

# TLL THE LICENSING LETTER

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## Video Game Sales Up; Licensed Options Grow

2016 was a big year for retail sales of video games but licensed titles didn't make many headlines (with the one obvious exception). In fact, it was just the opposite: Metacritic's lowest score of the year was for Activision's *Ghostbusters*. Meanwhile, Pokémon emerged as one of the hottest brands of 2016, topping the list of Google's breakout searches worldwide. The lack of coverage for the category, however, doesn't translate to a lag in revenue—in fact, retail sales are picking up.

Retail sales of licensed video games and software picked up in 2015—growing 2.4% to reach \$3.00 billion in retail sales—and are expected to grow for 2016, largely on the strength of a few A-list properties. In this product category, *TLL* tracks sales related to console, desktop, and mobile games—including in-game purchases.

Sales from in-game purchases is one of the top-growing revenue streams. For example, free-to-play mobile game apps might allow players to purchase items to improve game play with two or three in-game currency types. Console and desktop games might similarly offer expansions and updates that players can purchase after buying the original game—an interesting opportunity for brands that might not choose to invest in a game from the start but join in later. However, the rate of players that actually make in-game purchases is far lower than the number of downloads; *TLL* estimates that 10% of active players actually make in-app purchases. In fact, most revenue is derived from a small percentage (3–5%) of

power players that can spend up to thousands of dollars on in-game purchases. In contrast, most free-to-play games generate revenue from in-game advertisements.

Royalty rates for these three categories vary, but generally desktop and console games will demand lower rates because they have associated physical products. In contrast, mobile game apps tend to have smaller development staffs and be download-only.

### Getting Into the Game

The interactive games space is quickly growing in importance as one of the top revenue-earners in entertainment studios' pockets,

*Continued on page 3*

## TOYS & GAMES

### Star Wars, Barbie, and Hatchimals Top Holiday Toys

While overall holiday sales were expected to increase just 3.4%, the National Retail Federation (NRF) estimates that toy sales will grow 6.5% for the last six months of 2016.

The NRF points to games and puzzles as the fastest-growing category (up 16%), followed by dolls and action figures (12% each). While interest in family games like Hasbro's *Speak Out* and *Pie Face* are one reason for the increase, the surge in adult games is the key reason for climbing sales.

Sales of collectibles in particular were up 64% to over \$220 million—approximately 25% of those are blind bags (up 80%). At the other end of the price spectrum, higher-priced toys with tech elements such as drones and robots are expected to be the most popular presents. In particular, this expectation was born out with strong sales of high-ticket toys like *Hatchimals* and app-controlled *Star Wars* toys like Hasbro's *Smart R2-D2* and Sphero's *BB-8*.

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RETAIL SALES OF LICENSED VIDEO GAMES & SOFTWARE, 2013–2015

YEAR	2013	2014	2015
Retail Sales in Billions	\$3.18	\$2.93	\$3.00
Rate of Growth	-7.6%	-7.9%	2.4%
Share of Total	3.3%	2.9%	2.9%

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

# ➡ Licensing Ledger

## COUNTERFEIT SEIZURES UP IN 2016

Government seizures of **counterfeit products** totaled over 31,560 goods in fiscal year 2016, up over 9% to an estimated worth of \$1.3 billion based on the MSRP of seized goods. The top categories were **apparel** and **accessories** (over 20% of all seizures, valued at \$110.8 million). Watches and jewelry continued to be the top products seized, with a value of more than \$635.5 million. Handbags and wallets were second with seizure estimated in value at more than \$234 million. Footwear clocked in at \$51.2 million.

Top sources for counterfeit merch remained China (45%) and Hong Kong (43%). Notable seizures last year included hoverboards and sports merchandise in the run-up to Super Bowl 50. In comparison, toys clocked in as the 10th-most seized category in 2015 (the latest year for which data is currently available).

**The Emoji Company and Sony Pictures Animation** enter into an agreement over the registered emoji trademark allowing for the use of the term "emoji" in connection with Sony's worldwide merchandising program for its upcoming film *The Emoji Movie*, in theaters Aug. 11. Both companies will offer distinct sets of emoticons and characters as well as target different markets; Sony's products will be from their original film, while the Emoji Company's icons are developed with the classic look and feel known from the Unicode.

**Jet.com**, which was acquired by Walmart for \$3.3 billion in September, buys out apparel and accessories site **Shoebuy.com** for \$70 million from IAC. The e-tailer is a direct competitor of Amazon. The United Kingdom Competition & Markets Authority (CMA) approves **VTech's** acquisition of educational toy firm **LeapFrog**, stating that the deal will not lead to competition concerns.

**Gildan Activewear** is the winner in a court-supervised auction to acquire the **American Apparel** brand and certain assets with a final cash bid of \$88 million. The acquisition is expected to be finalized by early Feb.

**Authentic Brands Group** re-opens more than 500 **Aéro-postale** retail locations across the U.S.

In beauty news: **L'Oréal** agrees to spend \$1.3 billion to buy three skin-care brands from Valeant (CeraVe, AcneFree and Ambi), **Coty** will acquire a majority stake in direct-to-consumer brand **Yunique** for \$600 million, and private equity firm **Main Post Partners** makes an undisclosed investment in Milk Makeup.

**Funko** is making changes to position itself for a possible initial public offering or sale to a "strategic partner," according to CEO Brian Mariotti. Funko expects its sales to come in at around \$425 million for 2016, up from \$274 million in 2015, \$107 million in 2014, and \$40 million in 2013. The toyco also acquires London-based **Underground Toys**.

The winners of the 2017 LIMA Asian Licensing Awards are announced, with honors going to **DreamWorks' Kung Fu Panda 3** for Best Entertainment Property of the Year, as well as **Master Kong** for Best Licensed Promotion of the Year and **Chengdu Intl. Finance Square** for Best Location-based or Experiential Initiative of the Year for

their work with the brand. In addition, **Alibaba** was awarded Best Retailer of the Year; **B.Duck** from **SEMK Intl. Enterprises** was Best Asian Property of the Year; and **GS Retail** was Best Licensee of the Year for Despicable Me/Minions. **The Smiley Co.** was Best Corporate Brand/Fashion/Lifestyle Program of the Year.

**Run-D.M.C.** files a lawsuit against Walmart, Amazon, Jet.com and other retailers for over \$50 million over alleged trademark infringement on products using the hip hop group's name and logo without permission. While some products are "inspired," others blatantly used the group's logo on shirts, purses, patches and other products. Run-D.M.C.'s claim cites previous licensing agreements to show its worth, including one for \$1.6 million to Adidas for a line of sneakers. The group contends that its brand produced over \$100 million in revenue since its inception in the 1980s, including the sale of music, music publishing, concerts, merchandising, and endorsement deals.

**Walker Fine Art**, a leading collector of works by M.C. Escher, brings suit against the **M.C. Escher Foundation**, which licenses reproduction rights for the artist's work. Walker alleges that the Foundation had blocked the collector from selling original artworks and staging exhibitions through misuse of copyright.

A new study from IBM and the National Retail Federation shows that 98% of **Generation Z** prefer to shop in brick-and-mortar stores; 67% shop in-store most of the time, with another 31% doing so sometimes. That doesn't mean they're disconnecting; 74% spend their free time online, with 25% of participants online five hours or more each day.



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## Video Game Sales Up

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according to Gary Rosenfeld and Mark Caplan of digital consultancy BD Labs. They warn, however, that the key to success is not the brand, but the quality of the game.

Increasing industry success means the games space is getting ever-more competitive. For example, if mobile games were to be compared to other consumer goods, the number of SKUs in an average Walmart Superstore would number over 140,000 products. In contrast, Apple's App Store boasts over 2 million apps and Google's Play has 2.2 million apps—around 40% of those are games. In such a crowded space, licensing is one of the tools developers are increasingly relying on to stay relevant in a cost-effective way.

Although *TLL* consistently stresses the importance of collaboration between partners in a licensing deal, this is especially true for the interactive digital space. On average, games can take up to 24 months to develop with teams of thousands of people; in comparison, the development schedule of a film from green-light to screen can last anywhere from 12 months to an average of 2 years. While studios are increasingly expecting large revenue returns, developers are strapped for the time it would take

to develop the kind of high-quality game that can become a top hit. The bottom line? Licensors have to plan well in advance and develop close relationships developers to see returns.

### 2016's Top-Selling Games

Amazon's biggest sellers were the Pokémon Sun and Moon games for the 3Ds (taking the No. 1 and 2 slots), followed by *Final Fantasy XV* (PS4), *Uncharted 4* (PS4),  *Madden NFL 17* (the Xbox One version took the No. 5 slot and the PS4 the No. 6 slot), and *Skyrim* (PS4).

Valve's list of top games ranked by gross revenue for its Steam platform include *Fallout 4*, *Tom Clancy's The Division*, *Grand Theft Auto V*, *Counter-Strike: Global Offensive*, and free-to-play *DOTA 2*.

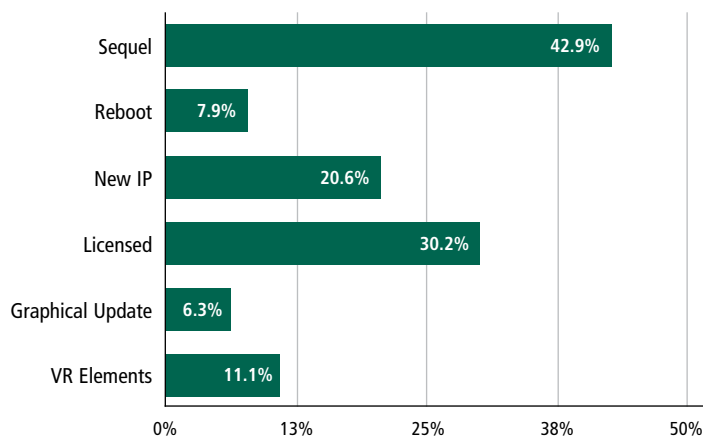
In mobile game apps, the biggest earners from Apple's App Store (with developers earning \$20 billion in 2016, up 40% from 2015) were *Pokémon Go*, *Clash Royale*, *Monster Strike*, and *Fantasy Westward*. The New Year was the biggest single day ever on the App Store with nearly \$240 million in purchases, driven in part by Nintendo's Super Mario Run. The fastest growing market? China, at 90% growth. According to Newzoo and TalkingData, it's the largest mobile market in the world with \$10 billion in revenue in 2016.

## VIDEO GAMES

### Video Games in the Pipeline: 40% Sequels, 30% Licensed, 20% New IP

Over the next two years, releases of video games based on original IP are going to take a backseat to sequels, reboots, and licensed titles. Just 20% of titles are based on original IP—sequels comprise 43% of the list, followed by licensed titles at 30%. VR titles follow at 11%, with reboots making up 8% of the list.

SOURCE OF VIDEO GAMES WITH LICENSING POTENTIAL, 2017–2018



Note: Titles can have more than one source.

SOURCE: THE LICENSING LETTER

While sequels, reboots, graphical updates, and games based on licensed properties all provide licensees with a track record for fiscal success, new properties are considerably more difficult to judge. Although there is definitely risk, new IP may also have a great upside. One key example from last year? *Five Nights at Freddy's*.

Some examples from our list include *Ever Oasis*, a new franchise from Nintendo, and *Bloodstained: Ritual of the Night*, a spiritual successor to the Castlevania series from producer Koji Igarashi.

### Licensing In

A whopping 30% of games on the list are licensed. Some notables include:

- ▶ *Star Trek: Bridge Crew*, a VR game from Ubisoft pushed back to a 2017 release.
- ▶ Another VR game, *John Wick Chronicles: An Eye for an Eye*, which is timed to release with the next film *John Wick: Chapter 2* in Feb. 2017.
- ▶ *Overkill's The Walking Dead*, an "original" game from Starbreeze Studios and 505 Games based on the zombie-themed TV series.
- ▶ Three *Star Wars* games are set to be released from Electronic Arts, with developers Visceral and Respawn working on new releases.

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## New Sequels & Reboots

Some long-awaited sequels are in the pipeline, including:

- ▶ Konami's *Super Bomberman R*, the first installment in the Bomberman series of action maze games in over half a decade. The game is a launch title for the Nintendo Switch console.
- ▶ *Shenmue III* from Ys Net raised over \$6 million in last year's Kickstarter campaign, 14 years after *Shenmue II*—with more crowdfunding resuming this year through PayPal and Alipay.
- ▶ The first Metal Gear game to be developed since Hideo Kojima's departure from Konami in late 2015, *Metal Gear Survive*, will launch through Konami.

## VR-enabled Play

For the first time, we're tracking which games have at least some VR elements—over 11% of titles on the list.

- ▶ Bandai Namco Entertainment's *Ace Combat 7* will be the first action combat flight simulator in the series to have VR support.
- ▶ Square Enix's *Final Fantasy XV*, released late last year, will have DLC for VR content.
- ▶ *Gran Turismo Sport* from Sony marks the beginning of a new era into the second generation of the racing game series; although it was expected to be a complete VR game, only some aspects include the tech.

## Planned Video Game Releases With Licensing Potential, 2017–2018

GAME	PLANNED RELEASE	PUBLISHER	SUMMARY	SEQUEL	REBOOT	NEW IP	LICENSED	GRAPHICAL UPDATE	VR
Resident Evil 7: Biohazard	1.24.2017	Capcom	Survival horror game will be playable on PlayStation VR.	X					X
Tales of Berseria	1.24.2017	Bandai Namco Entertainment	Sixteenth main entry in the Tales series.	X					
Digimon World: Next Order	2.28.2017	Bandai Namco Entertainment	Open world role-playing game in which players raise two Digimon simultaneously.	X					
Fire Emblem Heroes	2.2.2017	Nintendo	Tactical role-playing game now on iOS and Android.	X					
For Honor	2.14.2017	Ubisoft	Online melee action game in which players can enter the action as bold Knight, brutal Viking or deadly Samurai.			X			
Halo Wars 2	2.21.2017	Microsoft	Real-time strategy sci-fi game is the sequel to Halo Wars.	X					
Lego Worlds	2.24.2017	Warner Bros.	Sandbox game allows players to build a world made up of Lego bricks.				X		
Horizon: Zero Dawn	2.28.2017	Sony	Action role-playing game set after the fall of civilization, from the creators of the Killzone franchise.			X			
Super Bomberman R	3.3.2017	Konami	The latest main installment in the Bomberman series of action maze games in over half a decade. A launch title for the Nintendo Switch console.	X					
The Legend of Zelda: Breath of the Wild	3.3.2017	Nintendo	Upcoming installment in longstanding action/role playing franchise starring Link. Series licensees include Fifth Sun (apparel) and Dark Horse Comics (statues).		X				
Tom Clancy's Ghost Recon: Wildlands	3.7.2017	Ubisoft	Globetrotting installment in the Ghost Recon shooter series.	X			X		
Mass Effect: Andromeda	3.31.2017	Electronic Arts	Newest entry into BioWare's science fiction action/role playing game series.	X					
Persona 5	4.4.2017	Atlus	Role-playing series continues as high school students awaken magical powers to fight monsters.	X					
Yooka-Laylee	4.11.2017	Team17	3D platform-adventure game is a spiritual successor to the Banjo-Kazooie series.				X		
Star Trek: Bridge Crew	4.14.2017	Ubisoft	VR game in which players explore space as a member of the Federation; for PlayStation VR, HTC Vive and Oculus Rift.				X		
Arktika.1	Q2 2017	4A Games	Shooter game set in the wastelands of Russia from the developers of Metro 2033.			X			X
John Wick Chronicles: An Eye for an Eye	Q2 2017	Starbreeze Studios	Full-scale VR shooter accompanies the release of the next film John Wick: Chapter 2 in Feb. 2017.				X		X
Mario Sports Superstars	Q2 2017	Nintendo	Full-scale recreations of five sports by the Mario cast.	X					
Overkill's The Walking Dead	Q2 2017	Starbreeze Studios, 505 Games	Details are unknown, but the developer promises an "original" game based on the TV series.				X		
Super Mario Run	Q2 2017	Nintendo	Mobile game app coming to Android after launching on iOS in Dec. 2016.	X					
Talisman: Digital Edition	Q2 2017	Nomad Games	Based on the fantasy adventure board game of the same name.				X		
Injustice 2	5.16.2017	Warner Bros.	Sequel to fighting game Injustice: Gods Among Us; also available on mobile.	X					
Star Wars Battlefront sequel	Q3 2017	Electronic Arts	Motive Studios is developing the "next installment" in the SW Battlefront series.	X			X		

## Planned Video Game Releases With Licensing Potential, 2017–2018 *Continued from page 4*

GAME	PLANNED RELEASE	PUBLISHER	SUMMARY	SEQUEL	REBOOT	NEW IP	LICENSED	GRAPHICAL UPDATE	VR
Days Gone	12.29.2017	Sony	Set in a post-apocalyptic Pacific Northwest.						
God of War	12.29.2017	Sony	Kratos is now a father and living in seclusion in the land of Norse mythology.		X				
Sea of Thieves	12.29.2017	Microsoft	Developer Rare (Banjo Kazooie, Battletoads) is creating this pirate adventure game.			X			
Spider-Man	12.29.2017	Insomniac	Insomniac and Marvel teamed for this superhero game not tied to any movie.				X		
Project Sonic 2017	Q4 2017	SEGA	A new character and villain to be introduced.	X					
Shenmue III	Q4 2017	Ys Net	2016 Kickstarter campaign raised over \$6 million to start development of this sequel, 14 years after Shenmue II—with more crowdfunding resuming through PayPal and Alipay.	X			X		
Super Mario Odyssey	Q4 2017	Nintendo	Puts players in the role of Mario as he travels across various lands beyond the Mushroom Kingdom.	X					
The Bard's Tale IV	Q4 2017	TBA	Fantasy party-based dungeon crawler role-playing series relaunches with a first-player perspective.	X					
Ace Combat 7	TBA 2017	Bandai Namco Entertainment	Action combat flight simulator will be the first in the series to have VR support.	X					X
Call of Cthulhu	TBA 2017	Cyanide	Investigation-horror game with stealth and RPG elements based on Lovecraft's famous universe.				X		
Crash Bandicoot N. Sane Trilogy	TBA 2017	Activision	Crash 1, Crash 2 and Crash Warped remastered for PS4.					X	
Death's Gambit	TBA 2017	Adult Swim	Action RPG where players explore an alien medieval planet filled with beasts, knights, and horrors.			X			
Destiny 2	TBA 2017	Activision	Sequel to the multiplayer-focused shooter set on an alien world.	X					
Detroit: Become Human	TBA 2017	Sony	Neo-noir thriller stars androids on their quest to become something more.			X			
Ever Oasis	TBA 2017	Nintendo	New RPG IP set in a world inspired by Egyptian culture and mythology.			X			
Fallout 4 VR	TBA 2017	Bethesda	The 2015 open-world game ported over to VR for HTC Vive.					X	
Farpoint	TBA 2017	Sony	VR space adventure set on a hostile alien planet.			X			X
Final Fantasy XV VR Experience	TBA 2017	Square Enix	Downloadable content includes a VR minigame for the 2016 game.					X	X
Gran Turismo Sport	TBA 2017	Sony	Racing game marks the beginning of a new era into the second generation of the series. Some VR elements.	X			X		X
Guardians of the Galaxy: The Telltale Series	TBA 2017	Telltale Games	Five-part episodic game series stars Marvel's ragtag band of heroes.				X		
Marvel vs. Capcom: Infinite	TBA 2017	Capcom	Fighting game where players control characters from both the Marvel and Capcom universes in two-on-two battles.	X			X		
Metal Gear Survive	TBA 2017	Konami	The first Metal Gear game to be developed since Hideo Kojima's departure from Konami in late 2015.	X					
South Park: The Fractured but Whole	TBA 2017	Ubisoft	The children of South Park reprise their roles as role-playing superheroes.	X			X		
The Pillars of the Earth	TBA 2017	Daedalic Entertainment	Based on Ken Follett's best-selling historical novel revolving around the building of a cathedral in a tumultuous 12th century England.				X		
Warhammer 40,000: Dawn of War III	TBA 2017	Sega	Real-time strategy fantasy game is the first new release since 2011.	X			X		
System Shock	Q2 2018	Night Dive Studios	Remake of the 1994 game.		X				
Bloodstained: Ritual of the Night	TBA 2018	505 Games	Spiritual successor to the Castlevania series from producer Koji Igarashi.			X			
Untitled Star Wars game from Visceral	TBA 2018	Electronic Arts	Developer Visceral Games is working on a Star Wars game based on "original narrative with new characters."				X		
Cyberpunk 2077	TBA	CD Projekt	Set in an open world metropolis from the developers of Witcher.			X			
Dreams	TBA	Sony	From the developer of LittleBigPlanet, this game lets players "piece together a whole environment in moments" to explore one another's dreams.			X			
Fe	TBA	Electronic Arts	EA calls this game from new division EA Originals "a personal narrative about our relationship with nature, the land, and its beings."			X			
Metro 2035	TBA	Deep Silver	Newest installment in the Metro franchise to follow from the book of the same name.	X					

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## Planned Video Game Releases With Licensing Potential, 2017–2018 Continued from page 5

GAME	PLANNED RELEASE	PUBLISHER	SUMMARY	SEQUEL	REBOOT	NEW IP	LICENSED	GRAPHICAL UPDATE	VR
Phantom Dust Remaster	TBA	Microsoft	Action/strategy game and remake of the 2004 title of the same name for the Xbox One.		X				
Resident Evil 2 remake	TBA	Capcom	Expected to release on Xbox One, PS4 and PC.					X	
Spider-Man	TBA	Sony	First in a series of games made by Insomniac and Sony will tell a new story about Peter Parker.				X		
Star Citizen	TBA	Cloud Imperium Games	Ambitious space simulator for PC counts over \$141 million in crowdfunding.			X			
Super Meat Boy Forever	TBA	Team Meat	Spin-off of independent platform game.	X					
The Last of Us Part II	TBA	Sony	Action-adventure survival horror game takes place five years after the first game.	X					
Untitled game from Mistwalker	TBA	Mistwalker	New title in collaboration with developer Silicon Studio from the creators of mobile game Terra Battle and the "father of Final Fantasy."						
Untitled Star Wars game from Respawn	TBA	Electronic Arts	Titanfall developer Respawn Entertainment is working on a third party action adventure set in "a different Star Wars era."				X		

Source: THE LICENSING LETTER

### HOLIDAY SPENDING

## Super Saturday, Online Sales Brighten Holiday Ledgers

Although Americans started to shop for their holiday gifts earlier last year, that doesn't mean that they finished earlier. The National Retail Federation (NRF) estimated that 155.7 million people would head to stores on Dec. 17, the last Saturday before Christmas (compared to 99 million shoppers over the Thanksgiving weekend).

Although the real figure is somewhat lower—in part because of poor weather conditions over the northern and central regions of the U.S.—retailers' competitive (yet cautious) promotional pricing meant that 2016 might be the best holiday season for sales in a decade, according to Customer Growth Partners (CGP). In particular, growth in consumer confidence, income, low gasoline prices, food price deflation, and record stock prices were expected to contribute to an increase in retail sales.

According to *WWD* however, even though foot traffic was healthy on Super Saturday, shoppers didn't bite unless there were sizable discounts. Apparel and fashion retailers pegged 3–4% as a realistic growth figure, conforming to the NRF projection that holiday sales would increase 3.6% in 2016. CGP observed that softline products in particular were being promoted at 40–50% off. But thanks to that, the NRF reported that apparel performed the best of the five industries it tracks on Super Saturday—those industries are apparel, toys, technology, athletic footwear, and prestige fragrances.

NRF's Chief Industry Analyst, Marshal Cohen, noted that "discounts have been too readily available this holiday season to offset declines compared to last year"; dollar sales were 11% lower in the week ending Dec. 17 compared to 2015. Although most discounts in the 50% range were planned for Black Friday, CPG noted that those on the Super Saturday weekend seemed to be unplanned. Given that retailers were careful to maintain clean inventories

and plan promotions throughout the holiday season to avoid this very problem, the real issue seems to be a distorted projection of rising consumer sentiment.

Even though department stores like Macy's and discounters like Walmart had some of the most dramatic price cuts in pricing (in their own history) in the 2016 holiday season, sales were strongest at off-price retailers like TJX and Century 21. Macy's, Kohl's, Sears, JCPenny, and Nordstrom all reported lower-than-expected sales for the months of November and December 2016.

While brick-and-mortar sales were weak, ComScore reports that desktop sales jumped 12% to \$63.1 billion—when smartphone and tablet sales are factored in, the company expects the total online commerce figure to rise somewhere between 16–19%. In particular, Free Shipping Day on Dec. 16 was said to contribute \$22 million in sales. In contrast, Adobe estimates that 2016 online mobile sales totaled \$91.7 billion, up 11% from 2015. Mobile shopping made up 31% of sales, with 21% on smartphones and 10% on mobile. Either way, online shopping was king—Amazon claimed it had its "best ever" holiday season, shipping over 1 billion items worldwide.

Figures on returns aren't out yet, but are expected to cut into retailers' Q4 margins, especially for online purchases with free returns. There is still some hope for 2016 ledgers; although Christmas Eve wasn't counted as Super Saturday this year because of shorter holiday hours, retailers like Walmart, Target, Kohl's, and Toys 'R' Us were open for business into the evening. According to the NRF, last-minute shoppers planned to purchase their gifts online (52%) as well as in department stores (42%), discount stores (27%), clothing or accessories stores (21%), electronics stores (18%), local/small businesses (14%), and grocery/supermarket stores (13%).

## Top Holiday Toys

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So what was actually on shelves? Panjiva, a company that tracks global shipments to the U.S. from more than 500,000 suppliers, put Barbie dolls and other goods as the top brand in stock. Star Wars came in second—the LEGO sets in particular saw a 550% increase in November imports versus last year. In contrast, Panjiva estimates that Spin Master produced up to 2.5 million Hatchimals toys for the holiday season (or five times less the number of containers filled with imported Barbie products). Drones as a category were estimated to sell well; *TLL*'s own informal holiday retail watch found that local New York stores were sold out of the toys by Christmas Day.

According to Talkwalker, the top trending toys on social media this season were Hatchimals, Hot Wheels, Shopkins,

**THE TOP TRENDING TOYS ON SOCIAL MEDIA WERE HATCHIMALS, HOT WHEELS, SHOPKINS, AND TSUM TSUM—WITH STAR WARS LAGGING BEHIND.**

and Tsum Tsum. Despite high sales, Star Wars toys lagged behind in social media mentions.

As the hottest toy this holiday season—Hatchimals—sold out in stores nationwide, gift-givers looked to old favorites like LEGO, Barbie, Star Wars (Hasbro expects its licensed toys to bring in \$500 million this season), and Pokémon (the new *Sun* and *Moon* titles were the top, fastest-selling games in Nintendo's history in the U.S. and Europe) instead. Retailers noted that traditional toys and games in particular were aided by the out-of-stock phenomenon.

## HOME

### Chinese Housing Boom Propels Licensed Home Sales

The Chinese real estate market continues to grow into 2017, despite government measures to curb home prices and avoid a housing bubble. Average home prices are projected to increase 4.1% year-on-year and property investment could grow by 5.4% in 2017, according to *Reuters*, citing a state-owned newspaper report. Meanwhile, new construction is expected to grow by 6.2%, according to the Chinese Academy of Sciences.

The reasons behind the boom? Population growth and an influx of internal immigration to China's cities are just one part of the equation; the yuan's depreciation and U.S. rate hikes mean that property is quickly emerging as the top "safe" investment. While other countries' oligarchs are snapping up properties in London and New York, the Chinese are looking closer to safeguard their money as well as show off their status. To that end, the affluent are continuously exploiting government loopholes—one recently closed trick involved couples filing for divorce in order to purchase multiple properties. Despite increased regulations, it's unlikely that housing growth will dampen dramatically.

And because these properties (usually apartments) also function as status symbols, owners are renovating and decorating at astonishing rates. *TLL* estimates that retail sales of licensed home furnishings, housewares, and domestics will continue to increase in China—the product category grew 11.7% in 2013, and is expected to continue to grow at similar rates into 2017. In contrast, the category grew just 1.2% worldwide and 2.0% in the U.S./Canada in 2015.

While the trend amongst the mega-rich has been tourism shopping—buying goods from luxury stores in the U.S. and Europe—foreign brands are targeting the increasingly affluent middle class online. Relaxed import rules for cross-border ecommerce sales led to a 60% jump in retail sales

in 2015, according to Chinese research firm Analysys and web-only retailer JD.com. Analysts forecast that commerce sales of foreign goods will grow another 40% by 2018, and that outbound tourism will continue to grow beyond Asia and into more far-flung destinations like the U.S., ANZ, and other destinations.

What all this means is that Chinese consumers are being exposed to foreign brands at an even greater rate; for those moving into the domestic Chinese market, the opportunities for brand recognition are higher. But expanded opportunities in ecommerce also means that brands don't necessarily have to partner with department stores or develop brick-and-mortar locations to seize business in one of the hottest markets worldwide.

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# Licensing News

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

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
Country Woman	Women's media brand on life, family, and community through cooking, crafts, and the home.	All	Sarah Benson, Brand Sense Partners
Farm & Ranch Living	Magazine for those who love nature and earn a living off the land.	All	
Florida International University	American metropolitan public research university in Greater Miami, FL.	All	Brian White, Collegiate Licensing Co. (CLC)
Hearthstone	Free-to-play digital strategy card game stars Warcraft heroes.	All	Matt Beecher, Blizzard Entertainment
Overwatch	Team-based shooter set on a near-future earth in an epic, globe-spanning conflict.	All	
Reader's Digest	Magazine on health, home, family, food, finance, and humor.	All	Sarah Benson, Brand Sense Partners
Sam Edelman	Creative visionary and designer who has been in the footwear industry for over 30 years.	Home furnishings	Kerry Glasser, Concept Marketing Group
Taste of Home	Top-selling food, cooking and entertaining magazine in the U.S.	All	Sarah Benson, Brand Sense Partners
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
ALVINNN!!! and the Chipmunks	Bare Tree Media	Digital apps	PGS Entertainment
	Betesh Group	Bed linen	
	Cardinal Industries	Puzzles	
	Franco Manufacturing	Home products	
	Handcraft Manufacturing	Underwear	
	Isaac Morris	Apparel	
	Lil' Anglers dba Kid Casters	Fishing kits	
	MZ Berger & Co.	Fashion accessories	
	Rhode Island Novelty	Party goods	
Simon & Schuster Children's Publishing	Publishing		
Spirit Halloween	Costumes		
Amylee Weeks	Park Designs	Dish towels, napkins	MHS Licensing + Consulting
Atari	Dynamite Entertainment*	Art books, comic books, graphic novels	Atari
Avanti	Wellspring	Coloring books, key chains, note pads, pocket lights	Lisa Marks Associates (LMA)
Ben and Holly's Little Kingdom	Jazwares	Master toy	Entertainment One (eOne)
Billy Joel	Trevo Sportswear	Sweatshirts, t-shirts, tank tops	Epic Rights
Chelsea Houska	Kitsch	Headwear	Envy Branding
Corona	CJ Global	Electronic accessories	Joester Loria Group (JLG)
Country Diary of an Edwardian Lady	Rizzoli Intl. Publications	Books	Copyrights Group (The)
Crayola	Clinique	Lipsticks	Crayola
Danica Patrick	G-III Apparel Group	Apparel	Danica Racing
Fast & Furious	Affliction Clothing	Apparel	NBCUniversal Brand Development
Guardians of the Galaxy	Hasbro	Action figures, masks	Disney Consumer Products
Haggar	Bernette Textiles Co. div. Castlewood Group	Sweaters	Haggar Clothing
Hearthstone	Insight Editions	Cookbooks	Blizzard Entertainment
James Bond 007	BIG Chief Studios Ltd.	Action figures	Danjaq
Jerry Garcia	C&D Visionary	Buttons, key chains, magnets, patches, stickers	Envy Branding
	MadeWorn	T-shirts	
Kathy Ireland Home Collection	Pacific Coast Lighting*	Lighting	Kathy Ireland Worldwide (kiWW)
MoonPie	AJJ Enterprises	Cornhole toss games	Lisa Marks Associates (LMA)
Mountain Dew	Fila North America	Co-branded footwear	Joester Loria Group (JLG)
Naruto Shippuden	CTC Food Intl.	Food items, soft drinks	Viz Media
	McFarlane Toys	Action figures	
	Zagwear/Zag Toys	Mini figures	
One-Punch Man	Funko	Accessories, mini figures, pop vinyl figures	
Orange County Choppers	Changes	Apparel	Firefly Brand Management
Oregrown	New Growth Clothing	Performance apparel, technical outerwear	Oregrown Industries
Overwatch	Dark Horse Comics	Art books	Blizzard Entertainment
Patina Vie	Karastan div. Mohawk Flooring	Flooring	Alex Meisel & Co.

\*Extension or renewal.

Continued on page 9



## Licensing News *Continued from page 8*

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
PEZ Candy	Wilton Enterprises	Cookie kits, decorating products, gingerbread house kits	Lisa Marks Associates (LMA)
PJ Masks	Sunstaches/H2W	Novelty sunglasses	Entertainment One (eOne)
Roblox	Jazwares	Toys	Roblox Corp.
Rube Goldberg	Spin Master	Activity sets, activity toys	Brand Central
slither.io	Bonkers Toys	Blind bag toys, plush	Tie-In Pro
	Everything Legwear	Socks	
	Manic Merch	Hoodies, t-shirts	
Terminator 2	GameCo	Video game gambling machines	Creative Licensing Corp.
Victoria & Albert Museum	Caspari	Stationery products, tabletop accessories	V&A (Victoria & Albert Museum)

## International Properties Available or Recently Assigned

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
Al Agnew	One of the world's most sought after wildlife artists, using his love for the environment in his realistic paintings.	Giftware & collectibles, home textiles, kitchen & bath accessories, melamine, stationery & office supplies (Worldwide)	Marty Segelbaum, MHS Licensing + Consulting
Amylee Weeks	Artist and designer combines her strong faith with whimsical artwork.	Accessories, fabric, gift bags & wrap, home textiles, kitchen & bath, stationery (Worldwide)	
Audrey Jeanne Roberts	Artist and product designer mixes elegant designs and toughening sentiments.	Gift bags & wrap, greeting cards, home & garden decor, kitchen accessories, stationery (Worldwide)	
Authentic Brands Group	Global portfolio includes Marilyn Monroe, Muhammad Ali, Elvis Presley, Juicy Couture, and Aéropostale.	All (Europe, Middle East, India)	Fabio Fabbri, Movantia
Billboard & Hollywood Reporter (The)	Multi-platform American magazines reporting on the entertainment and music industries.	Consumer products (ANZ)	Alan Schauder, Merchantwise
Candyking	European pick-and-mix confectionery brand.	Calendars, FMCG, giftware & collectibles, health & beauty aids, stationery products (U.K., Europe)	Jake Brocklehurst, Suited Brands
CPM Music Library	Music production catalog comprised of over 40,000 tracks.	All (Worldwide)	Mark Agent, Warner/Chappell Production Music
Currier & Ives Foundation (The)	One of America's largest archives dating back to the 1800s, containing more than 7,500 images.	Home decor & furnishings, home fragrance, housewares, social expressions (North America)	Kim Winkeleer, Arabella Enterprises
Deer Little Forest	Art and lifestyle brand created by Jo Rose featuring a collection of animal and nature inspired designs.	All (China, South Korea, South East Asia)	Hubert Co, EMC Empire Multimedia Corp.
Flora of the Forest	Preschool STEM TV series focuses on natural science and exploration with a naturally inquisitive 7 year old at the helm.		
Flossy and Jim	A creative couple who produce various colourful and bold illustrations inspired by their coastal home in South Devon.	All (Worldwide)	Denise Deane, Edutainment Licensing
Garfield	Jim Davis' quick-witted orange cat who loves lasagna, coffee, and his remote control.	All (ANZ)	Mark Paul, Global Licensing (NZ) Ltd.
Happy News (The)	Quarterly magazine brings positive and uplifting stories from across the globe.	All (U.K.)	Alicia Davenport, DRi Licensing Ltd.
Harlem Globetrotters	Exhibition basketball team combines athleticism, theater, and comedy.	All (U.K.)	Jake Brocklehurst, Suited Brands
Inter Milan	Italian premiere soccer club has more than 250 million followers worldwide.	All (U.S., Canada)	David Gebel, One Entertainment
Jose Eber	Beverly Hills-based celebrity hair stylist.	Beauty supplies, hair products (North America)	Don Rothwell, All-American Licensing & Management Group (AALMG)
Juan de Lascurain	Mexico City artist known for his graphics of exotic animals and urban scenery.	All (Worldwide)	Rob Mejia, RJM Licensing
Kidz Bop	Kids music franchise grows its members from 4 to 6 with the release of a new music video covering Bruno Mars' 24K.	All (Worldwide)	Sasha Junk, Kidz Bop
Kit^n^Kate	Animated educational preschool series about two kittens that play in a magic box.	All (Italy)	Maurizio Distefano, Maurizio Distefano Licensing (MD Licensing)
Lernell Co.	Inventor group dating back to 1952; founding member created Mr. Potato Head.	All (Worldwide)	Lisa Marks, Lisa Marks Associates (LMA)
Magic Chef	Appliance brand with a time honored history.	All (Worldwide)	Jeff Lotman, Global Icons
Martin & Osa Johnson Safari Museum	Young American couple; photographers, explorers, naturalists, and authors.	All (Worldwide)	Tom Busch, Martin & Osa Johnson Safari Museum c/o Martin Pringle
Oddbods	Sketch-based series follows the fail adventures of seven characters.	All (China)	Liang Tong Wee, LMCA OASIS Lifestyle Asia (LOLA)
Paddington Bear	Classic 55 year-old character in the shape of a marmalade-loving, duffel-coat-wearing, Wellington-booted bear.	Confectionery, gifts & collectibles, plush, toys & games (Italy)	Maurizio Distefano, Maurizio Distefano Licensing (MD Licensing)
Peppa Pig	British preschool animated TV series following the adventures of an anthropomorphic female pig.	All (India)	Saugato Bhowmik, Viacom 18 Media
Pop Warner Little Scholars	Non-profit organization provides youth football, cheer and dance programs worldwide.	All (Worldwide)	Alita Friedman, Ignite2X/Alita Friedman
Prince	Legendary rock and pop icon who influenced art, music, culture, design and fashion.	All (Worldwide)	Mat Vlastic, Bravado Intl. Group div. Universal Music Group

\*Extension or renewal.

*Continued on page 10*

## Licensing News *Continued from page 9*

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
<b>Tangerine Confectionery</b>	Leading U.K. independent manufacturer of confectionery brands and popcorn.	Consumer products (U.K.)	Jack Allen, Point.1888 (The)
<b>Tetris</b>	One of most distinctive video game brands and franchises in the world at over 30 years old.	All (Canada)	Karen Gagnon, Branding Streams
<b>Voit</b>	Global sporting goods manufacturer.	All (North America)	David Gebel, One Entertainment

## International Licenses Recently Granted

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
<b>Al Agnew</b>	Lucks Food Decorating	Food decorating templates (U.S., Canada)	MHS Licensing + Consulting
<b>Allure</b>	Case-Mate	Selfie cases (U.S., Canada)	Condé Nast Licensing
<b>Amylee Weeks</b>	Calypso Cards	Greeting cards (U.S., Canada, Puerto Rico)	MHS Licensing + Consulting
	Creative Tops	Mugs (U.K.)	
	Design Design	Greeting cards (Worldwide)	
	Sellers Publishing	Calendars (Worldwide)	
<b>Audrey Jeanne Roberts</b>	Artdeco Creations	Card crafting, scrapbooking (U.S., Canada, U.K., Europe, ANZ, South Africa)	
	Nicole Brayden Gifts/Divinity Boutique	Greeting cards (Worldwide)	
	Sun 'N' Sand Accessories	Tote bags (U.S., Canada)	
<b>Batman</b>	4D Cityscapes	4D puzzles (Worldwide)	Warner Bros. Consumer Products
<b>Blade Runner 2049</b>	National Entertainment Collectibles Association (NECA)	Die-cast vehicles, figures, games, replicas (Worldwide)	
<b>Candyking</b>	Kimm & Miller	Gift sets (U.K., Europe)	Suited Brands
<b>Christine Adolph</b>	Nicole Brayden Gifts/Divinity Boutique	Greeting cards (Worldwide)	MHS Licensing + Consulting
<b>Collin Bogle</b>	Fabrique Innovations	Fabric, throws (U.S., Canada)	
<b>Country Diary of an Edwardian Lady</b>	Moonpig	Social stationery (U.K.)	Copyrights Group (The)
	SLG	Body wash, lotions, nail products (U.K.)	
<b>Dandy (The)</b>	Stella McCartney	Dresses, jackets, jeans, jumpers, t-shirts (Worldwide)	Beano Studios div. DC Thomson
<b>David Bowie</b>	WeLoveCushions	Cushions (U.K.)	Iconic Images
<b>DC Super Hero Girls</b>	Puffin Books div. Penguin Random House	Books, doodle books, sticker books (U.K.)	Warner Bros. Consumer Products
<b>Emojination</b>	Zoofy Intl.	Inflatable play sets (Worldwide)	Accessory Innovations
<b>Energizer</b>	Jasco Products	Lighting (U.S., Canada)	Energizer Holdings
<b>Ford</b>	Atlas Model Railroad Co.	Die-cast vehicles (North America, U.K., Germany, ANZ)	Global Icons
	New Bright Industrial Co.	Plastic replica vehicles (Worldwide)	
	Raw Thrills	Arcade games (Worldwide)	
<b>Game of Thrones</b>	4D Cityscapes	4D puzzles (Worldwide)	HBO
<b>Gorjuss</b>	Aznar Innova	Pajamas (Spain, Portugal)	Santoro London
	Comic Studio S.L.	Winterwear (Spain, Portugal)	
	Emme Home	Cushions (Portugal)	
<b>Happy News (The)</b>	Pigment Productions	Greeting cards (U.K.)	DRi Licensing Ltd.
<b>Harry Potter</b>	Paladone	Gift items (U.K.)	Warner Bros. Consumer Products (U.K. & Ireland)
<b>Hobbit</b>	4D Cityscapes	4D puzzles (Worldwide)	Warner Bros. Consumer Products
<b>Honeywell</b>	Jasco Products	Power products, smart lighting, timers, wireless connectivity solutions (U.S., Canada, Mexico)	Honeywell (China) Co. Ltd.
<b>Hostess Brands</b>	Nestlé U.S.A.	Frozen desserts (North America)	Hostess Brands
<b>Iron Maiden</b>	Tatami Fightwear	Compression tops (Worldwide)	Global Merchandising Services
<b>Jamie Raven</b>	Paul Lamond Games	Magic sets (U.K.)	Caroline Mickler
<b>John Lennon</b>	Trends International	Calendars, posters (North America)	Epic Rights
<b>KISS</b>	Creative Apparel Concepts	Loungewear, sleepwear (North America)	
	Regal Seating Co.	Bar stools (North America)	
<b>Laundry</b>	Jeffrey Home div. P/Kaufmann	Bath products, bedding (U.S., Canada, Mexico, Europe, U.K., )	Perry Ellis Intl./PEI Licensing
<b>Lord of the Rings (The)</b>	4D Cityscapes	4D puzzles (Worldwide)	Warner Bros. Consumer Products
<b>Lyrics Written by Lennon &amp; McCartney</b>	Ecell Global Ltd.	Chargers, covers, mobile device cases, screen protectors (North America, Europe, U.K., Australia, Japan)	Epic Rights
	Tervis	Insulated drinkware (North America)	
<b>M. Nii</b>	Hangloose Apparel	Accessories, apparel (South Korea)	Brand Sense Partners
<b>Minecraft</b>	Jazwares	Action figure accessories, action figures (Worldwide)	Microsoft

\*Extension or renewal.

*Continued on page 11*

## Licensing News *Continued from page 10*

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
One-Punch Man	ThreeZero	Collectible figures (Worldwide)	Viz Media
Overwatch	Good Smile Company, Inc.	Action figures (Japan)	Blizzard Entertainment
Paddington Bear	HarperCollins Publishers U.K.	Books (U.K.)	Copyrights Group (The)
Panama Jack	Playa Hotels & Resorts B.V.	Resorts (Mexico, Caribbean)	Panama Jack
Peanuts	Zoobe Message Entertainment GmbH	Story apps (Worldwide)	Peanuts Worldwide div. Iconix Brand Group
Perry Ellis	Euroneck S.A. de C.V.	Ascots, hosiery, pocket squares, scarves (Mexico)	Perry Ellis Intl./PEI Licensing
Powerpuff Girls (The)	Hachette Children's Books	Books, sticker activities (U.K.)	Cartoon Network Enterprises EMEA
Precious Moments	Aya Genesis	Calendars, mugs, planners, scrolls (LATAM)	Precious Moments
	Pixels.com div Fine Art America	Duvet sets, greeting cards, phone cases, shower curtains, throw pillows, tote bags, towels (Worldwide)	
	Three Designing Women	Embossers, paper products, stampers, stamps (U.S., Canada)	
Q Pootle 5	Bullyland GmbH	Gift sets, key chains, play sets, toy figures (Europe, Australia, Africa)	WDR Mediagroup GmbH
	NICI GmbH	Lunch kits, pencil cases, pillows, plush, purses (Asia, Latin America)	
Rogue One: A Star Wars Story	Character World/TDS Enterprises	Bedding (U.K.)	Disney Consumer Products
Royal Horticultural Society	Coast Stores	Dresses, separates (U.K.)	Royal Horticultural Society/RHS Enterprises Ltd.
Sesame Street	Headstart Intl.	Plush toys, toys (ANZ)	Haven Licensing
Shaun the Sheep	Divine Chocolate	Chocolates (Worldwide)	Aardman Animations
Shopkins	KIDdesigns/eKids div. SGI Technologies	Electronics, headphones, karaoke machines, walkie talkies (North America, U.K., Benelux, Nordics, Iberia, Italy, Germany, France, Eastern Europe)	Licensing Shop (The)
Smiley	Laulhère	Headwear (Europe)	SmileyWorld
	Somberbond	Sleepwear (U.K.)	
Superman v. Muhammad Ali	National Entertainment Collectibles Association (NECA)	Action figures (Worldwide)	Authentic Brands Group (ABG), Warner Bros. Consumer Products
Thomas & Friends	Trends U.K. Ltd.	Electronic learning toys (U.K.)	Mattel U.K. Ltd.
Victoria & Albert Museum	Caffè Nero Group Ltd.	Gift cards (U.K.)	V&A (Victoria & Albert Museum)
	Paper Rose	Greeting cards (U.K.)	
Willow	Design Objectives (docrafts)	Card making kits, decoupage sheets, rubber stamps, scrapbooks (U.K.)	Santor London
WWE	Mattel	Figures (North America)	World Wrestling Entertainment (WWE)



## contacts & connections

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

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

**Affliction Clothing**, Joseph Castrorao, VP Intl. Sales & Marketing, 562-598-0299, joseph@afflictionclothing.com, P. 8.

**AJJ Enterprises**, Shane Back, 888-504-7112, admin@ajjshops.com, P. 8,9.

**Alex Meisel & Co.**, Alex Meisel, President, 805-212-4907, alex@alexmeisel.com, P. 8.

**All-American Licensing & Management Group (AALMG)**, Don Rothwell, Partner, 704-576-6327, don@aalmg.com, P. 9.

**Arabella Enterprises**, Kim Winkeleer, Principal, Licensing & Product Innovation Agent, 203-894-1850, kimwinkeleer@aol.com, P. 9.

**Atari**, Casandra Brown, Senior Licensing Manager, 212-726-6533, casandra.brown@atari.com, P. 8.

**Atlas Model Railroad Co.**, Joe Kolnoski, VP Sales & Operations, 908-687-9590, jkolnoski@atlasrr.com, P. 10.

**Authentic Brands Group (ABG)**, Nick Woodhouse, President & CMO, 212-760-2411, nwoodhouse@abg-nyc.com, P. 11.

**Aya Genesis**, 305-716-3707, info@ayagenesis.com, P. 11.

**Bare Tree Media**, Robert Ferrari, CEO, 617-899-3347, rferrari@baretreemedia.com, P. 8.

**Beano Studios div. DC Thomson**, Allison Watkins, EVP Global Consumer Products, 44 207 400 1086, allison.watkins@beano.com, P. 10.

**Bernette Textiles Co. div. Castlewood Group**, Jeff Siskind, President, 212-279-5526, jsiskind@castlewoodapparel.com, P. 8.

**Betesh Group**, Dara Shapiro, Director Licensing & Marketing, 212-686-4666, dshapiro@beteshgroup.com, P. 8.

**Blizzard Entertainment**, Matt Beecher, VP Global Business Development & Licensing, 949-955-1380, mbeecher@blizzard.com, P. 8,11.

**Bonkers Toys**, Brian Bonnett, CEO, P. 9.

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

**Brand Sense Partners**, Sarah Benson, VP Licensing, 310-867-7222, sbenson@bsp.com, P. 8,10.

**Bravado Intl. Group div. Universal Music Group**, Mat Vlastic, CEO Bravado, 212-445-3400, mat.vlastic@umusic.com, P. 9.

**C&D Visionary**, David Silverman, President, 800-426-9947 x104, david@cdmerch.com, P. 8.

**Calypso Cards**, Nicky Burton, MD, 978-287-5900, nicky@calypsocards.com, P. 10.

**Cardinal Industries**, Bonnie Canner, VP, 718-784-3000, bonniec@cardinalgames.com, P. 8.

**Case-Mate**, Steve Marzio, CEO, 770-888-9965, steve.marzio@case-mate.com, P. 10.

**Caspari**, Douglas Stevens, Chairman, 203-888-1100 x4301, dstevens@hgcaspari.com, P. 9.

**Changes**, Will Thompson, VP Licensing, 718-441-6464, wthompson@changesonline.com, P. 8.

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**contacts & connections** *Continued from page 11*

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**Clinique**, Cara Robinson, VP Global Marketing Marketing, 212-572-4200, c Robinson@clinique.com, P. 8.

**Collegiate Licensing Co. (CLC)**, Brian White, VP Business Development, 770-956-0520, bwhite@clc.com, P. 8.

**Concept Marketing Group**, Kerry Glasser, President & CEO, 212-308-0157, kg@conceptmarketinggroupinc.com, P. 8.

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

**Crayola**, Warren Schorr, VP Business Development & Global Licensing, 610-253-6271, wschorr@crayola.com, P. 8.

**Creative Apparel Concepts**, Jeff Kleinbaum, Brand Manager, Music Licenses, 612-843-1845, jk@creativeapparelconcepts.com, P. 10.

**Creative Licensing Corp.**, Rand Marlis, President, 310-479-6777, rand@creativelicensingcorporation.com, P. 9.

**CTC Food Intl.**, Michael Cuccia, VP Sales, 510-426-4330, info@ctcfood.com, P. 8.

**Danica Racing**, Allison McKinney, Director Business Partnerships, allison.mckinney@danicaracing.com, P. 8.

**Danjaq**, Michael Tavares, Licensing Director, 310-449-3185, michael.tavares@danjaq.com, P. 8.

**Dark Horse Comics**, Anita Nelson, VP Business Affairs, Sales, Licensing & New Business, 503-905-2353, anitan@darkhorse.com, P. 8.

**Design Design**, Tom Vituj, Creative Director Product Development, 616-771-8319, tom.vituj@designdesign.us, P. 10.

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

**Disney Consumer Products**, Paul Southern, SVP Licensing Star Wars, 415-623-1928, paul.southern@lucasfilm.com, P. 11.

**Dynamite Entertainment**, Rich Young, Director Business Development, 856-312-1040 x107, rich.young@dynamite.com, P. 8.

**Energizer Holdings**, Michelle Atkinson, Chief Consumer Officer, 314-985-2000, michelle.atkinson@energizer.com, P. 10.

**Entertainment One (eOne)**, Joan Grasso, VP Licensing North America, 212-353-8800 x5219, jgrasso@entonegroup.com, P. 8, 9.

**Envy Branding**, Sara Nemerov, Founder & CEO, 917-524-2432, nemerov@envybranding.com, P. 8.

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

**Everything Legwear**, Lisa Sizemore, President, 469-374-7600, P. 9.

**Fabrique Innovations**, Sy Garfinkel, CEO, 212-244-0099, sykcelcg@aol.com, P. 10.

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**Firefly Brand Management**, Cynthia Modders, Owner & President, 415-513-5826, cynthia@fireflybrandmanagement.com, P. 8.

**Franco Manufacturing**, Luke Richardson, Sales & Licensing Director, 732-494-0500, luke.richardson@franco-mfg.com, P. 8.

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**GameCo**, Rich Maryanek, Head Global Business Development, rich@gco.gg, P. 9.

**Global Icons**, Bill McClinton, SVP Licensing, 310-873-3554, bill.mcclinton@globalicons.com, P. 10.

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**Hostess Brands**, Becky Logan, Brand Director, 816-701-4600, blogan@hostessbrands.com, P. 10.

**Ignite2X/Alita Friedman**, Alita Friedman, Licensing Agent, alita@alitasbrandbar.com, P. 9.

**Insight Editions**, Michael Madden, Owner, 415-526-1370, m.madden@insighteditions.com, P. 8.

**Isaac Morris**, Milin Shah, VP Licensing & General Counsel, 646-827-0096, mshah@isaacmorris.com, P. 8.

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**Jazwares**, Laura Zebersky, CCO & EVP Global Sales/Licensing, 954-845-0800, laura@jazwares.com, P. 8, 9, 10.

**Jeffrey Home div. P/Kaufmann**, Jeffrey Erdheim, EVP, 212-392-3240, jeffrey@jeffreycfabrics.com, P. 10.

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**Kitsch**, Jeremy Thurswell, COO & CFO, 424-240-5551, jeremy@mykitsch.com, P. 8.

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**MadeWorn**, Blaine Halvorson, CEO, 310-869-4368, blaine@madeworn.com, P. 8.

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**Martin & Osa Johnson Safari Museum c/o Martin Pringle**, Tom Busch, Director Licensing, 913-491-5500, tsbusch@martinpringle.com, P. 9.

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**MHS Licensing + Consulting**, Marty Segelbaum, President, 952-544-1377 x202, marty@mhslicensing.com, P. 8, 9, 10.

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**MZ Berger & Co.**, Ashley Fornuff-McMullan, Licensing Manager, 718-472-7584, afornuff@mzb.com, P. 8.

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**Panama Jack**, Kim Manna, CEO, 850-235-0661, kimmanna@panamajack.com, P. 11.

**Park Designs**, Bill Welsheimer, VP Design, 919-778-9596, billw@parkdesigns.net, P. 8.

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**Perry Ellis Intl./PEI Licensing**, Alberto Maduro, SVP Licensing, 305-873-1331, alberto.maduro@perry.com, P. 11.

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**contacts & connections** *Continued from page 12*

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**Regal Seating Co.**, Vince Saviano, SVP, 630-628-6867 x223, vince@regalseating.com, P. 10.

**Rhode Island Novelty**, Mike Petren, SVP Nanco, 508-675-9400 x307, mpetren@rinovelty.com, P. 8.

**Rizzoli Intl. Publications**, Robb Pearlman, Associate Publisher Universe Books, Calendars, & Licensing, 212-387-3400, rpearlman@rizzoliusa.com, P. 8.

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**Sellers Publishing**, Jennifer Stockless, Licensing & Production Manager, 207-772-6833, jstockless@rsvp.com, P. 10.

**Simon & Schuster Children's Publishing**, Valerie Garfield, VP, Publisher, Novelty & Licensed Publishing, 212-698-7000, valerie.garfield@simonandschuster.com, P. 8.

**Spirit Halloween**, Eric Morse, Divisional VP Licensing, Marketing & Product Development, 609-645-3300, eric.morse@spirithalloween.com, P. 8.

**Sun 'N' Sand Accessories**, Rose Reyna, Art Director, 972-641-3292, rose@sunnsand.com, P. 10.

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**Viz Media**, Daisuke Aoki, VP Animation Licensing, 415-546-7073, licensing@viz.com, P. 8,11.

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## international contacts & connections

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**Copyrights Group (The)**, Rachel Clarke, U.K. Licensing Director, 44 203 714 1181, rachel@copyrights.co.uk, P. 10,11.

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**CONSUMER ELECTRONICS****CES Highlights**

Some of the most interesting innovations to come out of CES 2017 embrace this year's top each trends—including voice-activated AI assistants (Amazon's Alexa takes the lead based on the number of products using the tech), self-driving cars, even bigger and thinner display screens (including TVs whose width is just under 4 mm and curved screens on laptops), and robots.

**Mattel** brings AI assistants to the kids with a baby monitor called Aristotle. The AI can play white noise, monitor a sleeping baby with a camera, read stories with sound and light effects, play games, and teach second-language lessons. According to *CNET* however, the toyco doesn't plan on researching the effect of a digital assistant on children's development in the future. The tech uses Amazon's Alexa.

**LEGO** debuts a new set of motors and programmable bricks—called Lego Boost—that can work with existing construction kits and turn them into motorized, motion-sensitive, and voiced robotic toys. Three Boost bricks are available in the \$160 set, including a tilt sensor, a color and distance sensor and a motor as well as 843 pieces and a special playmate that the robots can move on. Unlike its Windstorm educational robotics kits, the set is compatible

with the standard Lego bricks. A companion Android and iOS app handles input of basic coding instructions.

**POWERUP** introduces the first paper airplane drone with a live-streaming camera, bringing nostalgia to one of the top toy trends in the 2016 holiday season. In other drone news, the PowerRay from **PowerVision Group** can dive underwater (at an estimated \$2,000–3,000 price tag) and **Zero Zero Robotic's** Hover Camera Passport can automatically track users with 4K video (\$900).

Biometric-Tracking wearables for athletes made a splash—the technology is expected to grow after the MLB approved the use of two such wearables last year and rumors of the NBA is rumored to regulate biometric data tracking for its players. Innovations this year were targeting towards making the tech invisible—eyewear from **Safilo**; in-ear devices from companies like **Bodytrak**, **KUAI**, and **The Dash**; and footwear from **Under Armor** all introduced slimmer designs.

The Kerastase Hair Coach hairbrush from **L'Oreal Group** is an app-connected brush that tracks user habits and teaches them how to correctly care for their hair.

## ENTERTAINMENT

## Content Creators

The digital media and entertainment division of **Alibaba** will invest \$7.2 billion in new content over the next three years. The CEO of Alibaba's Digital Media and Entertainment Group, Yu Yongfu, wrote in an internal email—the figure was later confirmed by a company spokesperson—that “he didn’t come to play,” according to *Reuters*.

**A+E Networks** acquires a majority stake in South Korean entertainment media powerhouse **IHQ Inc.** As part of the deal, A+E will purchase two local channels—FoodTV and TVIS—which, via a partnership with IHQ and its majority shareholder, D’Live Co. Ltd., will be widely distributed across a range platforms and rebranded as HISTORY and Lifetime.

**BAMTech**, which was formed out of the video wing of **Major League Baseball’s** MLB Advanced Media, has inked a \$300 million deal with **Riot Games** through which it will

distribute content based around the game developer’s hit title *League of Legends*.

**Netflix** is on track to produce 1,000 hours of original content in 2017, spanning TV and movies. New initiatives include the unscripted competition series “Ultimate Beastmaster,” from executive producer Sylvester Stallone. Netflix CCO Ted Sarandos says there is ongoing testing into consumer products (t-shirts, action figures, etc.) revolving around original programs, including the series “Stranger Things.”

In licensing news, **Hulu** and **Disney** announce that more than 50 movies are coming to the streaming service. According to the *Los Angeles Times*, 56 titles in total will be added under the agreement, including *Pocahontas*, *The Nightmare Before Christmas*, and *Con Air*.

## Who’s News

LEGO is getting a new CEO (its first non-Dane!) as **Bali Padda** takes over from **Jorgen Vig Knudstrop**, who becomes the company’s chairman. As part of the shuffle, Knudstrop will also become chairman of a new entity called the LEGO Brand Group with deputy chairman **Thomas Kirk Kristensen**. The new arm will allow private family shareholders to become more active owners; it aims to protect and develop the LEGO brand and brand-related activities (including the LEGOLAND attractions and LEGO Foundation).

Fox Television Group and Twentieth Century Fox Film appoint **Jim Fielding** to the post of President Consumer Products & Innovation, a role in which Fielding will oversee licensing, product development, and new business opportunities in the consumer retail space across both businesses and FX Networks.

Hasbro’s Chairman, CEO & President, **Brian Goldner**, signs a contract extension through to 2020.

DreamWorks’ **Mireille Soria** steps down from her post as Co-President of the animation studio.

Mattel names former Google Americas President **Margaret Georgiadis** as its new CEO and a member of its board of directors. Georgiadis takes over from **Christopher Sinclair**. She currently serves on the board of McDonald’s.

**Dan Buckley** is promoted to President of Marvel Entertainment. His new role will add responsibility for games, global brand management, and the franchise groups, which include licensing and merchandising—Buckley now runs everything except Marvel Studios, which is headed up by **Kevin Feige**.

LIMA inducts three industry executives into the Licensing Hall of Fame: **Allan Feldman**, CEO & Founder of LMCA; **Dell Furano**, CEO & Founder of Epic Rights; and **Cyril Speijer**, former CEO of Wavery Productions B.V. and current Co-principal of BN Licensing B.V. This year’s awards ceremonies will take place on May 23 during Licensing Expo 2017 in Las Vegas.

**Michele Wells** joins DC Entertainment as VP Content Strategy.

Sambro welcomes **Grant Gie** as its new Commercial Director.

**Deirdre Brennan** is Sprout’s new GM, while **Connick Perez** is now VP Program Strategy & Acquisitions, **Chanon Cook** is VP Insights & Strategy, and **Shane Lindley** is VP Digital.

**Sarah Levy** is appointed to the newly created role of COO for Viacom’s global entertainment group, overseeing operations and strategy for MTV, Comedy Central, VH1, Spike, CMT, TV Land, Logo, and Viacom Intl. Media Networks. Meanwhile, **David Lynn** is appointed President & CEO of Viacom Intl. Media Networks. Elsewhere, **James Currell** is promoted to EVP & MD VIMN U.K., Northern & Eastern Europe. He replaces **David Lynn**, at the helm of Viacom’s U.K. operations, following Lynn’s promotion to President & CEO VIMN.

**Ben Cox** joins Nickelodeon as new VP & GM ANZ. Cox is responsible for the day-to-day management of all Nick brands in the region.

A+E Networks bolsters its international executive team; **Patrick Vien** is now Executive MD for the EMEA; and **Edward Sabin** is Executive MD for Latin America, Canada, Asia, and ANZ. The two co-head commercial operations, programming, and content sales.

A+E Networks launches The Bridge, a full service creative agency combining expertise across three disciplines—storytelling, analytics, and distribution. **Lance Still** heads up the new unit as MD in addition to her current role of SVP Branded Content.

**Jon Cameron** is stepping down as MD of gift licensee Wild & Wolf after 11 years. He is replaced by **Paul Taylor**.

Amazon hires **Jamil Ghana** to head its Prime subscription service in foreign markets including China, India, and the Netherlands.

WestEnd Films brings **Sophie Green** on board as its new Head Acquisitions & Development.

Revlon is reorganizing its business to be more brand-centric; the company is now made up of four main divisions. Each brand division is led by its own president—**Anne Talley** at Revlon, **JuE Wong** at Arden, **George Cleary** for Fragrances, and **Sennen Pamich** for the Portfolio segment (Almay, American Crew, Sinful Colors, Mitchum, and other brands). Revlon will also have five areas of geographic focus; **John Collier** is President North America; **Eric Lauzat** is President EMEA & Asia with Regional VP **Marco Ficarelli**; **Jaime Vazquez** is Regional VP Latin America; **Tracey Raso** is Regional MD for the Pacific region, and **Enrico Baldassarri** is Regional MD Africa. They report to the COO Markets, **Gianni Pieraccioni**. The company is in the process of hiring a Chief Creative Officer, who will oversee each brand group’s Creative Director.

**Clémence Burgevin Blachman** is named VP Design for Calvin Klein Home, succeeding **Amy Mellon**.

**Tamra Knepper** joins The Branded Entertainment Network Group (BEN Group) as SVP of its Greenlight division, which handles rights representation and music clearances.

**Matthew Martin** is promoted to SVP & Deputy General Counsel at Penguin Random House.

UTA taps **Seth Oster** to lead its global corporate communications.

**Erin McPherson** is Verizon’s new VP Content & Strategy, succeeding **Terry Denson**, who departed this summer after 12 years. She’ll oversee programming, acquisitions, development, strategic partnerships, and original content across all platforms.

**Teresa Harris** joins Scholastic as Licensing & Brand Manager for licensed publishing; also promoted within the group are **Erin McMahon** to Senior Designer and **Jenna Ballard** to Associate Editor. Elsewhere, **Hillary Doyle** is promoted to Rights Manager.

*Continued on page 16*

## Who's News, Cont'd

Komix Entertainment expands operations into Australia with a new Perth office that will be managed by **Amanda Morrison**.

Centum Books promotes **Fiona Macmillan** to MD and **Adrian Stimpson** to Head U.K. Sales, with more moves to be announced.

BOOM! Studios hires **Arune Singh** as VP Marketing, a new position reporting to President Publishing & Marketing **Filip Sablik**.

The SG Companies' leadership succession plan sees current CEO **Bernie Leifer** stepping down after 30 years, to be replaced by **Matt Feiner**. Leifer is now Chairman.

Genius Brands Intl. taps **Margaret Loesch** as Executive Chairman and **Deb Pierson** as President of its Kid Genius Cartoon Channel.

Steve Jackson Games hires **Ian Richards** as Organized Play Manager.

**Courtney Holt** leaves her post as the top executive at Maker Studios to take on a new role within parent company Disney as it folds Maker Studios into the Content & Media area of its Consumer Products & Interactive Media (DCPI) arm.

Former Wizard World CMO **Steve Shamus** forms A-List Talent, a new agency focusing on celebrity autographs at shows.

Studio71, the multi-channel network arm of German mediaco ProSiebenSat.1, adds **Naomi Lennon** to its fleet of talent managers. With her arrive creators Rachel Levin, comedy brothers Jesse and Mike, Dublin-based reaction channel VladTeeVee, and the podcast The Tasteless Gentlemen.

**Adrian Roche** launches Black Horse Consulting after Alpha (Audley Toys) announced its move to Los Angeles, CA.

Chairman **King Liu** and CEO **Tony Lo** are retiring from Giant Manufacturing Co., parent to Giant Bicycles. **Bonnie Tu** takes over as chairperson and **Young Liu** as CEO.

TVO Kids hires **Kristen Hurd** as its new Acquisitions Officer.

HSNi CEO **Mindy Grossman** is elected Chairman of the NRF Board of Directors, succeeding **Kip Tindell**, Co-founder & Chairman of The Container Store. In addition, seven new members are elected to the board, and Neiman Marcus Group President & CEO **Karen Katz** is named chair of the NRF Foundation.

Brunswick Corp. appoints **Jaime Irick** as President Fitness Div., succeeding **Christopher Clawson**, who is leaving the company.

Off-price retailer Tuesday Morning's President & COO **Melissa Phillips** resigns. **Belinda Byrd-Rohleder** is promoted to SVP & General Merchandising Manager; CEO **Steven Becker** assumes additional responsibilities as President, and **Trent Taylor** is named Chief Information & Supply Chain Officer.

ChizComm hires **Carine Sroujian** as Director Marketing & Communications.

**Phillip Ellis** joins Jumbo Games as the new Sales Agent for Ireland and Northern Ireland.

CMON hires **Carl Briere** as the company's new Intl. Sales Manager.

Lands' End's new CEO is **Jerome Griffith**.

Nordstrom forms a new innovation team to be led by **Geevy Thomas** as Chief Innovation Officer.

Carolina Herrera's CEO **Francois Kress** is said to be leaving the company.

Net-a-porter's VP Global Buying **Sarah Rutson** resigns.

**Todd Spaletto** leaves VF Corp. from his position as President The North Face.

**Cheryl Heinonen** is Macy's new VP Corporate Communications, reporting to newly-minted CEO **Jeff Gennette**.

Macy's is eliminating an estimated 10,000 jobs as it closes 68 stores (3,900 jobs) and streamlines its management (another 6,200 employees). The retailer plans to close 100 stores over the next few years. CEO **Terry Lundgren** is stepping down, to be replaced by **Jeff Gennette**. Lundgren will remain as chairperson.

Sears is closing 150 stores including 108 Kmart stores and 42 Sears locations.

Disney is restructuring its business in India and shutting down unprofitable units—not among them is its consumer products business, which has grown significantly over the years.

**Thomas Tull**, the Founder & CEO of Legendary Entertainment, is leaving the company. According to the *Hollywood Reporter*, Tull is leaving as a result of friction between him and the company's new Chinese owner Dalian Wanda. Movies in Legendary's production pipeline include *Pacific Rim 2*, the live action *Pokémon*, *Dune*, and *Kong: Skull Island*. Wanda CEO **Jack Gao** will run Legendary while a CEO search is conducted.

VF Corp., in partnership with the Paradigm for Parity coalition, has made a commitment to achieving gender parity throughout its corporate leadership structure by 2030.

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