays into the market have been musicians, celebrity chefs, and personalities like Whoopi Goldberg are expected to generate the largest chunk of sales. These extensions also function to normalize cannabis consumption. Branded products emphasizing luxury, convenience, and natural health and safety benefits are generating the most growth. Nationwide, 40% of legal cannabis consumers are aged 25–34 years-old, 21% are 18–24 years-old and 15% are 35–44 years-old, according to Leafbuyer.com. And only 55% of buyers are male.

Here are the states where voters will decide on the latest markets open to business. See the current state of cannabis legalization online at [www.thelicensingletter.com/in-which-states-is-marijuana-legal/](http://www.thelicensingletter.com/in-which-states-is-marijuana-legal/)—we'll be updating it after the election season.

- 1. Arizona:** Would legalize recreational usage with retail sales incurring a 15% tax.
- 2. Arkansas:** Two competing ballot initiatives would both allow medical marijuana.
- 3. California:** For recreational use. In addition to packaging, marketing, and other restrictions, proposes a state excise tax of 15% on retail sales and state cultivation taxes.
- 4. Florida:** Medical marijuana initiative would limit use to certain diseases.
- 5. Maine:** Proposal would allow for recreational usage with a 10% tax on retail sales.
- 6. Massachusetts:** Would permit recreational usage. Retail sales would be subject to the state sales tax (6.25%) and an additional excise tax of 3.75% (total 10%, with possibility of separate city or town taxes of up to 2%).
- 7. Montana:** Aims to expand medical marijuana access after a previous ballot initiative was limited by the state legislature.
- 8. Nevada:** Ballot vote would allow for recreational usage with 15% excise tax on top of existing 4.6% sales tax.
- 9. North Dakota:** Would legalize medical marijuana for certain diseases.

## FOOD/BEVERAGE

### Celebrating Coffee with Food

To celebrate National Coffee Day, Dunkin' Brands Group will launch a Dunkin' Donuts branded ready-to-drink coffee line in early 2017. The new products, to be manufactured and distributed by The Coca-Cola Co., will strengthen Dunkin' Donuts' position as a coffee authority and extend the brand into new distribution channels, the company said.

The licensing of food and beverage brands is a growing trend, with restaurants increasingly both putting packaged food brands on their menus, and also licensing their own brands for packaged foods. Dunkin', for instance, also announced last week that it will license in the Oreo brand for a seasonal beverage, "Oreo flavored Hot Chocolate." Already on the donut chain's menu: Reese's Peanut Butter Square.

Retail sales of licensed food and beverages in the U.S. and Canada surpassed \$10 billion in 2015, according to *TLL's Annual Licensing Business Survey*, up 4.5% from the prior year. The category has grown consistently since 2009.

Other fast food chains also are expanding their licensed product menus:

- ▶ Burger King this year added Pie made with Snickers and Hershey's Sundae Pie to its dessert menu, which already had Reese's Peanut Butter Cup Pie and Oreo shakes. The burger chain also has added Cheetos Chicken Fries.
- ▶ Taco Bell's Doritos menu items have exploded in the past year, from Doritos Locos Tacos to almost 10 menu items in Nacho Cheese, Cool Ranch and Fiery flavors.

## The Licensing Source Book Online

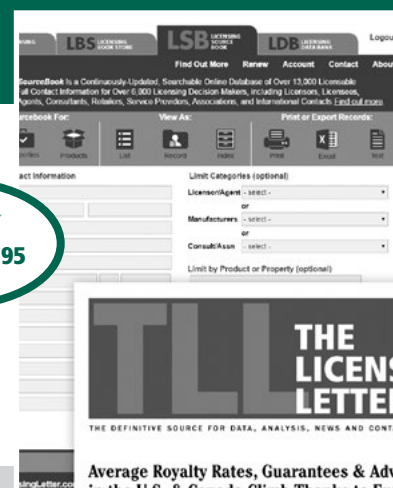
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## MARKETING

## Content &amp; Experiential Roundup

**Mattel** and **Otoy** join force to bring original episodic “Batman: The Animated Series” content to the View-Master VR Viewer this fall. The new content is developed in partnership with **Warner Bros. Consumer Products**, DC Entertainment and Warner Bros.’ digital studio Blue Ribbon Content.

**Cartoon Network** will release a new Adventure Time virtual reality mobile game and a Jake the Dog-branded VR viewer in the U.K. and Nordics. The game was developed by U.K.-based **Opposable**. In Asia, the company teams up with Korean game developer **Tangent** for an Adventure Time mobile game app—to be released first in Korea, with a regional rollout across Asia in late 2016, and in selected international markets in 2017.

**Nickelodeon** prepares to open Nickelodeon Universe, the largest indoor theme park in North America, with **Triple Five Group**. Boasting attractions and rides inspired by SpongeBob SquarePants and Teenage Mutant Ninja Turtles, the park is based at New Jersey shopping and recreation center American Dream.

Meanwhile, Nickelodeon and the **Bishop Museum in Honolulu**, Hawaii team up for a new exhibit featuring Dora and Diego from the preschool series “Dora the Explorer”

and “Go, Diego, Go!” Running from Oct. 8–Jan. 8, the exhibit will feature activities and scenes from the series.

Cruiseline **Holland America Line** brings public television show **America’s Test Kitchen** onboard with cooking demonstrations and hands-on workshops in addition to 24-hour access to episodes of America’s Test Kitchen and Cook’s Country television programs in passenger’s staterooms.

**20th Century Fox Consumer Products** partners with **Lightstorm Entertainment** and **GES** for touring attraction “Avatar: Discover Pandora.” The three-month tour launches in Taipei, Taiwan on Dec. 7 before visiting other locations worldwide. The 12,000-square-foot exhibition will feature the creatures, environments, and culture and mythology of the Na’vi people from James Cameron’s *Avatar*.

**Amazon** is developing a new limited drama series which follows the real-life battle between American toy giants **Hasbro** and **Mattel** in the 1980s and 1990s. Seth Gordon is expected to direct the project, based on the book, *Toy Wars: The Epic Struggle Between G.I. Joe, Barbie and the Companies Who Make Them*, written by journalist and novelist G. Wayne Miller.

## TOYS &amp; GAMES

## Top Retailers Tag Holiday Toy Favorites

The holiday shopping season is firmly upon us, with more retailers revealing their top picks for this year’s holiday 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., Walmart and Toys ‘R’ Us, had announced the toys they expect to be their hottest sellers for the holidays.

We’ve compiled their lists with other top retailers Amazon.com, Target, Kohls, and Kmart. Together they 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). By 2015, licensed toy sales grew 8.1%, compared to 6.7% growth overall (NPD). The research firm has predicted that 2016 overall toy sales will grow 7.0%, the industry’s fastest growth rate this century, to be once again fueled by licenses with media content. While the most prominent brands 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 11 licensed brands (up from seven last year), while the Toys ‘R’ Us’ list includes eight (up from five). Amazon.com counts 8, Target 12, Kohls 16 (we included only its top licensed and new toys lists here), and Kmart 6. All in all, licensed properties account for nearly half of this season’s top toy picks.

Licensed properties that can be found across most retailer lists include Hasbro’s NERF, MGA Entertainment’s Num Noms, Shopkins, Spin Master’s Paw Patrol, and Star Wars. (Disney’s Star Wars and Frozen, notably, are not as dominant as they were on holiday hot lists last year.)

For the top two retailers, Walmart is betting on Batman v. Superman, Disney Princess, Doc McStuffins, My Little Pony, and Teenage Mutant Ninja Turtles. Toys ‘R’ Us favors Trolls, Pokémon, and PJ Masks.

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, most retailers ranked exclusives among their top picks. For example, 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.

## RETAILER TOP TOYS LISTS FOR THE 2016 HOLIDAY SEASON

WALMART'S CHOSEN BY KIDS TOP TOY LIST	TOYS 'R' US' HOT TOY LIST	AMAZON.COM'S HOLIDAY TOY LIST & ANTICIPATED BEST SELLERS/EXCLUSIVES	TARGET'S TOP WISH-LIST PICKS	KOHL'S HOTTEST LICENSED PROPERTIES & TOP NEW TOYS	KMART'S FAB 15 TOYS
<ul style="list-style-type: none"> <li>■ Barbie Rainbow Cove Princess Castle Playset</li> <li>■ Batman v. Superman: Dawn of Justice Batcave*</li> <li>■ Disney Princess Carriage*</li> <li>■ Doc McStuffins Hospital Care Cart*</li> <li>■ Fisher Price Imaginext Bat Flight City</li> <li>■ Fisher Price Imaginext Ultra T-Rex</li> <li>■ Fisher Price Little People Sit 'n Stand Skyway</li> <li>■ FurReal Friends Torch, My Blazin' Dragon</li> <li>■ Hatchimals</li> <li>■ Hot Wheels A.I. Racing Playset</li> <li>■ Little Live Pets Puppy</li> <li>■ My Life As Food Truck</li> <li>■ My Little Pony Explore Equestria Crystal Empire Castle*</li> <li>■ NERF N-Strike Elite HyperFire Blaster</li> <li>■ Num Noms Lipgloss Truck*</li> <li>■ Paw Patrol Zooming Marshall*</li> <li>■ Pie Face Showdown! Game*</li> <li>■ Pom Pom Wow Decoration Station</li> <li>■ Razor PowerCore E100 Electric Scooter</li> <li>■ Sky Viper Streaming Drone*</li> <li>■ Star Wars Electronic R2D2*</li> <li>■ Teenage Mutant Ninja Turtles Mega Lair Playset*</li> <li>■ Teenage Mutant Ninja Turtles Remote Control Skateboarding Mikey*</li> <li>■ Tyco Terra Climber Remote Control Vehicle</li> <li>■ Vtech Go! Go! Smart Wheels Treasure Mountain Train Adventure</li> </ul>	<ul style="list-style-type: none"> <li>■ DreamWorks Trolls Hug Time Poppy*</li> <li>■ Fisher-Price Think &amp; Learn Code-a-pillar</li> <li>■ Hatchimals</li> <li>■ Little Live Pets Snuggles My Dream Puppy</li> <li>■ Little Tikes Light 'n Go 3-in-1 Activity Walker</li> <li>■ NERF N-Strike Elite TerraScout RC Drone Blaster</li> <li>■ Num Noms Lip Gloss Truck</li> <li>■ Paw Patrol Zoomer Marshall*</li> <li>■ PJ Masks Headquarter Play Set *</li> <li>■ Pokémon Z-Ring Set*</li> <li>■ Power Wheels 12-volt Wild Thing</li> <li>■ Selfie Mic Music Set</li> <li>■ Shopkins Tall Mall Storage Case*</li> <li>■ Sky Viper v2400 HD Streaming Drone with FPV Headset*</li> <li>■ Star Wars InteracTech Stormtrooper*</li> </ul>    	<ul style="list-style-type: none"> <li>■ 3Doodler Create 3D Pen</li> <li>■ American Girl Melody Doll, Book &amp; Backpack Collection</li> <li>■ AquaBeads Ultimate Design Studio Playset</li> <li>■ Barbie Dreamhouse</li> <li>■ Barbie Pop-Up Camper Vehicle</li> <li>■ Bloxels: Build Your Own Video Game</li> <li>■ Codenames</li> <li>■ DreamWorks Trolls Hug Time Poppy*</li> <li>■ Fisher-Price Dance &amp; Move BeatBowWow</li> <li>■ Fisher-Price Imaginext DC Super Friends Super Hero Flight City*</li> <li>■ Fisher-Price Shimmer &amp; Shine Magic Flying Carpet*</li> <li>■ Hatchimals Draggles</li> <li>■ Hot Wheels A.I. Intelligent Race System Starter Kit*</li> <li>■ LEGO City Airport Air Show Building Kit</li> <li>■ LEGO Friends Amusement Park Roller Coaster Building Set</li> <li>■ Nom Noms Lipgloss Truck Craft Kit*</li> <li>■ Pie Face Showdown Game</li> <li>■ Playskool Sesame Street Love2Learn Elmo*</li> <li>■ Scientific Explorer Magic Science for Wizards Only Kit</li> <li>■ SELFIE MIC Music Set</li> <li>■ Shopkins Happy Places House Playset*</li> <li>■ View-Master Deluxe VR Viewer</li> <li>■ Wonder Workshop Dash Robot*</li> </ul>	<ul style="list-style-type: none"> <li>■ B. Zany Zoo Wooden Activity Center</li> <li>■ Barbie Rainbow Cove Princess Castle</li> <li>■ Bright Beats Learnin' Lights Dance Mat</li> <li>■ CHiP, the Robotic Dog</li> <li>■ Disney Frozen Little Kingdom Elsa's Magical Rising Castle*</li> <li>■ Fisher-Price Think &amp; Learn Code-a-pillar</li> <li>■ Fisher-Price Thomas' Sky-High Bridge Jump</li> <li>■ FurReal Friends Torch, My Blazin' Dragon</li> <li>■ Hasbro Star Wars Rogue One Rebel U-Wing Fighter*</li> <li>■ Hasbro Star Wars The Black Series Imperial Stormtrooper Electronic Voice Changer Helmet*</li> <li>■ Hatchimals</li> <li>■ Hot Wheels Track Builder Power Booster Kit: Rocket Edition*</li> <li>■ Jaguar Sports Car 12V Electric Ride-on*</li> <li>■ Our Generation Doll</li> <li>■ Our Generation Sweet Shop Ice Cream Truck</li> <li>■ PAW Patrol Zoomer Marshall &amp; Everest*</li> <li>■ Playskool Sesame Street Love2Learn Elmo*</li> <li>■ Qixels 3D Maker</li> <li>■ Shopkins Shoppies Groovy Smoothie Truck with Shoppies Doll*</li> <li>■ Star Wars Force Band by Sphero*</li> <li>■ Star Wars X-wing vs. Death Star Assault*</li> <li>■ TNMT: Out of the Shadows Tactical Truck*</li> <li>■ Wonder Woman Invisible Jet*</li> </ul>	<ul style="list-style-type: none"> <li>■ American Girl WellieWishers dolls</li> <li>■ Barbie Puppy Mobile*</li> <li>■ BB8 App-Enabled Droid by Sphero*</li> <li>■ Disney TSUM TSUM Plush &amp; Collectibles*</li> <li>■ Fisher-Price Code-A-Pillar</li> <li>■ Funko POP! Five Nights at Freddy's Collectibles*</li> <li>■ Funko POP! Marvel Captain America 75th Anniversary Collectibles*</li> <li>■ Hot Wheels Mega Garage*</li> <li>■ Lion Guard Figure 5-Pack*</li> <li>■ Magformers Rainbow 30-Piece Set</li> <li>■ Marvel Captain America Magnetic Roleplay Set*</li> <li>■ Mr. Potato Head*</li> <li>■ Nerf Modulus</li> <li>■ Num Noms Lip Gloss Truck*</li> <li>■ Paw Patrol Lookout Playset*</li> <li>■ Peppa Pig School and Bus Playset*</li> <li>■ Playskool Mr. Potato Head Marvel Iron Man vs. Spider-Man with Hulk Pieces*</li> <li>■ Razor Hovertrax 2.0</li> <li>■ Shopkins Sweet Spot &amp; Shoppie Doll*</li> <li>■ Squinkies Squinkieville Club House</li> <li>■ Star Wars Masters of the Galaxy from Playskool*</li> <li>■ Trolls Poppy's Hair Salon*</li> <li>■ Y-Volution Y-Fliker Air A1 Scooter</li> </ul>   	<ul style="list-style-type: none"> <li>■ Disney Frozen Sing Along Elsa Doll by Jakks Pacific*</li> <li>■ FurReal Friends Star Lilly the Unicorn</li> <li>■ Holiday Auburn Barbie 2015 Doll</li> <li>■ Hot Wheels Ultimate Auto Garage</li> <li>■ Hulk Smash RC Vehicle by Jakks Pacific*</li> <li>■ Imaginext Ultra T-Rex by Fisher-Price</li> <li>■ LEGO Friends Pop Star Show Stage</li> <li>■ MONOPOLY Here &amp; Now by Hasbro</li> <li>■ Monster High Boo York Floatation Station with Astronova Doll by Mattel*</li> <li>■ NERF Zombie Strike Dominator</li> <li>■ Paw Patrolter by Spin Master*</li> <li>■ Playskool Sesame Street Play All Day Elmo by Hasbro*</li> <li>■ Star Wars Signature Lightsaber by Hasbro*</li> <li>■ VTech Kidizoom Action Cam</li> <li>■ Zoomer Kitty with Toy Mouse by Spin Master</li> </ul>

Note: \*Licensed.

SOURCE: THE LICENSING LETTER

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## Halloween Spending Up; Entertainment Tops Costume Choices

Halloween spending is expected to reach an all-time high this year, according to the National Retail Foundation (NRF)'s Halloween Spending Survey; total spending is expected to reach \$8.4 billion, up 21.7% from \$6.9 billion in 2015. The last time sales came close was in 2012, at a previous high of \$8.0 billion.

Over 171 million Americans will celebrate Halloween (69.1% of all Americans); they're expected to spend \$82.93 on average, up 11.6% from last year's \$74.34. All in all, total spending on costumes will reach \$3.1 billion (67% plan to buy), \$2.5 billion on candy (94.3%), \$2.4 billion on decorations (70%) and \$390 million on greeting cards (35.4%; multiple responses allowed).

Celebrants are planning to buy early; 78.8% will finish their shopping by mid-October. Most are planning to visit discount stores (47%), specialty Halloween and costume stores (36%), grocery stores and supermarkets (26%), department stores (23%), and online (22%; multiple responses allowed). According to *The Savers Halloween Shopping Survey*, adults aged 18–44 plan to increase their spending on costumes, with men 50% more likely to spend more.

TOP HALLOWEEN COSTUMES FOR CHILDREN (0–18 YEARS-OLD), 2016		
RANK	BRANDS	SHARE WHO WILL BUY
1	Action/Superhero*	6.4%
2	Princess	5.8%
3	Animal (cat, dog, lion, monkey, etc.)	4.9%
4	Batman*	4.8%
5	Star Wars*	3.7%
6	DC Superhero (excl. Batman)*	3.2%
6	Witch	3.2%
7	Frozen (Anna, Elsa, Olaf)*	3.1%
8	Marvel (excl. Spider-Man)*	3.1%
9	Zombie	2.9%
10	Spider-Man	2.8%
<b>Total</b>		<b>43.9%</b>
<b>Total Licensed*</b>		<b>27.1%</b>

Note: \*Licensed.  
SOURCE: National Retail Foundation's Halloween Spending Survey, THE LICENSING LETTER.

### Supers Overtake Princesses in Costumes

NRF reports that 67% of Americans will buy costumes this year, spending \$3.1 billion. Licensed properties top the charts for kids and millennials; the top choices for Americans are superheroes (DC Comics, Marvel), Frozen, and Star Wars—not coincidentally, some of the year's top entertainment properties for licensed sales (see pg. 1). The top licensed choices for kids aged 0–18 make up 27.1% of all costume choices, 23.5% for millennials aged 18–34, 11.7% for adults 35-plus, and 11.8% for pets.

Fandango's survey of the most popular costumes inspired by 2016's blockbusters—as reported by Refinery21—revealed that the top choices for women were Harley Quinn from *Suicide Squad*, Alice from *Alice Through the Looking Glass*, Wonder Woman from *Batman v. Superman: Dawn of Justice*, Katniss from *The Hunger Games: Mockingjay, Part 2*, and the ladies from *Captain America: Civil War* and *Star Wars: The Force Awakens*. Men opted for the titular characters from *Deadpool*, *Captain America*, and *Batman*.

TOP HALLOWEEN COSTUMES FOR MILLENNIALS (18–34 YEARS-OLD), 2016		
RANK	BRANDS	SHARE WHO WILL BUY
1	Batman (Batman, Harley Quinn, The Joker, etc.)*	9.3%
2	Witch	6.1%
3	Animal (cat, dog, bunny, etc.)	5.0%
4	Marvel (Deadpool, Spiderman, etc.)*	3.5%
4	DC Superhero (Wonder Woman, Superman, etc.; excl. Batman)*	3.5%
5	Vampire	3.3%
6	Video game character*	3.0%
7	Slasher movie villain (Freddy, Jason, Michael Myers, etc.)*	2.3%
8	Pirate	2.1%
9	Star Wars*	1.9%
10	Zombie	1.8%
<b>Total</b>		<b>41.8%</b>
<b>Total Licensed*</b>		<b>23.5%</b>

Note: \*Licensed.  
SOURCE: National Retail Foundation's Halloween Spending Survey, THE LICENSING LETTER.

## TOP HALLOWEEN COSTUMES FOR ADULTS (35+ YEARS-OLD), 2016

RANK	BRANDS	SHARE WHO WILL BUY
1	Witch	13.7%
2	Pirate	4.7%
3	Political (Trump, Clinton, etc.)	4.1%
4	Vampire	3.9%
5	Batman (Batman, Catwoman, etc.)*	3.5%
6	Animal (Cat, Dog, Bunny, etc.)	3.2%
7	DC Superhero (Superman, Wonder Woman, excl. Batman)	3.1%
7	Star Wars	3.1%
8	Ghost	2.5%
8	Zombie	2.5%
9	Scary costume/mask	2.2%
10	Marvel (Iron Man, Hulk, Spider-Man, etc.)*	2.0%
<b>Total</b>		<b>48.5%</b>
<b>Total Licensed*</b>		<b>11.7%</b>

Note: \*Licensed.

SOURCE: National Retail Foundation's Halloween Spending Survey, THE LICENSING LETTER.

## TOP HALLOWEEN COSTUMES FOR PETS, 2016

RANK	BRANDS	SHARE WHO WILL BUY
1	Pumpkin	10.1%
2	Hot Dog	8.0%
3	Bumble Bee	4.7%
4	Lion	3.4%
4	Star Wars*	3.4%
5	Devil	3.3%
6	Batman*	3.1%
7	Witch	2.9%
8	Superman*	2.7%
9	Action/Superhero*	2.6%
10	Cat	2.5%
<b>Total</b>		<b>46.7%</b>
<b>Total Licensed*</b>		<b>11.8%</b>

Note: \*Licensed.

SOURCE: National Retail Foundation's Halloween Spending Survey, THE LICENSING LETTER.

## Who's News

**Chris Heatherly** is now EVP Worldwide Games & Digital Platforms for NBCUniversal Brand Development. At NBCUniversal Consumer Products, **Jonathan Baker** is now VP EMEA and **Hannah Mungo** is Country Director U.K. & Ireland. The entertainment giant has established new regional offices in both Japan and China, as an EMEA central office in London. Beginning Jan. 1, 2017, NBCUniversal is moving to direct management of its business in the U.K. and Ireland, followed by direct management in the territories of France, Benelux, Germany, Italy, and Iberia on Jul. 1, 2017.

BBC Children's exec **Sarah Muller** takes over as Head Children's at Channel 5.

eOne hires **Katie Rollings** as Head U.K. Licensing for eOne Family and eOne Licensing, with a strategic focus on Peppa Pig and PJ Masks.

Nickelodeon and Viacom Consumer Products appoints **Felix Ruoff** as VP Sales/Marketing EMEA & MENA CP. Also, **Marianne James** is now VP Commercial Partnerships, Consumer Products & Experiences for Nickelodeon U.K. & Ireland.

Caliber Comics founder and CEO **Gary Reed** passed away.

Genius Brands Intl. promotes **Stone Newman** to President Global Consumer Products, Worldwide Content Sales & Marketing and hires **Jo Kavanagh-Payne** as SVP Global Distribution.

PBS promotes **Dawn Ciccone** to VP Brand Licensing, where she leads PBS KIDS brand licensing.

**Amanda Hill** is elevated to CMO of A+E Networks.

CPLG appoints **Libby Grant** Global Business Development Director Brands.

**John Rood** returns to Disney as SVP Marketing at Disney Channels Worldwide for the kids and family entertainment portfolios of Disney Channel, Disney XD, and Disney Junior. Meanwhile, company cuts another 250 jobs, or 5% of staff, from Disney Consumer Products and Interactive Media. This follows cuts from its Disney Infinity (300 jobs) and Maker Studios (30 jobs) divisions earlier this year.

**Irene Weibel** and **Andrew Kerr** co-found Sutikki, Bento Box Entertainment's new kids unit.

Consultancy The Brand Director welcomes **Ingrid Selberg** and **Eric Huang** as Associates.

**Stephanie Sperber** launches full service global licensing and representation firm White Space Entertainment as Chairman & CEO. The agency has signed on Dr. Seuss, Uglydoll, the DR1 drone racing league, and will launch the all-new franchise Benji.

Mattel Creations—the toy giant's theatrical, television, and digital content division—adds **Cheryl Gresham** as VP Global Media & Marketing Integration and **Justin Richardson** as VP Global Content Distribution & Strategy.

Mondo TV appoints **Julia Gutiérrez Cillero** as the group's Licensing Manager responsible for Spain, Portugal, and Latin America.

**Ben Lerer** will serve as the CEO of newly formed Group Nine Media, which consolidates five digital companies including Discovery-owned properties Seeker and SourceFed Studios.

**Tom Peddie** is Nike's new VP & GM North America, succeeding **Joaquin Hidalgo**.

**Sabrina Arab** joins HarperCollins France as Deputy Editorial Director.

Bottega Veneta names **Claus Dietrich Lahrs** as its new CEO.

*Continued on page 32*



## Who's News, Cont'd.

Netflix brings on **Bela Bajaría** as VP of Content, overseeing TV- and film-licensing initiatives, as well as co-productions with American networks.

**Al Kahn** joins Toon Goggles as chairman of the board.

Gaumont Animation appoints **Marc Dhrami** to Head Operations and **Gaëlle Guiny** to Director Animated Series Development.

Tory Burch names **John Mehas** as President, succeeding **Brigitte Kleine**.

Dark Horse Comics promotes **Melissa Lomax** to Director Marketing.

Oak West names **David Corbin** as President & CEO.

Sears Holdings promotes **Jason Hollar** to CFO.

Bloomsbury welcomes **John Lomas-Bullivant** as its new Intellectual Property & Brand Development Director.

Lowe's hires **James Han** as its new SVP Business Development.

Under Armour names **Jason LaRose** as its new President North America.

LCI Brands hires **Patty Stemp** as its first VP Product Development.

Gund hires **Bryan Bendavid** as SVP Sales & Marketing of its Gundimals division.

Insight Editions will launch Insight Comics, a new imprint devoted to original and licensed graphic novels, to be led by Senior Editor **Mark Irwin**.

IDW Publishing promotes **David Hedgecock** to Editor-in-Chief and hires **Chris Cerasi** as an editor. CCO **Chris Ryall** will take on new responsibilities including pursuing new licenses.

Women in Toys, Licensing & Entertainment (WIT) appoints **Alita Friedman** as its new treasurer.

HTI appoints **Nina-Jo Uttley** to the role of Product Manager.

Scout Comics & Entertainment hires **James Pruett** as Publisher.

**Emily Easton** is promoted to VP & Publisher of Crown Books for Young Readers.

Nordstrom names **Ken Worzel** President nordstrom.com and shifts the responsibilities for two of its Co-Presidents; **Erik Nordstrom** is now responsible for the Nordstrom brand and **Blake Nordstrom** for Nordstrom Rack. **Pete Nordstrom** continues to oversee merchandising and store planning.

President & CEO **Alex Smith** leaves Pier 1 Imports on Dec. 31, 2016.

**Barry Groves** steps down as MD for Posh Paws at the end of the year due to health issues. Parent Whitehouse Leisure is currently seeking a successor.

Stein Mart is seeking a new Chief Merchandising Officer as **Dawn Robertson** resigns as CEO, to be replaced by new Interm CEO **Hunt Hawkins**.

**20th Century Fox** seeks an injunction against **Netflix** preventing it from luring away employees under contract, such as recent Netflix hires Tara Flynn and Marcos Waltenberg. According to Fox's suit, Netflix allegedly knew about agreements tying employees to Fox through 2016 before pursuing both employees and encouraged them to break their contracts.

**The National Association of College Stores** eliminates 17% of its staff, or 13 jobs.

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