

# TLL THE LICENSING LETTER

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## Year in Review: Licensing at the Speed of Light

2016 is set to be the sixth year of solid growth in licensed retail sales—a record matched only by the 13 years of straight growth *TLL* observed when we first started tracking industry sales in 1978. After surpassing \$103.3 million in licensed retail sales in 2015 in the U.S. and Canada, 2016 will be only the third year in which retail sales cleared \$100 million. Worldwide, sales jumped 2.7% to \$163.3 billion in 2015—China remains on track to be the hottest market for expected growth in 2016.

While the industry is still recovering from the long-term effects of the 2008 recession, the economy has more or less stabilized. The last couple of years have seen a slew of top, A-list properties dominate shrinking retail space and push other players out of the game. But we're seeing more opportunity for those smaller players with the growth of ecommerce. And in fact, the internet is enabling brands that never had the chance to enter licensing to truly capitalize on this unique marketing tool.

### The Need for Speed

It's not quite right to say that we've settled into a new, post-recession normal. 2017 will truly be the year where speed is essential to success. We first observed this trend in fashion; if was on the catwalks, consumers wanted to be able to wear it immediately. Commercial art-based products is another area where retailers have been pushing for completely new, innovative designs—in increasingly smaller time frames. Those that can adapt, big or small, will survive. Keep in mind that the “traditional” deal can take anywhere from six months to over two years to negotiate—a smaller window of time than most fads survive.

In this sense, smaller, more dynamic outfits will benefit from being able to quickly turn around product and sign deals. However, larger players with already-established relationships and more resources still have a leg up in the game if they can avoid bureaucratic inefficiencies.

One possible solution that we've seen, especially amongst “mid-sized” or “older” players? Deals with trusted partners that aren't limited to any one brand or product, but allow for licensees to develop new merchandise as soon as the opportunity arises, without further contract renegotiation. A manufacturer's ability to quickly develop, distribute, and sell extensions is paramount—and going online is one way to cut out a step in the process. The licensor's participation is also essential here; a well-planned brand launch with a developed, focused style guide and strong advertising support—to say nothing of the content itself—makes the licensee's job easier.

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### EXPERIENTIAL

## Licensing in the \$40.4 Billion Theme Park Business

The amusement/theme park business is ramping up, and for licensed brands, it's only getting better. Global theme park spending totaled \$40.4 billion in 2015, up 7.4% from 2014, according to the Intl. Association of Amusement Parks & Attractions (IAAPA). The IAAPA points to a 5.2% increase in attendance, the largest gain during the past five years, as the biggest reason for growth.

Looking forwards, the IAAPA anticipates that the Asia-Pacific and the Middle East/North Africa will be the greatest growth areas. Indeed, major new parks scheduled to open around the world in the next years include motiongate Dubai (late 2016), Twentieth Century Fox World in Malaysia (2017), Universal Studios Beijing in China (2019), and a Six Flags park in China (2019).

As theme parks grow, they will need new ways to compete, keep their offerings fresh and attract new and repeat visitors. Using licensing to tap the fandom of popular

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# ➔ Licensing Ledger

**Global Brands Group** purchases a majority stake in **Sean John**, Sean "Diddy" Combs' men's lifestyle brand, as well as Combs' hip hop fashion brand **Enyce**. Sean John, which has annual retail sales of \$450 million, operates under a completely licensed model; current licensees and an exclusive retail partnership with Macy's will be retained.

**Cherokee Global Brands** (owner of Cherokee, Tony Hawk, Sideout, and Everyday California) enters into a \$95.8 million share purchase agreement to acquire outdoor footwear company **Hi-Tec Sports Intl. Holdings B.V.**, whose **Hi-Tec** and **Magnum** brands earned an estimated \$143 million in worldwide wholesale sales. Cherokee will turn Hi-Tec into a branded licensing model (sales of its operations will bring an estimated \$62 million); it expects \$19 million in licensed revenue in the first year. Cherokee has already secured agreements for core footwear categories in the U.S., Canada, U.K., continental Europe, and South Africa—and will maintain current worldwide distribution agreements.

**CNN** acquires video-sharing app **Beme**. In a multiyear development deal, the app will be closed and a news media venture will launch this summer to be led by creators Casey Neistat and Matt Hackett.

**NBCUniversal** makes another \$200 million investment in **BuzzFeed**, evaluating the viral media publisher at \$1.7 billion. As part of the deal, NBCU will collaborate on content production and distribution. BuzzFeed will allocate the new funds to develop its data and tech capabilities, flesh out its journalist arsenal, grow its Tasty food network, and create new ad products.

**LEGO** opens its first Chinese factory in the eastern Zhejiang province, which will supply 80% of the toyco's products for the Asian market.

**Disney** is cutting ties with Chinese toy manufacturer **Dongguan Qing Xi Juantiway Plastic Factory** over issues regarding working conditions.

**LVMH** is in discussions to acquire **Rapha**, a high-end London cycling apparel and bike-related accessories brand.

**Warner Bros.** officially agrees to acquire **Machinima** at a rumored \$100 million price tag.

Ontario-based global office furniture manufacturer **LEDA Furniture** ceases production after over 40 years in the business.

Sync licensing firm **MusicDealers**, which closed operations in July, will now have its massive music catalog and brand relationships acquired by **BrandSpins**. MusicDealers counted \$15 million in licensing revenue in 2014 across TV, games, radio, YouTube, and GoPro.

**Advantage Media Group** and **Forbes** launch **ForbesBooks**, the global media company's first book-publishing imprint.

**True Temper Sports**, parent of True Hockey and manufacturer of golf and lacrosse products, acquires hockey skate manufacturer **VH Footwear Inc.**

After closing on its acquisition of **Becca Cosmetics** (\$230 million), **Estée Lauder** is looking to buy the **Too Faced** makeup brand for \$1.45 billion, the largest purchase in the beauty company's 70-year history.

**VTech** completes its acquisition of **Snom Technology**, a German professional and enterprise VoIP technology solutions company.

British sportswear and fashion retailer **JD Sports Fashion** purchases **Go Outdoors** for \$140.4 million.

**Marvel**, **Funko**, and animation studio **A Large Evil Corporation** team up to develop three 90-second animated webisodes bringing the Pop! versions of Marvel superheroes and villains to life. Funko was inspired to move from retail to short-form content after the success of **Lego Marvel Maximum Overload**, which counts 13 million YouTube views across five episodes.

**G-III Apparel Group** finalizes its acquisition of the **Donna Karan** and **DKNY** brands from **LVMH** for \$650 million.

**Electrolux** sells its **Eureka** vacuum cleaner brand to China-based **Midea Group** for an undisclosed sum.

**eOne** makes an equity investment in **Canvas Media Studios** (CMS) to help the digital startup expand production of new premium scripted content for both digital and traditional distribution outlets.

The **Branded Entertainment Network** sells its **Splash News** business (celebrity, sports and entertainment content) to **SilverHub Media U.K.**



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## Licensing at the Speed of Light

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### Existential Crisis?

We've noted the growing uncertainties of how to talk about licensing—is it a business? An industry? Just a marketing tool? And does it make sense to keep terms like “licensee,” “licensor,” and even “agent” or “retailer” in circulation when so many of the lines that traditionally defined these players are being blurred?

We don't use the word “partner” when reporting on deals (and some don't even like *that* word!) because many of them aren't technically business partnerships—but conversationally, the term is becoming adopted by some of our readers as a compromise to better define the types of broader relationships they have and to ease confusion.

But no matter what words we use, education is key as new faces enter the game, both to tap down on exorbitant expectations and to stress the importance of constant collaboration as a vehicle for success.

### No Shelf Space? Go Online (or Mass)!

With more shoppers making purchases online versus in-store, shrinking retail space isn't necessarily a bar to brands hoping to push product. **Ecommerce** is one of the biggest trends to emerge from 2016; its share of licensed retail sales grew a whopping 14% in 2015 and is expected to grow in the future. New or underserved brands in particular have a previously unmatched opportunity to hit consumers.

But let's not overstate the chances: there is only so much “screen space” available (especially on the growing mobile commerce platform), and big retailers like Wal-Mart and Target are looking to stock their online shelves with much the same brands that they have available in their physical locations. Instead, successful programs will target the niche consumer who would otherwise shop in brick-and-mortar specialty retailers.

Also growing in share are **discounters/mass** retailers and **dollar/value/off-price** stores as consumers increasingly confine their shopping to deals. Off-price retailers will continue to take share from department stores through 2017. Helping to grow the space are brands in fashion, lifestyle, and entertainment who are expanding—usually through special initiatives like capsule collections at lower price points—after poor experiences at department stores.

### Entertainment/Character Leads Growth

Although growth is expected to fall slightly in 2016 from the maniac 8% growth rate observed in the U.S./Canada in 2015, the strength of top A-list properties will buoy the category to one of the top performers in 2016. Top trends from this past year include the continued growth of sequels, reboots, and adaptations; the growth of adult-oriented TV; and franchise films.

The dominating forces of 2015—**Star Wars**, **Frozen**, and **Marvel**—remained steady, but (non-Disney) competition was strong from properties like **Teenage Mutant Ninja Turtles**, **Wizarding World**, **Trolls**, **Paw Patrol**, and **Shopkins**.

### Top Toy Trends

Parents are embracing toys that impart a well-rounded education: **STEAM** is the new acronym, with art & design joining science, technology, engineering, and math. New this year was the proliferation in toys that aimed to teach coding and app-connected coloring books (the next step for adults?). But even as kids embraced **tech** elements like app connectivity, voice activation, smart watches, and drones, the last year also saw growth in **classic** products like construction sets and wooden toys.

**Nostalgia** and **retro** were some of the top trends as entertainment reboots, re-launches, and spin-offs made their way into toys throughout 2016. As noted above, **Star Wars**, **Frozen**, and **Marvel** remained a mainstay in toy aisles, but new properties like **Paw Patrol** and **Shopkins** are expected to make *TLL's* \$100 million list for top-selling entertainment/character properties for 2016 on the strength of their toy sales. Amongst top holiday toy picks from retailers, the most popular brands were NERF, Num Noms, Shopkins, Paw Patrol, and Star Wars.

### All Brands, All the Time

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

### Let's Get Social

Modern social media programs don't just focus on **YouTube** (they're also on Twitter, Instagram, and Snapchat, amongst others)—though the platform remains the most popular money-maker. Online-based brands are only growing—successful properties include **digital celebrities** (from humans like PewDiePie to animals like Grumpy Cat), emoji (both the brand and the licensed stickers), and **characters** like Pusheen.

**Toy brands** like Shopkins and LEGO (with its partners) are using social platforms to grow their licensed sales at an unprecedented rate with short-form content propelling them into the entertainment space. But let's not forget about “traditional” **entertainment** brands; they're increasingly eschewing traditional programming and releasing content on social media in addition to launching on digital **streaming** platforms like Netflix and Amazon.

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## Video Games Are Back

Video games and mobile apps made a comeback in 2015 (up 2%); and 2016 saw classics like Minecraft, Halo, and Pokémon being joined by newcomers like Five Nights at Freddy's. After sinking the category's sales in years past, Angry Birds also made a rebound thanks to its new movie.

## Sports Brands Hit It Out of the Park

This is the golden age for sports—2016 retail sales in the sector are expected to exceed 2015's \$14.8 billion figure. Sports properties now account for 14.3% of all licensed goods sold in the U.S. and Canada. The best performing league? Major League Baseball, which knocked the National Football League out of the top spot. Meanwhile, Major League Soccer and international soccer clubs are some of the fastest-growers.

**eSports** is taking off, and it's not just the usual video game and sports companies who are playing. While most fans today are male millennials, the industry is set to expand to an even wider, and younger, subset. One new development from 2016 is tournaments for branded mobile games.

## Cannabis: The New Frontier

A new product category is emerging with cannabis licensing. The top-sellers for licensed merchandise are currently **musicians** like Bob Marley and Snoop Dog, but

others like **celebrity chefs** and Whoopi Goldberg are entering the game. Most businesses are adopting a "wait and see" approach (cannabis was one of the most-viewed topics online for TLL in 2016) before jumping into the space, but industry experts advise that the best time to jump in is now—before nationwide legalization takes hold.

## Wearable Tech, VR Still Developing

Wide-spread adoption of **wearable technology** like fitness trackers and smartwatches never did take off; after a jump in sales in the beginning of 2016, adoption of the tech dropped off mid-year. However, we're still seeing steady growth in the sector as more technology, fashion, and sports brands are taking the plunge or evolving their offerings. Notably, the **children's** market is continuing to grow as cheaper tech and more branded offerings become available.

**Virtual reality** (VR) and **augmented reality** (AR) boomed in popularity and marketers began responding later in the year with initiatives both large (in the form of exhibitions and concerts) and small (on mobile devices, accessible through scan-able codes located on anything from novelty figures to store receipts). Despite its slow take off as a gaming platform, increased awareness of the tech and the proliferation of cheaper headsets like Google Cardboard means that the sector will only continue to grow into 2017. For now, most consumers are experiencing the best of this new tech outside the home.

## RETAIL

### Holiday Sales on Track for Steady Growth

After a dip in retail sales following the Nov. 8 elections, customers are getting back to business. Retailers counted on tight inventories and extensive promotions early in the holiday shopping season to reduce the need to clear excess with margin-destructive markdowns late in the year.

Among stores that cut prices, Macy's Black Friday deals were 5 percentage points greater than last year's, while Walmart's were 4 points more, according to Market Track. Shoppers responded positively to the promotions; almost two-thirds said most of what they bought was discounted, according to the NRF (36.2% of shoppers said all their purchases were on sale).

This past holiday season, the S&P Global Ratings team estimated that retail sales for general merchandise, apparel and accessories, furniture, and other retail categories would increase between 2.1–2.5% year-over-year—the slight increase is still well below the long-term average of 3.7% growth. Discounters continue to fare better than specialty apparel, with department stores somewhere in between.

The NRF estimates that over half of consumers (55.7%) started their holiday shopping on Black Friday, one of the busiest shopping days of the year. After apparel and accessories (61% planned to buy); the most popular choices were gift cards (56%); entertainment like books, CDs,

DVDs, videos or video games (44%); toys (42%); food or candy (31%); and electronics (30%).

An estimated 137.4 million Americans turned out to shop during the Thanksgiving weekend. According to the National Retail Federation (NRF), 59% of Americans were expected to shop online or in-store on Thanksgiving (21% of those who planned to shop), Black Friday (74%), Small Business Saturday (47%) and Sunday (24%).

Plus, 36% of Americans turned out on Cyber Monday; the figure was not included in the overall four-day holiday shopping calculations. According to CareerBuilder's annual Cyber Monday survey, 53% of workers say they would spend at least some of their work time internet shopping, up 3% from last year. Of this group, 43% spent an hour or more doing so, compared to 42% from last year.

Most of the crowds were young, according to NRF; 77% of 18-to-24-year-olds and 76% of 25-to-34-year-olds planned to shop over the Thanksgiving weekend. And the youngest cohort, Generation Z (10-to-17-year-olds) is quickly becoming the most influential, according to HRC Retail Advisory. They're more likely to shop in malls; HRC's data shows that 72% of Gen Z respondents and millennial parents shop in malls, compared to 60% of all consumers. Their habits are a bit different, however: They shop with a mission, visiting 4–5 stores for an average of 90 minutes.

## RETAIL

## Retail Roundup

**Barnes & Noble** hosted its first **Harry Potter** Magical Holiday Ball on Dec. 9 in stores throughout the U.S. The event featured activities including a designated themed craft-making station, wizarding charades and games, a coloring station, photo opportunities, face painting, fortune telling, and Harry Potter lookalike showcases. Select stores also featured treats from the B&N Café. Fans were able to buy books and merchandise from J.K. Rowling's **Wizarding World**, including wands, chess sets, music and DVDs, hats, and scarves.

Online retailer **Gilt**, in partnership with **Celebrity Cruises** and **Starboard Cruise Services**, debuts its first onboard pop-up shop experience, *Gilt at Sea*, from Dec. 3 to Jan. 29.

**Bandai Namco Entertainment** teams up with **Asobisystem** and **Twin Planet** to launch Pac-Store, a new brand featuring three childhood friends who run a boutique store situated in the Pac-Man arcade machine universe. Bandai

Namco will release a raft of Pac-Store products including t-shirts, hoodies, caps, bags, pouches, mugs, and more.

**Sarah Jessica Parker** opens her first standalone boutique at the **MGM** National Harbor resort casino near Washington, D.C. The store features her collection of shoes, handbags, accessories, and the SJP LBD little black dress line.

**LEGO** opens its 131st store with a new U.K. flagship location. Exclusives include LEGO Architecture landscape building set, a photo booth, interactive master builder tables, and a Leicester Square-themed LEGO mascot named Lester.

**Frito-Lay's** Cheetos opens its first-ever online store. The limited time ecommerce destination will feature leggings, a scarf, a onesie, slippers, bronzing cream, perfume, cufflinks, a jewelry collection, oven mitts and more.

## SOCIAL MEDIA

## Brands Trending Online in 2016

As the top social media sites release their most popular 2016 posts, tweets, pins, etc., *TLL* breaks down the top trending brands this last year. Interestingly, the most trending topics don't necessarily perform well in licensing—see One Direction, which has virtually fallen off retail shelves—but there are some exceptions, such as Star Wars.

The most popular YouTube video was an episode from creator James Corden's *Carpool Karaoke* show featuring Adele. In the top 10 was Nike's Freaky Friday-esque soccer commercial, an audition from *America's Got Talent*, and episodes from Spike's *Lip Sync Battle* (in which Beyonce made an appearance) and HBO's *Last Week Tonight with John Oliver*. The lesson learned? Brands have to go big to surpass original content like goofy parody songs ("Pineapple-Apple-Pen" was No. 2) and a man cutting open a rattlesnake (No. 3).

According to *Forbes'* second annual ranking of the top-paid YouTube stars, the top 10 channels earned a combined \$70.5 million in the 12 months ending in June (up 23%). The top spot goes to PewDiePie, whose earnings rose 20% to reach \$15 million. The rise was attributed to his YouTube Red series, mobile game app, and book from Penguin Random House. Incidentally, PewDiePie is expected to delete his YouTube channel after reaching the 50-million-subscriber mark in a move meant to protest the video sharing site's algorithm, which led to a 30-50% drop in views for many creators. The No. 2 spot went to Roman Atwood, whose paycheck rose 70% to \$8 million thanks to increased video views, a tour, feature film, upcoming book, merchandise, and branding deals. Most YouTube creators on the list have similarly varied income streams.

For a more complete picture of who's who and what's what on YouTube, the annual *YouTube Rewind* video is up—with 200 creators filmed in 18 countries. Look forward to more expansion as a new YouTube Space opens in Dubai for its Middle Eastern creators. The Dubai space will open up in the metropolis' Studio City area, where real estate is available to serve entertainment companies who will be able to make use of studio space, top-of-the-line equipment, and educational workshops.

## Around the Web

On Instagram, Selena Gomez (snagging 8 of the top 10 spots, including No. 1) and soccer star Cristiano Ronaldo (No. 6 and No. 9) had the most-liked posts of the year. The top Instagrammed location based on global geotagging data was Disney Properties, followed by Universal Studios.

Twitter's top-trending topics and tweets spanned Hollywood and politics, with HBO's *Game of Thrones* the top TV show of the year, followed by *The Walking Dead* and *Grey's Anatomy*. Also trending were the Rio Summer Olympics, Star Wars, a tweet from One Direction member Harry Styles, and Pokémon Go. The top movies were *Star Wars*, *Suicide Squad*, *Deadpool*, *Fantastic Beasts and Where to Find Them*, and *Batman v. Superman: Dawn of Justice*.

Smaller outfits like Tumblr have more insular populations of users, and its top posts were teen memes. The most popular, reblogged entertainment topics (largely driven by fanfiction) were *Captain America: Civil War*, One Direction, and Supernatural.

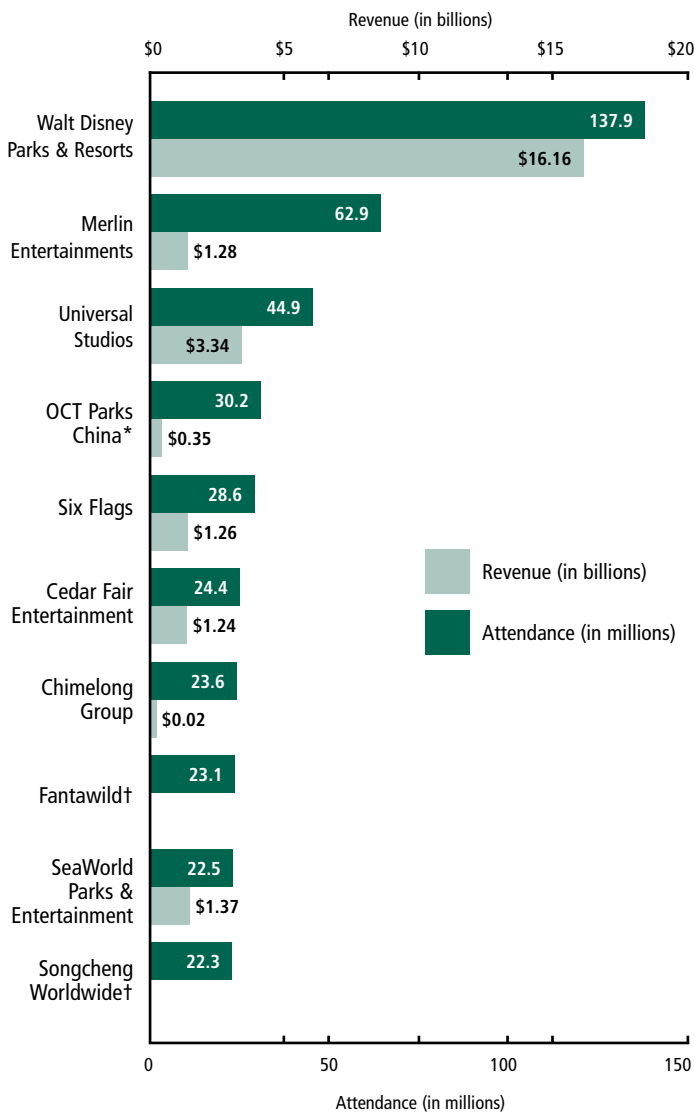
## Licensing in the Theme Park Business

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properties—especially, but not exclusively, entertainment/character properties like Harry Potter—can be the perfect strategy. Theme park deals also make sense for licensors because they can provide a long-term flow of revenue from licensing fees and royalties on in-park merchandise sales, as well as an equally valuable continued consumer exposure to their top properties.

The top players are only getting bigger. The top 10 amusement park groups counted 420 million visitors in 2015—up 7.2% from 2014—according to TEA/AECOM’s 2015 Theme Index and Museum Index. In comparison,

### TOP 10 THEME PARK GROUPS WORLDWIDE, BY ATTENDANCE, 2015



NOTES: \*Estimated revenue. †Revenue not available.

SOURCE: Attendance figures from TEA/AECOM 2015 Theme Index and Museum Index;

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worldwide attendance grew 5.4% for the top 25 individual parks ranked by attendance.

NBCUniversal realized \$3.3 billion in sales from its Universal Studios theme park business in 2015, an increase of 27% (after posting a 17% increase in the previous year). The new Wizarding World attraction in its Florida park (the attraction debuted in California last year) is credited with helping the park generate a record summer attendance this year. NBCU’s licensing deal for The Wizarding World runs into 2019 with renewals possible through 2029. And with its acquisition of DreamWorks, NBCU now has rights to the Shrek, Kung Fu Panda, and Madagascar franchises. After dropping some licensed rides, Six Flags posted nearly \$1.3 billion in 2015 revenue (up 7% from 2014)—marking its sixth consecutive year of record revenues. Those were but trickles, however, compared to Disney’s \$16.2 billion in fiscal 2015 theme park revenue.

### Recent Expansions

Theme park owner and operator, **IMG Worlds’** latest project, IMG Worlds of Legends in Dubai, will feature new branded zones spread across over 2 million square feet. The park features futuristic interactive rollercoasters, rides, water-based attractions, and live entertainment from:

1. **Nickelodeon:** Teenage Mutant Ninja Turtles, Dora the Explorer, SpongeBob SquarePants
2. **Ubisoft:** Assassin’s Creed, Raving Rabbids, Just Dance
3. **Saban Brands:** Power Rangers
4. **Pokémon**
5. **Mattel:** Barbie, Hot Wheels, Bob the Builder, Thomas & Friends, Mega Bloks
6. **Toei Animation:** Dragon Ball Z, One Piece; **TV Tokyo:** Naruto
7. **Cartoon Network** (a partner in IMG Worlds of Adventure): We Bare Bears and other brands to be revealed

**Sony Pictures Entertainment** and **Merlin Entertainments** are bringing a Europe-exclusive 5D Ghostbusters ride, based on the 1984 and 2016 films, to Heide Park, Germany in 2017.

**Nintendo** and **Universal Parks & Resorts** partner to bring themed areas—including brands like Mario, Zelda and Donkey Kong—to Universal Studios Japan, Universal Orlando Resort, and Universal Studios Hollywood. Each interactive environment will include multiple attractions, shops, and restaurants.

**Walt Disney** and the **Hong Kong** government plan a \$1.4 billion multi-year expansion of Hong Kong Disneyland including a new Frozen-themed land, dedicated Marvel-themed area, Iron Man Experience, and an entertainment venue called Moana’s Village Festival in Adventureland. The expansion will be funded through cash equity injections from Hong Kong Disneyland’s shareholders, subsidiaries of Walt Disney and the Hong Kong government.

**TOP 10 THEME PARKS WORLDWIDE, BY ATTENDANCE, 2015**  
(Figures in Millions)

RANK	PARK	LOCATION	ATTENDANCE, 2015	ATTENDANCE, 2014	CHANGE, 2014-2015
1	Magic Kingdom	At Walt Disney World, Lake Buena Vista, Florida	20.49	19.33	6.0%
2	Disneyland	Anaheim, California	18.28	16.77	9.0%
3	Tokyo Disneyland	Tokyo, Japan	16.60	17.30	-4.0%
4	Universal Studios Japan	Osaka, Japan	13.90	11.80	17.8%
5	Tokyo Disney Sea	Tokyo, Japan	13.60	14.10	-3.5%
6	Epcot	At Walt Disney World, Lake Buena Vista, Florida	11.80	11.45	3.0%
7	Disney's Animal Kingdom	At Walt Disney World, Lake Buena Vista, Florida	10.92	10.40	5.0%
8	Disney's Hollywood Studios	At Walt Disney World, Lake Buena Vista, Florida	10.83	10.31	5.0%
9	Disneyland Park at Disneyland Paris	Marne-La-Vallée, France	10.36	9.94	4.2%
10	Universal Studios	At Universal Orlando, Florida	9.59	8.26	16.0%

SOURCE: Attendance figures from TEA/AECOM 2015 Theme Index and Museum Index; THE LICENSING LETTER

**UPCOMING BRANDED ATTRACTIONS AT PARKS WORLDWIDE**

PARK	OPERATOR	LOCATION	PROPERTIES
Alton Towers	Merlin Entertainments	Staffordshire, U.K.	Cbeebies
Chessington World of Adventures Resort	Merlin Entertainments	Surrey, U.K.	The Gruffalo
Disney's Animal Kingdom	Walt Disney Parks & Resorts	Florida, U.S.	Avatar
Disney's California Adventure	Walt Disney Parks & Resorts	California, U.S.	Guardians of the Galaxy
Disneyland	Walt Disney Parks & Resorts	California, U.S.	Star Wars (2)
Heide Park	Merlin Entertainments	Soltau, Lower Saxony, Germany	Ghostbusters
Hong Kong Disneyland	Walt Disney Parks & Resorts	Hong Kong	Frozen, Iron Man, Marvel (2), Moana
IMG Worlds of Legends	IMG Worlds	Dubai, UAE	Nickelodeon (Teenage Mutant Ninja Turtles, Dora the Explorer, SpongeBob SquarePants), Ubisoft (Assassin's Creed, Raving Rabbids, Just Dance), Power Rangers, Pokémon, Mattel (Barbie, Hot Wheels, Bob the Builder, Thomas & Friends, Mega Bloks), Toei Animation (Dragon Ball Z, One Piece), Naruto, Cartoon Network (We Bare Bears, more TBA)
Legoland Florida	Merlin Entertainments	Florida, U.S.	Ninjago
motiongate Dubai	DXB Entertainments	Dubai, UAE	Cloudy with a Chance of Meatballs, Ghostbusters, Hotel Transylvania, Kung Fu Panda (2), Madagascar, Shrek, The Smurfs (4), The Green Hornet
Port Aventura	PortAventura World Parks & Resort	Tarragona, Spain	Ferrari
Six Flags Great Adventure	Six Flags	New Jersey, U.S.	Justice League
Six Flags Magic Mountain	Six Flags	California, U.S.	Justice League
Tokyo Disney Sea	Walt Disney Parks & Resorts	Tokyo, Japan	Finding Nemo
Tokyo Disneyland	Walt Disney Parks & Resorts	Tokyo, Japan	Beauty and the Beast, Big Hero 6, Minnie Mouse
Universal Orlando Resort	Universal Studios	Florida, U.S.	Nintendo
Universal Studios Florida	Universal Studios	Florida, U.S.	Fast and Furious, Jimmy Fallon, Despicable Me/Minions
Universal Studios Hollywood	Universal Studios	California, U.S.	Nintendo
Universal Studios Japan	Universal Studios	Osaka, Japan	Despicable Me/Minions, Nintendo
Warner Bros. Movie World	Village Roadshow	Queensland, Australia	Ice Age

SOURCE: THE LICENSING LETTER

# Licensing News

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

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
Hearthstone	"Free-to-play digital strategy card game stars Warcraft heroes."	All	Matt Beecher, Blizzard Entertainment
Jesse Wellens	Former prankster and YouTube star with 10 million subscribers.	All	Gary Krakower, WME/IMG
Mary Engelbreit	Illustrator whose works have been featured in best-selling books, calendars, greeting cards, home decor, stationery, and crafting products.	All	Steven Heller, Brand Liaison (The)
Overwatch	Team-based shooter set on a near-future earth in an epic, globe-spanning conflict.	All	Matt Beecher, Blizzard Entertainment
Wengie	Australian-Chinese lifestyle vlogger Wendy Ayche counts 4.6 million subscribers on her YouTube channel.	All	Gueran Ducoty, United Talent Agency (UTA)
World of Warcraft	New expansion released for massive multiplayer online role-playing game.	All	Matt Beecher, Blizzard Entertainment

## Licenses Recently Granted, U.S.

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Adventure Time	Simon & Schuster	Cookbooks	Cartoon Network Enterprises
Beyonce	MerchDirect*	Hoodies, sweatpants, t-shirts, underwear, wrapping paper	Global Merchandising Services
Big Bang Theory (The)	Cryptozoic Entertainment Playroom Entertainment	Games	Warner Bros. Consumer Products
BoJack Horseman	Bioworld Merchandising Funko	Accessories, apparel Barware, key chains, pop vinyl figures	M Zone (The)
Boo - The World's Cutest Dog	JAKKS Pacific	Dog apparel, dog beds, dog blankets, dog toys	Knockout Licensing
Boston Red Sox	Bensussen Deutsch & Associates (BDA)	Branded merchandise	Fenway Sports Group/Boston Red Sox
Carmilla	Jewlr.com Mighty Fine	Necklaces Apparel	Shaftesbury/Smokebomb Entertainment
Crayola	Kidrobot*	Plush	Crayola
Dear Zoo	Aurora World* Milly & Flynn div. LiteBulb Group* Paul Lamond Games*	Plush Games, puzzles, wooden toys Puzzles	Macmillan Publishing
Debra Valencia	Certified Intl. CrownJewlz CrownJewlz Duke Imports Wellspring	Melamine dinnerware, melamine serveware School supplies, stationery Back-to-school products Bedding, window treatments Coloring books	Brand Liaison (The)
Dexter	Prop Store	Costumes, memorabilia, props	CBS Consumer Products
Donnie Darko	Funko	Key chains, pop vinyl figures	AMBI Group, Global Brand Partnership div.
Empire	Guess?	Apparel	20th Century Fox Consumer Products
Epicurious	Wines That Rock	Wine	Epicurious div. Condé Nast
Esquire	Macy's	Jewelry (men's)	Hearst Brand Development
Ferris Bueller's Day Off	GameCo	Gambling machines	Paramount Pictures
Guardians of the Galaxy	Telltale Games	Video games	Disney Consumer Products
Hawaiian Tropic	Hotel Emporium	Branded personal care products	Brandgenuity
Head	SportLife Brands dba Overseas Direct	Loungewear, sleepwear, underwear	HEAD BV
Hearthstone	Insight Editions	Cookbooks	Blizzard Entertainment
Hello Kitty	Moleskine SpA*	Notebooks	Sanrio
Hello Sanrio	Girl Skateboards JapanLA Clothing Ju-Ju-Be Lakai Ltd. Footwear Loot Crate Loungefly	Hoodies, skate decks, t-shirts Bomber jackets, leggings, sportswear, sweaters Diaper bags Skate footwear Subscription service Bags, coin bags, wallets	
Howling (The)	Space Goat Productions	Board games, comics	Creative Licensing Corp. (CLC)
I Love NY	Sugarfina	Gourmet candy	Brand Sense Partners

\*Extension or renewal.

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## Licensing News Continued from page 8

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Kathy Ireland	Worldwise*	Pet products (5 yrs.)	Kathy Ireland Worldwide (kiWW)
Lonely Planet	Samsung Electronics	Mobile devices	Lonely Planet
Lovethislife	Collection XIIX	Bags, cold weather knit accessories, flip flops, hats, scarves & wraps	M Zone (The)
	Jerry Leigh Apparel	Apparel (juniors'), apparel (women's)	
	L.A. Gem and Jewelry Design dba L.A. Rocks	Jewelry, watches	
Mariah Carey	MAC Cosmetics	Makeup	CAA-GBG Global Brand Management Group
Miss Fisher's Murder Mysteries	Wonder-Shirts	Mugs, t-shirts, totes	Knockout Licensing
Mission: Impossible	GameCo	Gambling machines	Paramount Pictures
MLB Club Marks	Fanatics	Apparel, fan gear, jerseys (10 yrs.)	MLB Properties, Under Armour
Naked Cowboy	BobbleBoss	Bobbleheads	Naked Cowboy Enterprises
Nature Cat	TOMY	Master toy	HiHat Media
Overwatch	Dark Horse Comics	Art books	Blizzard Entertainment
Paranormal Activity	GameCo	Gambling machines	Paramount Pictures
Planet of the Apes x Green Lantern	BOOM! Entertainment/BOOM! Studios, Inc.	Comic books	20th Century Fox Consumer Products, Warner Bros. Consumer Products
Playboy	Burton Snowboards	Beanies, goggles, mitts, neck warmer, t-shirts	Playboy Enterprises
Pokémon	Hachette Children's Books	Books	Pokémon Company Intl.
Poldark	PBS Distribution	Gifts	Knockout Licensing
	Rizzoli Intl. Publications	Wall calendars	
Rita's Italian Ice	Goffa Intl.	Amusement plush	
	Taste Beauty	Flavored cosmetics, scented cosmetics	
Rogue One: A Star Wars Story	Atom Tickets	E-commerce	Walt Disney Co.
	Columbia Sportswear	Jackets	Disney Consumer Products
Rugrats	Kith	Co-branded accessories, co-branded apparel	Nickelodeon & Viacom Consumer Products (NVCP)
Sesame Street	Feld Entertainment	Touring shows	Sesame Workshop
Shark Tank	International Game Technology (IGT)	Interactive games, lottery tickets, mobile games, online games	Sony Pictures Consumer Products
Silverstone	BrownTrout Publishers	Calendars	Blonde Sheep Licensing
Sonic the Hedgehog	Build-A-Bear Workshop	Plush	SEGA of America
Sonic the Hedgehog x Hello Kitty	Toynami	Plush, vinyl figures	SEGA of America, Sanrio
Star Wars	Dynasty Apparel	Apparel (men's)	Disney Consumer Products, Realtree dba Jordan Outdoor Enterprises
Stranger Things	Hot Topic	Accessories, gifts & collectibles	Netflix
Susanna Sivonen	Leisure Society	Bath products, beach products, bedding	Jewel Branding & Licensing
Tad Hills' Duck & Goose	Books to Bed	Pajama sets	Random House Children's Books
	MerryMakers	Plush	
Tokidoki	Aurora World	Plush	Tokidoki
Transformers	Kabam Studios	Video games	Hasbro
Tyler Oakley	Warby Parker	Eyewear	CAA-GBG Global Brand Management Group
Valerian and the City of a Thousand Planets	Acco Brands	Calendars	Striker Entertainment
	Just Toys Intl. (North America)	Blind bag items, impulse items	
	Love and Madness dba Love and Madness, Magic and Madness & Madness Couture	Bags, hair accessories, jewelry, patches, temporary tattoos	
	Ultra PRO Entertainment Div.	Board games, card games, gaming accessories	
Victoria & Albert Museum	Master Paintmakers	Paint	V&A (Victoria & Albert Museum)
Wonder	Changes	Apparel	Random House Children's Books
WWE	Moji	Emoji	World Wrestling Entertainment (WWE)

## International Properties Available or Recently Assigned

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
Animal Jam	Online social world for children with over 60 million registered players; two million of these are based in ANZ.	All (ANZ)	Lim Mi-Kyoung, WP Brands (form. Wild Pumpkin Licensing Intl.)
Deer Little Forest	Arts and lifestyle brand from Jo Rose featuring a collection of animal and nature inspired designs.	All (China, South Korea, Southeast Asia)	Hubert Co, EMC Empire Multimedia Corp.
		All (Russia, CIS)	Maria Tkachenko, Icon Company Ltd.

\*Extension or renewal.

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## Licensing News *Continued from page 9*

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
<b>Dragon Ball</b>	Properties include original anime series Dragon Ball, as well as sequels Dragon Ball Super and Dragon Ball Z.	All (Spain, Portugal)	Pilar Fernandez-Vega, El Ocho Licencias y Promociones SI
		All (Italy)	Giada Paterlini, Starbright Srl
<b>Early Man</b>	Prehistoric comedy tells the story of Dug the caveman and his sidekick Hognob as they unite their tribe against the Bronze Age.	All (North America)	Kathie Fording, JLK Brand Licensing
<b>Enyce</b>	Fashion brand from Sean "Diddy" Combs.	All (Worldwide)	Perry Wolfman, CAA-GBG Global Brand Management Group
<b>Flora of the Forest</b>	Animated preschool series created by Jo Rose, the creator of Deer Little Forest.	All (China, South Korea, Southeast Asia)	Hubert Co, EMC Empire Multimedia Corp.
<b>Grossery Gang</b>	Collectible shopping toys gone rotten from Shopkins creator Moose Toys. Supported by a website, app and YouTube content	All (U.K.)	Rob Corney, Bulldog Licensing
<b>Mattel</b>	Mattel and Hit core brands including Thomas & Friends, Fireman Sam, and Bob the Builder.	All (CIS, Balkans, Baltics, Ukraine, Czech Republic, Hungary, Slovakia)	Maarten Weck, CPLG (Copyright Promotions Licensing Group)
<b>Molang</b>	Animated series stars a cartoon rabbit; created in Korea and popularized through messaging apps.	All (North America)	Leslie Levine, Licensing Works!
		All (U.K.)	Ian Wickham, Licensing Link Ltd.
		All (Scandinavia, Poland)	Fuad Khan, Word of Web AB
		All (Israel)	Avi Morgenstern, Mediogen
<b>Oggy &amp; the Cockroaches</b>	French animated comedy series about Oggy, a lazy cat whose daily life is complicated by three prankster cockroaches as roommates.	Master toy (Europe)	Marie-Laure Marchand, Xilam Animation
<b>Orange County Choppers</b>	Custom motorcycle manufacturer and lifestyle brand based in Orange County, New York.	All (Europe)	Rob Wijeratna, Rocket Licensing
<b>Paprika</b>	Preschool series about a brother and sister as they go on adventures in their backyard and the park.	All, master toy (Europe)	Marie-Laure Marchand, Xilam Animation
<b>Rocky Mountain Chocolate Factory</b>	Chocolate franchise is the largest retail candy chain in the U.S.	Baking mixes, chocolate powders, desserts, frozen novelties, milk products (North America)	Don Rothwell, All-American Licensing & Management Group (AALMG)
<b>Sean John</b>	Sean "Diddy" Combs' men's lifestyle brand boasts annual retail sales of approximately \$450 million.	All (Worldwide)	Perry Wolfman, CAA-GBG Global Brand Management Group
<b>Smiley World</b>	Design brand counts over half a million Indian fans on social media; deal includes partnership with retail chains, including Archie's and Lifestyle.	All (India)	Jiggy George, Dream Theatre Pvt. Ltd.
<b>Susanna Sivonen</b>	Illustrator, textile designer and one of Scandinavia's biggest talents in modern Scandinavian style; minimalist, fresh, bright and jovial.	Apparel & accessories, gifts, luggage, stationery, tabletop & home textiles (North America)	Samira Ali, Jewel Branding & Licensing
<b>Twozies</b>	Over 140 collectible pairs of babies and pets that do everything together from Moose Toys.	All (U.K.)	Rob Corney, Bulldog Licensing

## International Licenses Recently Granted

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
<b>Aerosmith</b>	Merch (Trade) Ltd.	T-shirts (U.K.)	Epic Rights
<b>Al Agnew</b>	Sawyers Mill (form. Gallery Wrapps)	Prints, wooden wall art (North America)	MHS Licensing + Consulting
<b>ALVINNN!!! and the Chipmunks</b>	Giuseppe Citterio S.p.A.	Snacks (Italy)	Maurizio Distefano/The Evolution of Licensing
<b>Animal Jam</b>	Centum Books	Publishing (U.K.)	Rockpool Licensing
	GB Eye Ltd.	Posters (U.K.)	
	Hasbro	Board games (U.K.)	
	Ravensburger AG	Games, puzzles (U.K.)	
	Whitehouse Leisure LLP	Amusement plush (U.K.)	
	Winning Moves U.K. Ltd.	Card games (U.K.)	
<b>Arty Mouse</b>	Tap Tap Tales	Mobile educational apps (Worldwide)	Edutainment Licensing
<b>Audrey Jeanne Roberts</b>	StyleCraft Home Collection	Decorative book boxes (U.S., Canada)	MHS Licensing + Consulting
<b>Barbie</b>	Eleven Paris	Apparel (children's), apparel (women's) (Worldwide)	Mattel
<b>Beano (The)</b>	Cooneen	Apparel (children's) (U.K.)	Start Licensing
	Misirli U.K. Ltd.		
	Park Agencies	Apparel (men's) (U.K.)	
<b>Billboard Magazine</b>	SAB Global	Electronic accessories (Korea)	Prometheus Global Media (Billboard/Hollywood Reporter The.)
<b>Billy Idol</b>	Ecell Global Ltd.	Mobile phone accessories, tablet accessories (North America, U.K., Europe, Australia, Japan)	Epic Rights
<b>Bouffants &amp; Broken Hearts</b>	Surface View div. Vinyl Graphics Ltd.	Decor, wall decor (U.K.)	Start Licensing
<b>Buck Wear</b>	Sawyers Mill (form. Gallery Wrapps)	Prints, wooden wall art (North America)	MHS Licensing + Consulting
	Thirstystone Resources	Coasters (U.S., Canada)	

\*Extension or renewal.

*Continued on page 11*

## Licensing News *Continued from page 10*

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Buff Monster	Black Milk Clothing	Apparel (Australia)	Haven Licensing
Bullseye	IglooBooks	Books (U.K.)	Bulldog Licensing
Callaway Golf	Perry Ellis Intl./PEI Licensing*	Golf apparel (North America, South America, Europe, MENA)	Callaway Golf
Corbert Gauthier	Plaid Enterprises	Paint-by-number kits (Worldwide)	MHS Licensing + Consulting
Darren Gygi	Studio M by Magnet Works	Comfort mats, garden decor (U.S., Canada)	
DC Super Friends	Golden Bear Toys	Playmats, plush, sleep aids (children's) (U.K.)	Warner Bros. Consumer Products
Dinosaur Roar!	B.M. Fashion Ltd. t/a Fashion U.K.	Accessories, apparel (children's), daywear, nightwear (U.K.)	Nurture Rights
Disney	Gap	Accessories, apparel (Worldwide)	Disney Consumer Products
Doctor Who	Titan Merchandise/Titan Entertainment	Vinyl figures (U.K.)	BBC Worldwide
Eddie is a Yeti	CARD.com	Credit cards, prepaid debit cards (Worldwide)	Lawless Entertainment
Garfield	Freeze Tag Inc.	Digital content (Worldwide)	Paws, Inc.
Geronimo Stilton	ODS Toys	Paper goods, stationery sets (Italy)	Atlantya Entertainment S.p.A.
Gorjuss	Carrefour	Ready-to-sell cakes (Worldwide)	Santoro London
	Comansi	PVC figurines (Spain)	
	Comic Studio S.L.	Accessories (girls'), apparel (girls') (Spain, Portugal)	
	CYP Imports	Alarm clocks, dolls, hair accessories, jewelry boxes, watches (Spain)	
	Dekora Innova SA	Baking & cooking supplies, confectionery (Spain)	
	Design Objectives (docrafts)	Card making kits, craft supplies, fabric paint, rolling luggage, scrapbooking kits (Worldwide)	
	Educa Borrás SA	Doll making kits (Spain)	
	Educa Borrás SA	Jigsaw puzzles (Spain, Northern Europe, Scandinavia)	
	Joumma Bags S.L.*	Luggage, travel bags (Worldwide)	
	Jumbo Games	Jigsaw puzzles (Spain, Northern Europe, Scandinavia)	
	Mercadona	Ready-to-sell cakes (Spain)	
	Panini España	Photo cards (Spain, Europe, South America)	
	Walker Books U.K.*	Books (Worldwide)	
H. Hargrove	Pumpnickel Press	Greeting cards (North America)	MHS Licensing + Consulting
Head	Aion Time	Watches (Europe)	HEAD BV
Hello Kitty	3DShook	3D printed jewelry (Worldwide)	Sanrio
	Silver Spoon Attire	Accessories, headwear (U.K., France)	
	Zalando SE	E-commerce (U.K., Europe)	
	Zalando SE	E-commerce (Europe)	
Hello Sanrio	McDonald's	Promotional toys (U.S., Canada)	
I Love NY	Empire Brewing Co.	Beer (U.S., China)	Brand Sense Partners
Invader Zim	Forbidden Planet	Accessories, apparel, housewares (U.K.)	Nickelodeon & Viacom Consumer Products (NVCP)
John Lennon	Gallant & Beau	Socks (Worldwide)	Epic Rights
John Wick	Funko	Vinyl figures (U.S., Canada, U.K.)	Lionsgate
Kim Norlien	Imagimex	Greeting cards (Canada)	MHS Licensing + Consulting
King Kong	Funko	Vinyl figures (U.S., Canada, U.K.)	Universal Brand Development (U.K.)
KISS	Sciacallo Bikes	Carbon fibre bicycle wheels, carbon racing bicycles (Worldwide)	Epic Rights
Kori Kumi	Benetton Group	Apparel, nightwear, underwear (Worldwide)	Santoro London
Little Charmers	Accademia Srl	Coin purses, diaries, hand bags, photo frames, wallets (Italy)	Corus Entertainment/Nelvana Enterprises
	Balocco SpA	Chocolate Easter eggs, premiums, seasonal confections (Italy, San Marina, Switzerland, Vatican City)	
	Dulcop Intl. SpA	Bubble toys, bubbles (Italy)	
	Educa Borrás SA	Board games (France)	
	Empire Media Corp.	Bubble toys, furniture, Halloween costumes, housewares, youth electronics (Philippines, Singapore, Malaysia, Indonesia, Thailand, Vietnam, India)	
	Giunti Editore Spa	Activity books, coloring books, novelty books, story books (Italy)	
	Media Service Zawada sp. z o.o.	Activity books, puzzle books, story books (Poland)	
	Panini Group S.p.A.	Sticker albums (Italy)	
	Ravensburger AG	Puzzles (France, Italy, Spain, Switzerland, Benelux)	
	Warm Up Industry	Live events (Italy)	
London Transport Museum	Montezuma's Chocolates Ltd.	Chocolate bars (U.K.)	Transport for London/London Transport Museum
Marcie St. Clair	Thirstystone Resources	Coasters (U.S., Canada)	MHS Licensing + Consulting

\*Extension or renewal.

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## Licensing News *Continued from page 11*

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY	
May Gibb's Gumnut Babies	Kip & Co.	Bedding, cushions, play mats, Santa sacs, sleepwear (ANZ)	Merchantwise	
Michael Aram	CHF Industries	Bath accessories, bath towels, bedding, housewares, rugs, window treatments (Worldwide)	Michael Aram	
Minecraft	Character World/TDS Enterprises	Bedding (U.K.)	Microsoft	
Miraculous: Tales of Ladybug & Cat Noir	Dreamtex Ltd.	Blankets, curtains, housewares, pillows, robes, rugs (U.K.)	Bulldog Licensing	
	TDP Textiles	Nightwear, underwear (U.K.)		
	Whitehouse Leisure LLP	Amusement plush (U.K.)		
Moana	Character World/TDS Enterprises	Bedding (U.K.)	Disney Consumer Products	
	Hasbro	Toys (Worldwide)		
	JAKKS Pacific	Toys (Worldwide)		
	MBNA	Boats (U.K.)		Walt Disney Co. UK & Ireland
	Parragon Books Ltd.	Story books (U.K.)		Disney Consumer Products
	Posh Paws Intl. Ltd.	Toys (Worldwide)		
	Ravensburger AG	Puzzles (U.K.)		
Molang	Accessory Innovations	Bags, luggage, lunch totes (North America)	Millimages S.A.	
	Aykroyd & Sons Ltd.	Nightwear, underwear (Europe)		
	Berkshire Fashions	Accessories, caps, rain gear, winter accessories (North America)		
	Children's Apparel Network	Master apparel (North America)		
	Jay Franco & Sons	Beach products, linens, master bed & bath products (North America)		
	Riley Blake Designs	Fabric, fabric craft kits (North America)		
	TOMY	Master toy (Europe, ANZ)		
Mr. Bean	Dabel Brothers Publishing	Graphic novels (Worldwide)	Sharpe Company (The)	
My Melody	3DShook	3D printed jewelry (Worldwide)	Sanrio	
Next Step (The)	Caprice Australia	Accessories, athleisure (Australia)	Haven Licensing	
	Danilo Promotions Ltd.	Calendars (U.K.)	Brands With Influence	
	IglooBooks	Activity books (U.K.)		
	Signature Publishing Ltd.	Magazines (U.K.)		
	TVM Fashion Lab div. Global Brands	Apparel (U.K.)		
Orange County Choppers	Burning Rubber U.K. Ltd.	Accessories, apparel (Europe)		Rocket Licensing
Overwatch	Good Smile Company, Inc.	Action figures (Japan)	Blizzard Entertainment	
Paw Patrol	Amscan Intl.	Partyware (U.S., Canada, U.K., Europe, Mexico, Japan)	Nickelodeon & Viacom Consumer Products (NVCP)	
PewDiePie	Happy Socks	Socks (Worldwide)	Maker Studios	
PJ Masks	Gedis Srl	Sticker albums (Italy)	Entertainment One (eOne) U.K.	
	Giochi Preziosi	Action figures, dress-up & role play, play sets, plush, vehicles (Italy)		
	La Coccinella Srl	Books (children's) (Italy)		
Playboy	Already dba Yums*	Headwear (U.S., Canada)	Playboy Enterprises	
	John Varvatos	Apparel (men's) (Worldwide excl. Thailand, India)		
Poison	Ecell Global Ltd.	Mobile phone accessories, tablet accessories (North America, U.K., Europe, Australia, Japan)	Epic Rights	
Premier League Soccer	Topps Europe Ltd.	Stickers (U.K.)	Premier League (EPL)	
Roald Dahl	Book People Ltd. (The)	Gifts (U.K.)	DRI Licensing Ltd.	
Rogue One: A Star Wars Story	Mask-arade div. Rubie's Masquerade Co. U.K. Ltd.	Masks (U.K.)	Disney Consumer Products	
	Revell	Model kits (Worldwide)		
Shaun the Sheep	Timberkits	Wooden toys (U.K.)	Aardman Animations	
Slush Puppie	Kimm & Miller	Food, gift items (U.K.)	Pink Key Consulting	
Smiley	Zara div. Inditex	Apparel, handbags (Worldwide)	SmileyWorld	
Smiley World	Scholastic Media	Books (U.K., Europe)		
South Park	Ubisoft	Figurines (Worldwide)	Nickelodeon & Viacom Consumer Products (NVCP)	
Teletubbies	Amscan Intl.	Partyware (U.S., Canada, U.K., Europe, Mexico, Japan)	CPLG U.K. (Copyright Promotions Licensing Group)	
Thomas & Friends	Animoca Brands	E-books (children's), mobile educational apps, mobile game apps, mobile interactive apps (Worldwide)	Mattel	
Tina Higgins	Great Finds	Absorbent stone coasters (U.S., Canada)	MHS Licensing + Consulting	
Tokidoki	Lovehoney	Pleasure products (Worldwide)	Tokidoki	

Continued on page 13

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Tom Kerridge	RayGray Snacks	Meat snacks, snacks (U.K.)	Talisman Licensing U.K.
Toy Story	Vans	Sneakers (U.S., U.K.)	Disney Consumer Products
Val Warner	SunsOut	Puzzles (Worldwide)	MHS Licensing + Consulting
Valerian and the City of a Thousand Planets	Funko	Mini figures, pop vinyl figures (U.S., Canada, U.K.)	Striker Entertainment
	National Entertainment Collectibles Association (NECA)	Action figures, die-cast vehicles, prop replicas (Worldwide)	
	Titan Publishing/Titan Entertainment	Books (Worldwide)	
Vera Bradley	Mainstream Swimsuits/Miraclesuit	Cover-ups (adults'), swimwear (Worldwide)	Vera Bradley
	Peking Handicraft	Area rugs, bedding, kitchen textiles (Worldwide)	
	Renfro Corp.	Boot liners, hoisery, slipper socks, tights (Worldwide)	
Victoria Schultz	Great Finds	Absorbent stone coasters (U.S., Canada)	MHS Licensing + Consulting
	Studio M by Magnet Works	Comfort mats, garden decor (U.S., Canada)	
Walking Dead (The)	McFarlane Toys	Collectible figurines (U.S., Canada, U.K.)	Striker Entertainment
We're Going on a Bear Hunt	Aurora World UK	Plush (U.K.)	Walker Books U.K.
Wonder Crew	PlayMonster	Doll accessories, dolls, toys (Worldwide)	Wonder Crew
Woodstock	Fox Chapel Publishing	Adult coloring books (Worldwide)	Epic Rights
Yo-Kai Watch	Franco Manufacturing	Bedding (North America)	LEVEL-5 Abby



## contacts & connections

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

**20th Century Fox Consumer Products**, Mary Rafferty, VP Consumer Products, 310-369-3368, mary.rafferty@fox.com, P. 8,9.

**Accessory Innovations**, Karyn Weiss, SVP Business Development & Licensing, 212-292-1238, kweiss@accessory-innovations.com, P. 12.

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

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

**Already dba Yums**, JP McDade, President, 888-495-3906, jp@yumslife.com, P. 12.

**AMBI Group**, Global Brand Partnership div., Keith Snelgrove, Head Global Brand Partnerships, 310-274-2000, ksnelgrove@ambidistribution.com, P. 8.

**Atom Tickets**, Matthew Bakal, Executive Chairman & Co-founder, 844-838-6284, matthew@atomtickets.com, P. 9.

**Aurora World**, Michael Kessler, SVP Sales & Marketing, 562-205-1222, michael@auroragift.com, P. 8,9.

**Bensussen Deutsch & Associates (BDA)**, Jay Deutsch, CEO & Co-founder, 425-492-6111, jayd@bdainc.com, P. 8.

**Berkshire Fashions**, Richard Dweck, EVP & Director Licensing, 212-221-1542 x505, richie@berkshireinc.com, P. 12.

**Bioworld Merchandising**, Jennifer Staley, VP Licensing, 972-488-0655, jennifers@bioworldmerch.com, P. 8.

**Blizzard Entertainment**, Matt Beecher, VP Global Business Development & Licensing, 949-955-1380, mbeecher@blizzard.com, P. 8,9,10,12.

**BobbleBoss**, Andrew Hazen, Co-founder, 516-933-8900, info@bobbleboss.com, P. 9.

**Books to Bed**, Carol Friedman, CEO, 212-967-1807, carol@basicallykids.com, P. 9.

**BOOM! Entertainment/BOOM! Studios, Inc.**, Lance Kreiter, VP Licensing & Merchandising, 323-617-4124, lkreiter@boom-studios.com, P. 9.

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

**Brand Sense Partners**, Brian Gum, VP Licensing & Brand Strategy, 310-867-7315, bgum@bsp.com, P. 11.

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

**Brandgenuity**, Jay Asher, Partner, 212-925-0730, jay@brandgenuity.com, P. 8.

**BrownTrout Publishers**, Joseph Angard, Licensing Consultant, 800-777-7812 x195, jangard@browntrout.com, P. 9.

**Build-A-Bear Workshop**, Felicia Taylor, Senior Manager Licensing & Partnership Bear, 314-423-8000 x5329, feliciat@buildabear.com, P. 9.

**Burton Snowboards**, Greg Dacyshyn, Chief Creative Officer, 802-660-3200, gregd@burton.com, P. 9.

**CAA-GBG Global Brand Management Group**, Ian White, Licensing Agent, 424-288-2760, ianwhite@caaglobalbrands.com, P. 9.

**CAA-GBG Global Brand Management Group**, Perry Wolfman, CEO, 212-277-9000, pwolfman@caaglobalbrands.com, P. 9,10.

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UPCOMING FILMS

### Holiday Box Office, Upcoming Films Thru 2023

As we enter the new year, we've updated *TLL's* upcoming list of films with licensing potential. The biggest films of 2016 that played this holiday season were:

- ▶ *Rogue One: A Star Wars Story* (Disney): 12/16/16
- ▶ *Doctor Strange* (Disney): 10/20/16
- ▶ *Fantastic Beasts and Where to Find Them* (Warner Bros.): 11/18/16
- ▶ *Trolls* (DreamWorks): 11/4/16
- ▶ *Moana* (Disney): 11/23/16

We've previously noted that 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.

It takes time, however, before those concerns are reflected in studio production schedules. For now, 45% of movies on the list are sequels and 14% are reboots. Only 8% are original films. Interestingly, the percentage of films based on TV series (9%) is slowly gaining as book adaptations (24%) decline.

SOURCE OF LICENSABLE FILMS PROJECTED FOR RELEASE, 2017-2023

SOURCE	NUMBER, 2017	SHARE OF TOTAL, 2017	SHARE OF TOTAL, 2016	SHARE OF TOTAL, 2015
Sequels	69	45%	44%	45%
Book adaptations	37	24%	27%	18%
Comic books/strips	31	20%	19%	28%
Reboots	22	14%	14%	15%
Original	12	8%	8%	7%
Toys	12	8%	9%	7%
Television	13	9%	8%	7%
Video games/apps	8	5%	5%	6%

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

### Planned Feature Films with Licensing Potential, 2017-2023

FILM	PLANNED RELEASE	FILM COMPANY	SUMMARY	SEQUEL	REBOOT	BOOK	GAME	TOY	COMIC	ORIGINAL	TV
Amityville: the Awakening	1/6/2017	Miramax	A single mother moves her three children into a haunted house, unaware of its bloody history.	X							
Underworld: Blood Wars	1/6/2017	Sony Screen Gems	Last chapter in the battle between supernatural races.	X							
Monster Trucks	1/13/2017	Paramount Pictures	Live action/CGI film based on the popularity of the titular vehicles; with Rob Lowe.							X	
xXx3: The Return of Xander Cage	1/20/2017	Paramount Pictures	Vin Diesel returns in the third film of the franchise as an extreme athlete turned government operative.	X							
Resident Evil: The Final Chapter	1/27/2017	Sony Screen Gems	Humanity is on its last legs in Alice's (Milla Jovovich) most difficult adventure.	X			X				
Fifty Shades Darker	2/10/2017	Universal Pictures	Sequel to bondage blockbuster Fifty Shades of Grey, based on the E.L. James novels. Licensed goods for the first film included adult toys from Lovehoney.	X		X					
John Wick: Chapter 2	2/10/2017	Lionsgate	The continuing adventures of former hitman John Wick.	X							
The LEGO Batman Movie	2/10/2017	Warner Bros.	Spinoff of the 2014 LEGO Movie, based on DC Comics' Batman character. Will Arnett voices the Caped Crusader.				X	X	X		
Rock Dog	2/24/2017	Lionsgate	A Tibetan Mastiff (voice of Luke Wilson) finds a radio and sets out to become a musician. Based on the Chinese graphic novel Tibetan Rock Dog.			X					
Logan (Wolverine 3)	3/3/2017	20th Century Fox	Hugh Jackman will don the claws one last time in this sequel.	X					X		
Kong: Skull Island	3/10/2017	Universal Pictures	Action/adventure story centered on King Kong's origins.		X						
Beauty and the Beast	3/17/2017	Walt Disney Studios	Another live-action Disney adaptation of its own animated film. Emma Watson plays Belle.		X	X					
King Arthur: Legend of the Sword	3/24/2017	Warner Bros.	Guy Ritchie's retelling of the King Arthur story, which the studio hopes to make a new franchise of multiple installments.			X					
Power Rangers	3/24/2017	Lionsgate	Live action movie based on the Saban Brands property is intended as the first in a franchise.								X
Ghost in the Shell	3/31/2017	Walt Disney Studios	Scarlett Johansson stars in this adaptation of the Japanese comic and anime films about a member of a covert ops unit that fights technology related crime.		X				X		
The Boss Baby	3/31/2017	DreamWorks Animation	A 7 year-old must overcome his jealousy to work together with his baby brother to preserve love in the world. Alec Baldwin and Kevin Spacey provide voices.			X					

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## Planned Feature Films with Licensing Potential, 2017–2023 Continued from page 17

FILM	PLANNED RELEASE	FILM COMPANY	SUMMARY	SEQUEL	REBOOT	BOOK	GAME	TOY	COMIC	ORIGINAL TV
Smurfs: The Lost Village	4/7/2017	Sony Pictures	Mandy Patinkin voices Papa Smurf in this all-animated film focusing on the origins of the Smurfs.		X				X	
Furious 8	4/14/2017	Universal Pictures	Vin Diesel returns in the eighth film in the franchise.	X						
Guardians of the Galaxy Vol. 2	5/5/2017	Walt Disney Studios	Sequel to 2014's Marvel tale of oddball superheroes.	X					X	
Barbie	5/12/2017	Sony Pictures	Live-action film based on the toy line. Screenplay by Diablo Cody. Starring Amy Schumer					X		
Baywatch	5/19/2017	Paramount Pictures	Dwayne Johnson and Zac Efron star in this reboot of the 1990s TV series.	X						X
Diary of a Wimpy Kid: The Long Haul	5/19/2017	20th Century Fox	Greg convinces his family to attend his great grandmother's birthday so that he can attend a nearby gamer convention on the down low. New cast for this fourth installment.	X		X				
The Nut Job 2	5/19/2017	Open Road Films	Surly Squirrel and friends save their park; with voices by Jeff Dunham, Will Arnett and Maya Rudolph.	X						
Life	5/25/2017	Sony Pictures	An international space crew discovers life on Mars.							X
Pirates of the Caribbean: Dead Men Tell No Tales	5/26/2017	Walt Disney Studios	Johnny Depp swashbuckles again for producer Jerry Bruckheimer.	X						
Captain Underpants	6/2/2017	20th Century Fox	Kevin Hart and Ed Helms lend voice to this adaptation of the Dav Pilkey book series.			X				
Wonder Woman	6/2/2017	Warner Bros.	Origin saga about an Amazon princess who becomes the greatest of DC superheroines set in the WW2 era.						X	X
Dark Universe: The Mummy	6/9/2017	Universal Pictures	Tom Cruise plays a special forces soldier in this classic monster movie reboot.		X					
The Divergent Series: Ascendant	6/9/2017	Lionsgate	Fourth and final film in The Divergent Series. Shailene Woodley and Theo James star.	X		X				
World War Z 2	6/9/2017	Paramount Pictures	Brad Pitt continues to battle zombie hordes.	X						
Cars 3	6/16/2017	Walt Disney Studios	Cars threequel.	X						
Transformers: The Last Knight	6/23/2017	Paramount Pictures	Reportedly the first in a new Transformer trilogy. Hasbro Studios is a producer. Mark Wahlberg returns.	X				X		
Despicable Me 3	6/30/2017	Universal Pictures	Third sequel and fourth film (including Minions) in the Despicable Me series from Illumination Entertainment.	X						
Spider-Man: Homecoming	7/7/2017	Sony Pictures	Sony will reboot the Spider-Man franchise with help from Disney's Marvel Studios. Tom Holland takes the title role.		X				X	
War for the Planet of the Apes	7/14/2017	20th Century Fox	Sequel to 2014's Dawn of the Planet of the Apes.	X						
Valerian and the City of a Thousand Planets	7/21/2017	EuropaCorp	Luc Besson directs this English language adaptation of the Gallic comic book series Valerian and Laureline.						X	
Jumanji	7/28/2017	Sony Pictures	Remake of the 1995 Robin Williams film based on the Chris Van Allsburg storybook. Jake Kasdan directs.		X	X				
The Dark Tower	7/28/2017	Sony Pictures	Adaptation of the Stephen King book series about Mid-World's last gunslinger.			X				
Alien: Covenant	8/4/2017	20th Century Fox	Director Ridley Scott returns for the second chapter in a prequel trilogy that began with Prometheus and connects to 1979's Alien.	X						
Blazing Samurai	8/4/2017	Open Road Films	Animation, loosely based on 1974's Blazing Saddles. On his quest to become a samurai, scrappy young dog Hank fights to save a town from a feline warlord.							X
Emojimovie: Express Yourself	8/11/2017	Sony Pictures	Comic take on the secret world of our phones and the beloved characters that have become daily necessities in global interpersonal communication.							X
It	9/8/2017	Vertigo Entertainment	Reboot of the 1990 film based on Stephen King's novel.		X	X				
The LEGO Ninjago	9/22/2017	Warner Bros.	Big-screen animation based on LEGO's popular ninja-inspired building sets and figures.					X		X
Blade Runner 2	10/6/2017	Warner Bros.	Harrison Ford reprises his role in this sequel to the 1982 film.	X						
My Little Pony	10/6/2017	Lionsgate	Animated film produced by Hasbro's Allspark Pictures is based on the toy company's colorful winged ponies, a \$1 billion-plus brand.					X		X
Friday the 13th Reboot	10/13/2017	Paramount Pictures	Reboot is being teased as answering the decades-old question of why slasher Jason Voorhees can't be killed. Michael Bay is a producer.		X					
Thor: Ragnarok	11/3/2017	Walt Disney Studios	Chris Hemsworth and Tom Hiddleston are again Thor and Loki. In this third Thor installment they deal with the Norse apocalypse.	X					X	
Show Dogs	11/10/2017	Open Road Films	A police dog must undergo a makeover to go undercover at a dog show.							X
The Star (working title)	11/10/2017	Sony Pictures	This spin on the Nativity story stars a small but brave donkey and his animal friends as unsung heroes.			X				X

## Planned Feature Films with Licensing Potential, 2017–2023

FILM	PLANNED RELEASE	FILM COMPANY	SUMMARY	SEQUEL	REBOOT	BOOK	GAME	TOY	COMIC	ORIGINAL TV
Justice League: Part 1	11/17/17	Warner Bros.	The DC gang's all here in this story focused on the original incarnation of the Justice League: Batman, Superman, Wonder Woman, Aquaman, the Flash and Green Lantern.						X	X
Coco	11/22/2017	Walt Disney Studios	A generations-old mystery leads to a surprising family reunion.							X
Let It Snow	11/22/2017	Universal Pictures	Three stories intertwine as teens experience a huge holiday snow storm. Based on a short story collection by John Green and others.			X				
Murder on the Orient Express	11/22/2017	20th Century Fox	Kenneth Branagh stars as genius Belgian detective Hercule Poirot.		X	X				
Star Wars: Episode VIII	12/15/2017	Walt Disney Studios	Picks up where 2015's Episode VII: The Force Awakens leaves off. Second film in Disney's new Star Wars sequel series since acquiring Lucasfilm.	X						
Ferdinand	12/22/2017	20th Century Fox	Blue Sky Studios' adaptation of the classic Munro Leaf children's book.			X				
Pitch Perfect 3	12/22/2017	Universal Pictures	Another a capella adventure.	X						
Six Billion Dollar Man	12/22/2017	Dimension Films	Mark Wahlberg stars as the bionic man from 70's TV series, The Six Million Dollar Man, adjusted for inflation.			X				X
Greatest Showman on Earth (The)	12/25/2017	20th Century Fox	Hugh Jackman as entertainer extraordinaire P.T. Barnum in this musical.							X
Bloodshot	TBA 2017	Sony Pictures	First film for the Valiant Comics superhero.						X	
Chicken Soup for the Soul	TBA 2017	Warner Bros.	Drama drawn from the inspirational book series created by Jack Canfield and Mark Victor Hansen in 1993, which has sold 100 million-plus copies in North America.			X				
Creed 2	TBA 2017	MGM Studios	Sequel to 2015's next-generation Rocky hit, with Sylvester Stallone and Michael B. Jordan.	X						
Jeepers Creepers 3	TBA 2017	American Zoetrope	Threequel to the Jeepers Creepers horror films. Previous releases in 2001, 2003.	X						
JoJo's Bizarre Adventures (untitled)	TBA 2017	Warner Bros., Toho	Long-running supernatural fighting manga adaptation to be directed by Takashi Miike.						X	
MIB 23	TBA 2017	Sony Pictures	Mashup of the 21 Jump Street and Men in Black franchises.	X	X					
Paddington 2	TBA 2017	The Weinstein Company	Sequel to 2014 film; based on the children's books by Michael Bond.	X		X				
Wonderstruck	TBA 2017	Amazon Studios	Adaptation of Brian Selznick's graphic novel about two deaf kids separated by 50 years.			X				
Bad Boys for Life (aka Bad Boys 3)	1/12/2018	Sony Pictures	Another sequel to the action comedy series about two loose cannon cops. Past films were in 1995 and 2003. Will Smith and Martin Lawrence return.	X						
Gnomeo & Juliet: Sherlock Gnomes	1/12/2018	Paramount Pictures	The gnomes recruit renowned detective Sherlock Gnomes to investigate the disappearance of other garden statuary; voices by Johnny Depp and Emily Blunt.	X						
Maze Runner: The Death Cure	1/12/2018	20th Century Fox	Based on the third novel in the series by James Dashner. Sequel to the 2015's The Maze Runner: The Scorch Trials.	X		X				
Fifty Shades Freed	2/9/2018	Universal	Third installment in the Fifty Shades trilogy details the couple's life after marriage.	X		X				
Black Panther	2/16/2018	Walt Disney Studios	The royal leader of an African nation is bestowed with superpowers. Chadwick Boseman stars.						X	
Larrikins	2/16/2018	DreamWorks Animation	Follows a young, desert-dwelling marsupial who ventures out from his sheltered life.							X
Pacific Rim: Maelstrom	2/23/2018	Universal Pictures	Sequel to the 2012 film about giant monsters and robots.	X						
Wreck-it Ralph 2	3/9/2018	Walt Disney Studios	Rich Moore returns to direct the sequel, which will see Ralph leave the arcade to explore the internet.	X			X			
Tomb Raider	3/16/2018	Warner Bros.	Alicia Vikander stars in film detailing Lara Croft's first adventure.		X	X				
Anubis	3/23/2018	20th Century Fox	Animated story of a mummy's curse and Underworld monsters, based on the 2006 novel by Bruce Zick.			X				
Peter Rabbit	3/23/2018	Sony Pictures	Based on the classic Beatrix Potter character, the film will mix animation and live action.			X				
Robin Hood	3/23/2018	Lionsgate	A gritty take on the classic Robin Hood story.			X				
MEG	4/2/2018	Warner Bros.	Science fiction and giant monster action thriller based on Steve Alten's book, "Meg."			X				
Dark Universe: Monsters franchise film	4/13/2018	Universal Pictures	New Universal monster franchise film.		X					
Avengers: Infinity War (Part 1)	5/4/2018	Walt Disney Studios	This time the Avengers face the menace of Thanos.	X					X	
How to Train Your Dragon 3	5/18/2018	DreamWorks Animation	The concluding chapter in the story between Vikings and dragons.	X						

Continued on page 20

## Planned Feature Films with Licensing Potential, 2017–2023 Continued from page 19

FILM	PLANNED RELEASE	FILM COMPANY	SUMMARY	SEQUEL	REBOOT	BOOK	GAME	TOY	COMIC	ORIGINAL	TV
Star Wars: Han Solo (untitled)	5/25/2018	Walt Disney Studios	Standalone "anthology" film tells the Han Solo origin story; to be directed by Phil Lord and Christopher Miller.	X							
Transformers 6 : Bumblebee spinoff	6/8/2018	Paramount/ Hasbro	Follows Transformers daredevil Autobot Bumblebee in his own movie.	X				X			
Incredibles 2	6/15/2018	Walt Disney Studios	Writer/director Brad Bird's sequel to 2004's The Incredibles.	X							
Jurassic World 2	6/22/2018	Universal Pictures	More mayhem in Jurassic World.	X		X					
Ant-Man and the Wasp	7/6/2018	Walt Disney Studios	Another adventure of Scott Lang/Ant-Man (Paul Rudd).	X					X		
The Secret Life of Pets 2	7/13/2018	Universal Pictures	Sequel to 2016 animated hit The Secret Life of Pets.	X							
Aquaman	7/27/2018	Warner Bros.	The king of the seven seas will appear in Batman v Superman: Dawn of Justice and the Justice League movie before anchoring his own feature.						X		
Hotel Transylvania 3	9/21/2018	Sony Pictures	Third installment in the animated series about Count Dracula and his daughter Mavis.	X							
Scooby-Doo (aka S.C.O.O.B.)	9/21/2018	Warner Bros.	Scooby-Doo and the Mystery, Inc. gang roll again.		X				X		
Jungle Book (aka Jungle Book: Origins)	10/19/2018	Warner Bros.	Andy Serkis directs this live action tale of an orphan boy raised by animals in the jungle. Animal voices by Benedict Cumberbatch, Christian Bale, Cate Blanchett.			X					
Dr. Seuss' How the Grinch Stole Christmas	11/9/2018	Universal Pictures	Reimagining of the Dr. Seuss Christmas tale from animation studio Illumination Entertainment.		X	X					
Fantastic Beasts & Where to Find Them 2	11/16/2018	Warner Bros.	Second installment in J.K. Rowling's Fantastic Beasts trilogy.	X		X					
Gigantic	11/21/2018	Walt Disney Studios	Based on the fairy tale Jack and the Beanstalk, with music by Frozen's Robert Lopez and Kristen Anderson-Lopez.			X					
Animated Spider-Man (untitled)	12/21/2018	Sony Pictures	Animated feature produced by LEGO movie directors Phil Lord and Christopher Miller. Developed separately from the live action Spider-Man movies.						X		
Mary Poppins Returns	12/25/2018	Walt Disney Studios	Emily Blunt stars, Rob Marshall directs this 20-years-later tale of the wonderful nanny.		X	X					
Avatar 2	TBA 2018	20th Century Fox	Sequel to the highest grossing film of all time.	X							
Cruella	TBA 2018	Walt Disney Studios	Emma Stone stars in live-action film following the evil exploits of dognapper Cruella de Vil.		X						
Godzilla	TBA 2018	Toho	Animated feature follows Godzilla Resurgence with high-powered anime talent.	X							
Pokemon	TBA 2018	Universal Pictures	A live-action film franchise based on Detective Pikachu.				X				
T.H.U.N.D.E.R. Agents	TBA 2018	Huayi Brothers	Ordinary people selected to be peace keepers for the United Nations are given super powers. To be filmed in the U.S. and China.						X		
The Croods 2	TBA 2018	DreamWorks Animation	Sequel to the 2013 caveman hit; with Emma Stone and Nicolas Cage.	X							
The Flash	TBA 2018	Warner Bros.	Scientist Barry Allen becomes the super fast superhero, a member of DC Comics' Justice League.						X		
Tuzki (untitled)	TBA 2018	Turner Asia Pacific, Tencent	Live-action/CGI-animated film stars popular Chinese rabbit emoticon Tuzki.							X	
Pigeon Impossible	1/18/2019	20th Century Fox	No details available, but may be related to the 2009 short Pigeon: Impossible.							X	
Playmobil: The Missing Piece	1/18/2019	Open Road Films	Planned as the first in a trilogy built around the 2 3/4-inch tall figures.					X			
SpongeBob SquarePants 3	2/8/2019	Paramount Animation	Director Paul Tibbitt returns to the TV-based franchise.	X							X
The LEGO Movie 2	2/8/2019	Warner Bros.	Sequel to 2014's block building blockbuster.	X				X			
Dark Universe: Monsters franchise film	2/15/2019	Universal Studios	Another Universal reboot of classic horror characters.		X						
Captain Marvel	3/8/2019	Walt Disney Studios	Marvel's first female superhero movie follows Captain Marvel, aka Carol Danvers, who can fly and shoot energy bursts from her hands.						X		
Godzilla 2	3/22/2019	Warner Bros.	Sequel to 2014's Legendary/Warner Bros.'s Godzilla.	X							
Shazam!	4/5/2019	Warner Bros.	Dwayne Johnson plays the titular ancient Egyptian wizard with a magical connection to a shy boy.		X						X
Fast & Furious 9	4/19/2019	Universal Pictures	Vin Diesel is expected to return to continue the F&F franchise.								
Avengers 4 Untitled (aka Avengers: Infinity War Part 2)	5/3/2019	Walt Disney Studios	Second half of the third Avengers film.	X					X		

## Planned Feature Films with Licensing Potential, 2017–2023

FILM	PLANNED RELEASE	FILM COMPANY	SUMMARY	SEQUEL	REBOOT	BOOK	GAME	TOY	COMIC	ORIGINAL	TV
Minecraft	5/24/2019	Warner Bros.	Swedish-American 3D film based on the video game; directed by Rob McElhenney.				X				
Star Wars: Episode IX	5/24/2019	Walt Disney Studios	Final chapter of the newest Star Wars trilogy.	X							
The Billion Brick Race	5/24/2019	Warner Bros.	Another LEGO movie sequel built brick-by-brick.	X				X			
Justice League: Part 2	6/14/2019	Warner Bros.	Sequel follows the DC Comics-based superhero team.	X					X		X
Toy Story 4	6/21/2019	Walt Disney Studios	It's one more Pixar play date for Tim Allen and Tom Hanks.	X							
Transformers 7	6/28/2019	Paramount, Hasbro	Hasbro has said the franchise will continue at least through Transformers 8.	X				X			
Bad Boys 4	7/3/2019	Sony Pictures	Follows 2017's Bad Boys 3.	X							
Indiana Jones 5	7/19/2019	Paramount Pictures	Harrison Ford returns a 5th time as the famed archaeologist.								
Batman	TBA 2019	Warner Bros.	Ben Affleck will star in and direct a standalone Batman film.		X				X		
Hello Kitty	TBA 2019	Sanrio	Cartoon feline feature film.						X		
Cyborg	4/3/2020	Warner Bros.	Cyborg, aka Victor Stone, is a member of the Justice League.						X		
Green Lantern Corps	7/24/20	Warner Bros.	A group of humans join a peacekeeping force that protects the universe.		X				X		
Fantastic Beasts and Where to Find Them 3	11/20/2020	Warner Bros.	More adventures of J.K. Rowling's Newt Scamander.	X		X					
Avatar 3	TBA 2020	20th Century Fox	Second sequel to the highest grossing film of all time.	X							
Godzilla vs. Kong	TBA 2020	Warner Bros.	The two monster franchises are united in an ecosystem of giant superspecies.	X							
Fast & Furious 10	4/2/2021	Universal Pictures	Franchise double digits for star Vin Diesel.	X							
Paddington 3	TBA 2021	The Weinstein Company	Second sequel to 2014 film; based on the children's books by Michael Bond.	X		X					
Avatar 4	TBA 2022	20th Century Fox	Third sequel to the highest grossing film of all time.	X							
Avatar 5	TBA 2023	20th Century Fox	Fourth sequel to the highest grossing film of all time.	X							
20,000 Leagues Under the Sea	TBA	20th Century Fox	Captain Nemo explores the mysteries of the ocean deep in his submarine Nautilus. Based on the classic Jules Verne novel.			X					
Clifford The Big Red Dog (untitled)	TBA	Paramount Pictures	Live-action/CG hybrid to be scripted by Justin Malen.			X					X
Cluedo	TBA	20th Century Fox	Second movie based on the boardgame Cluedo.	X							
Empty Man (The)	TBA	20th Century Fox	Adaptation of Cullen Bunn and Vanessa Del Rey's supernatural thriller comic book stars James Badge Dale.						X		
Gambit	TBA	20th Century Fox	Channing Tatum stars in this X-Men spinoff.						X		
Hard Boiled	TBA	Warner Bros.	Adaptation of Frank Miller and Geof Darrow's Dark Horse comic series.						X		
Inhumans	TBA	Walt Disney Studios	In this Marvel film, an isolated community of superhumans fights to protect itself.						X		
Monster High	TBA	Universal Pictures	Based on the Mattel toy line, children of famous monsters experience high school in this live action musical.					X			X
Shaun the Sheep Movie 2	TBA	Aardman	Director Richard Starzak returns with another comedy featuring Shaun and the gang .	X							X
Sherlock Holmes 3	TBA	Warner Bros.	Director Guy Ritchie and co-stars Robert Downey Jr. and Jude Law reprise their roles in this sequel.	X		X					
Snow White (untitled)	TBA	Walt Disney Studios	Live-action remake of Disney's classic animation set to feature new songs from songwriters Benj Pasek and Justin Paul.		X						
Sonic the Hedgehog (untitled)	TBA	Sony Pictures	Deadpool director Tim Miller set to executive produce a live-action CGI movie based on the videogame icon.				X				
Stan & Ollie	TBA	Fable Pictures, BBC Films	Centers on comedy duo Laurel & Hardy and their 1953 variety hall tour of Blighty; financed by eOne and licensed from Larry Harmon Pictures.							X	
The Best Man Wedding	TBA	Universal	Next installment in the Best Man franchise.	X							
The Billion Brick Race	TBA	Warner Bros.	Another LEGO movie sequel built brick-by-brick.	X				X			
The Wee Free Men	TBA	Jim Henson Co.	First novel in the bestselling Discworld series by the late Terry Pratchett.			X					
Uncharted	TBA	Sony Pictures	Video game spin-off follows a descendant of Sir Francis Drake on his quest to find the golden city of El Dorado.				X				

**Note:** All details subject to change. **Source:** Companies, compiled by THE LICENSING LETTER

## TOYS &amp; GAMES

## TIA's Top Toys of 2016

Congratulations to the 100 finalists for TIA's 2017 Toy of the Year Awards—about a quarter of which are licensed products! For the first time, the finalists will be identified on Amazon's and Toys "R" Us' homepages, across their websites, via social media/email channels, and in two Toys "R" Us inserts with a total circulation of 24 million.

The winners in each of the 14 categories and the top "Toy of the Year" will be selected based on votes from mass and specialty toy retailers, media, TIA members, and consumers. The People's Choice award winner will be selected solely by consumer votes cast at [www.toyawards.org](http://www.toyawards.org). The winners will be announced at a TOTY Awards ceremony held on Feb. 17, 2017 at the Intrepid Air and Space Museum before North American Intl. Toy Fair.

New categories for 2017 include Action Figure of the Year, Doll of the Year, Rookie of the Year, and Vehicle of the Year.

## LICENSE OF THE YEAR

- DC Super Hero Girls (Warner Bros.)
- Elena of Avalor (Disney)
- Paw Patrol (Nickelodeon & Viacom Consumer Products/Spin Master)
- Pokémon (Pokémon Company Intl.)
- Shopkins (Moose Toys)
- Star Wars (Disney)
- Trolls (DreamWorks)

## ACTION FIGURE OF THE YEAR

- DC Super Hero Girls Action Figure Assortment (Mattel)
- Fossil Hunter Lottie (Arklu)
- IAmElemental Series 1/Courage Lunch Box Carrying Case With
- Complete Set of Action Figures (IAmElemental)
- PJ Masks Headquarters Playset (Just Play)
- Pokémon Throw 'n' Pop Poké Ball Duel Set (TOMY)
- Stikbot (ZING)
- Transformers Generations Titans Return Fortress Maximus
- Action Figure (Hasbro)

## ACTIVE/OUTDOOR TOY OF THE YEAR

- 3-in-1 EZ Fold Wagon (Radio Flyer)
- Air Hogs Helix Sentinel Drone (Spin Master)
- Bunch O Balloons (Zuru)
- Hot Wheels Sky Shock RC Vehicle (Mattel)
- Nerf N-Strike Modulus Tri-Strike Blaster (Hasbro)
- Sky Viper v2400FPV HD Streaming Drone with FPV Headset (SkyRocket Toys)
- VEX Robotics Zip Flyer (HEXBUG)
- Xtreme Cycle Moto-Cam (WickedCoolToys)

## ACTIVITY TOY OF THE YEAR

- Circuit Scribe Maker Kit (CircuitScribe)
- Crayola Air Maker Sprayer (Crayola)
- K'NEX 3-in-1 Classic Amusement Park Building Set (K'NEX Brands)

- Lionel Mega Tracks Corkscrew Chaos Master Set (Lionel)
- Mighty Makers Directors Cut Building Set (K'NEX Brands)
- Mover Kit (Tech Will Save Us)
- My Fairy Garden Magical Cottage (Play Monster)

## COLLECTIBLE OF THE YEAR

- Dorbz (Funko)
- Gift 'ems (Jakks Pacific)
- Lego Minifigures – The Disney Edition (LEGO)
- Num Noms (MGA Entertainment)
- Pop! (Funko)
- Shopkins Season 6: Chef Club (Moose Toys)
- Tonka Tinys (Funrise)

## CONSTRUCTION TOY OF THE YEAR

- Arckit Go Colours (ARCKIT div. of MBM Building Systems)
- Grippies Builders (Guidecraft USA)
- Lego Friends Amusement Park Roller Coaster (LEGO)
- Marine Rescue Center (Build & Imagine)
- Meccano Micronoid (Spin Master)
- Tinkerbots (Tinkerbots)
- Walking Robot 45PC Set (Magformers)

## DOLL OF THE YEAR

- Barbie Fashionista Doll (Mattel)
- Disney Frozen Northern Lights Elsa (Jakks Pacific)
- Elena of Avalor Adventure Dress Doll (Hasbro)
- Project Mc2 Experiments with Doll Sets (MGA Entertainment)
- Shopkins Core Shoppies (Moose Toys)
- Stargazer Lottie Doll (Arklu)
- WellieWishers (Mattel)

## GAME OF THE YEAR

- Bloxels (Mattel)
- Circuit Maze (ThinkFun)
- Escape Room the Game (Spin Master)

- Imhotep (Thames & Kosmos)
- Maze Racers (FoxMind Games)
- Simon Air Game (Hasbro)
- Speak Out (Hasbro)
- Yeti in My Spaghetti (PlayMonster!)

**INFANT/PRESCHOOL TOY OF THE YEAR**

- Doc McStuffins Toy Hospital Care Cart (Just Play)
- Go! Go! Smart Friends Enchanted Princess Palace (Vtech)
- IO Blocks Vehicles (Guidecraft USA)
- Razor Jr. T3 Scooter (Razor USA)
- Robot Engineer (Thames & Kosmos)
- Wash 'N Go Wooden Car Garage (KidKraft)
- Zoomer Marshall (Spin Master)

**INNOVATIVE TOY OF THE YEAR**

- CHiP (WowWee USA)
- Cozmo (Anki)
- Fisher Price Think & Learn Code-a-pillar (Mattel)
- Hatchimals (Spin Master)
- Mebo (SkyRocket Toys)
- Project Mc2 H2O Car (MGA Entertainment)
- Special Edition Battle-Worn BB-8 with Force Band (Sphero)

**ROOKIE OF THE YEAR**

- 3DoodlerStart Essentials Pen Set (WobbleWorks)
- Acids, Bases and pH Chemistry Kit (Yellow Scope)
- CogniToys Dino (CogniToys)
- Geometry Strategy by Games (Bright of Sweden)
- IAmElemental Series 1/Courage Lunch Box Carrying Case With Complete Set of Action Figures (IAmElemental)

- Malia's House (Build & Imagine)
- Superhero Will (Wonder Crew)

**SPECIALTY OF THE YEAR**

- Automoblox C9 Sportscar (PlayMonster!)
- Design & Drill BrightWorks (Educational Insights)
- Flappy Animated Elephants (Gund div. Enesco)
- Lego Disney Castle (LEGO)
- Melody Doll and Book (Mattel)
- Nano Nitro Slingshot (HEXBUG)
- Perplexus Q-bot (PlayMonster!)

**TECH TOY OF THE YEAR**

- Air Hogs Connect: Mission Drone (Spin Master)
- CodeGamer (Thames & Kosmos)
- LUMI (WowWee USA)
- MOTA JETJAT Ultra Streaming Nano Drone (MOTA)
- Sky Viper Hover Racer (SkyRocket Toys)
- Wonder Workshop's Dash & Dot (Wonder Workshop)
- Zoomer Chimp (Spin Master)

**VEHICLE OF THE YEAR**

- Air Hogs Star Wars X-wing vs. Death Star, Rebel Assault – RC Drones (Disney Consumer Products)
- Disney Princess Carriage (Dynacraft)
- Go! Go! Smart Wheels Treasure Mountain Train Adventure (Vtech)
- Hot Wheels A.I. Intelligent Race System (Mattel)
- Lego Technic Porsche 911 GT3RS (LEGO)
- Telsa Model S for Kids (Radio Flyer)
- XPV RC Skateboarding Mikey (Jakks Pacific)

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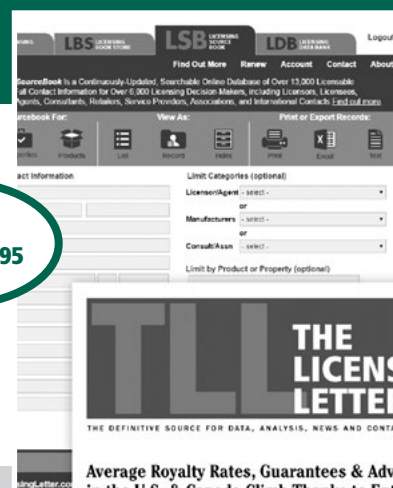
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## Who's News

AMBI Group launches their Global Brand Partnerships division, to be led by **Keith Snelgrove**.

National Geographic appoints **Rosa Zeegers**, EVP Consumer Products & Experiences.

Cartoon Network development executives **Curtis Lelash** and **Tramm Wigzell** have both been promoted to SVP Original Series to co-lead the group and expand the network's portfolio of in-house video and multiplatform programming.

Viacom promotes **Tom Gorke** to EVP Content Distribution.

Giochi Preziosi promotes **Simon Hedge** to Group VP Licensing & Distribution Development, in addition to his current role as MD GP Flair.

Following the sale of Hi-Tec Sports to Cherokee Global Brands, **Ed Van Wezel**, will remain CEO of the brand. Current chairman **Frank van Wezel** purchases the Hi-Tec license for South Africa.

Simba Smoby hires **Mayur Pattni** as Head Marketing & Licensing.

Marvin Traub Associates appoints **Rick Platt** as MD Licensing.

ITV Studios Global Entertainment promotes **Julie Meldal-Johnsen** to Director Global Content.

Beano Studios welcomes **Angeles Blanco** as its new Director U.K. Licensing.

Vertical Brands names **Bill Post** as Brand Director for K2 Sports Apparel.

**Derek Stordahl** is appointed EVP & GM of Holiday House Publishing.

FilmTrack appoints **Holly Royer** as its Product Manager Consumer Products, **Geo Verna** as Director Solution Consulting, and **Matt Palmer** as Implementation Manager.

**Jessica Symons** launches independent children's production company Ivy House Productions. The company's portfolio includes several programs for the preschool and tween audiences covering live-action, puppet shows, animation, and a sports show.

**Tyrrell Mahoney** takes over as President of Chronicle Books as **Jack Jensen** assumes more responsibilities in his current role as President of McEvoy Group.

The National Retail Federation hires **Martine Reardon**, former CMO for Macy's, as a senior advisor for retail and marketing strategies.

**William Chui** takes over as Regional Director Europe of the Hong Kong Trade Development Council (HKTDC).

**Jeffrey Tweedy**, President of Sean John, will remain in his role after Global Brands Group buys a majority stake in the brand.

Alice + Olivia names **Aliza Licht** as EVP of Brand Marketing & Communications.

Gibsons appoints **Kate Gibson** as MD and **Nicki Gumbrell** as Sales Director.

Simon & Schuster Children's Publishing division names **Jason Wells** to the newly created role of VP Marketing & Publicity.

The Academy of Interactive Arts & Sciences, the not-for-profit organization dedicated to the advancement and recognition of the interactive arts, appoints **Mike Fischer** as President.

Redan Publishing promotes **Julie Jones** to MD.

Planeta Junior appoints **Erick Rouillé** as its Country Manager for France & Intl. TV Sales Director.

Under Armour hires **Dave Larson** as GM & SVP Running.

Accell Group promotes **Wouter Jager** to Brand & Marketing Director.

**Rebecca Price** joins Generation Media as its Senior Digital Manager within nGen, the company's dedicated online resource.

TIA will induct **Peter Eio** (former President, LEGO Systems), the late **Ray Larsen** (founder, RLA Marketing), and the late **Sydney Rosen** (former owner, Rose-Art/Cra-Z-Art) into the TIA Hall of Fame on Feb. 17th in conjunction with the annual Toy of the Year Awards gala.

Women in Toys, Licensing & Entertainment (WIT) will honor actor and advocate **Geena Davis** with a Changemaker Award and **Jill Barad** with the Lifetime Achievement Award at the 2017 WIT Wonder Women Awards Gala on Feb. 19, 2017 in New York City.

**Williams Savage**, SVP & President Home, leaves Sears Holdings; his post will not be filled. Other recent departures include **Jeffrey Balagna**, EVP; **Joelle Maher**, President & Chief Member Officer; and board member **Steven Mnuchin**.

Reebok unveils its new headquarters in Boston's Seaport District; the new location takes up 220,000 square feet of space on five floors in The Innovation & Design Building.



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