

TLL THE LICENSING LETTER

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Discounters & Ecommerce Grow Licensed Distribution

Ecommerce is on the mind for this year's batch of respondents to *TLL's Annual Licensing Business Survey*. The distribution channel seized its biggest share of the licensing pie yet, growing to 11.7% market share in 2016 in the U.S. and Canada. Ecommerce growth was the highest among all retail categories for sales of licensed merchandise at a modest 2.6%—most categories remained flat or declined. The (only other) winner of 2016? Discount/mass, at 32.2% share.

Following the trend from last year, ecommerce was one of the biggest concerns respondents cited, but the mania surrounding the trend has largely died down. The licensing industry has grown accustomed to the challenges of internet shopping, including the use of such tools as social media and search engine optimization. And the growth of digital retail marketplaces such as eBay, Etsy, Google Shopping, and Amazon's own Marketplace has made it easier than ever for smaller players to get into the game.

That's not to say that everyone is as even-headed over the radical change in distribution. For example, Urban Outfitters' CEO, Richard Hayne, has compared the current retail environment to the housing market of 2008. Traditional retailers who had focused on aggressive expansion (America has six times the retail space per capita of either Europe or Japan) are now downsizing in an attempt to salvage profits as the bubble bursts. But most haven't made the types of investments in online that they should have over the last five years—and just 10% of all retail sales in the U.S. are online, according to the National Retail Federation.

A key concern among respondents is the monopolization of hot, A-list properties (Disney's Star Wars, Universal's Minions) on retail shelves—in seemingly every category. While it is true that retailers are looking to bulk up on licensed offerings as a way to distinguish themselves, they aren't reaching too far for

inspiration. Even in their online retail arms, it's unlikely that brands that don't have a chance selling on physical shelves will get any exposure. For smaller brands, their best bet for expanding is online—with large ecommerce partners like Amazon, niche specialty distributors, or their own dedicated website.

Note that while the changes in market share are mostly very small, the dollars involved are not. With retail sales of licensed merchandise in the U.S. and Canada accounting for over \$100 billion, a one-tenth of a percent change represents more than \$100 million.

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LOOKING AHEAD

Licensing Execs Hopeful for 2017 after Strong Sales in 2016

According to *The Licensing Letter's Annual Licensing Business Survey*, over 66% of licensing companies experienced growth in retail sales in 2016. In contrast, 21% of respondents reported declining sales, and 12% had flat growth. This trend largely continues from last year, when the number of responses reporting positive growth outnumbered those reporting no or declining growth by a 2:1 ratio.

Coming off a good year—and despite concerns about ecommerce, global political controversies, and tough competition for retail space—licensing executives are hopeful for 2017. Almost 67% of *Survey* respondents expect their business to grow—with almost half looking at growth of 20% or higher. Last year, only 56% were optimistic about their future, with nearly 66% predicting that growth would exceed 10%.

In contrast, the pessimists were evenly split as to how 2017 would go; 22% predicted flat growth, and the same number predicted declines (the most drastic of which was 20%).

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➡ Licensing Ledger

Macy's and (now Sequential Brand Group's) **Martha Stewart** make up with a renewal of their 10-year partnership. Macy's is the exclusive retailer for the Martha Stewart Collection brand that covers over 1,000 SKUs. The partners were previously embroiled in a 5-year legal dispute after **JCPenney** made a deal for Martha-branded bed, bath and kitchen products as its exclusive deal with Macy's was set to expire. JCPenney paid \$3.5 million in damages to Macy's while former owner of the brand, Martha Stewart Living Omnimedia, settled separately.

DHX Media-owned **CPLG** (Copy-right Promotions Licensing Group) forms a strategic alliance with Latin America's Tycoon Group. The alliance will strengthen both companies' regional licensing activities and maximize branding opportunities across a combined network of EMEA, North America, and Latin America.

The world's largest licensing agent, **CAA-GBG**, expands the design capabilities of its Brand Studio with new teams and studios in London, Seoul, and New York.

Rovio Entertainment sells its Vancouver-based TV animation studio, book publishing business, and some unnamed non-Angry Birds IPs to **Kaiken Entertainment**. Kaiken is an L.A.-based startup, recently launched by former Rovio CEO Mikael Hed. Kaiken has ties with Rovio back to February 2016, when it became the global master book licensee for Angry Birds. It will continue to serve as global master publisher for the mobile game property and collaborate with Rovio on select projects.

Hasbro submits an application to the U.S. Patent and Trademark Office to trademark the distinctive scent of Play-Doh. The toyco previously partnered with the Demeter Fragrance Library in 2008 to create an 'eau de Play-Doh' perfume marking the putty's 50th anniversary. Although the move is rare, creators can successfully trademark scents in the U.S.—the process is practically impossible in

the EU. Hasbro will begin making Play-Doh in the U.S. again in 2018 with a new factory to complement existing manufacturing in China and Turkey.

Penguin Random House U.K., **Frederick Warne**, and **Columbia Pictures** team up to develop a new live-action/CGI hybrid motion picture inspired by Peter Rabbit.

Giorgio Armani is the latest among fashion giants—including Burberry, Marc Jacobs, and Donna Karan—to consolidate its brands. Only the Giorgio Armani, Emporio Armani and AIX Armani Exchange names will be used. The move will theoretically reduce brand hierarchy, expand price ranges, and reduce reliance on licensing.

The **2020 Tokyo Olympic** ambassadors, to be featured on official merchandise and promotions, are all anime characters rather than mascots. The group includes Sailor Moon, Luffy (One Piece), Naruto, Goku (Dragon Ball Z), Cure Miracle and Cure Magical (Maho Girls PreCure), Astro Boy, Shin-chan, and Jibanyan (Yo-Kai Watch).

Roblox, the social play platform with over 48 million active players, will now allow its 1.7 million game creators to earn \$140,000 a month from sharing their creations. Jazwares is the brand's toy partner.

Studio Fun Intl. is back in the licensing business after the imprint was acquired by **Printers Row Publishing Group**. Licensors

including Disney (with Marvel and Lucasfilm), Nickelodeon, Hasbro, ASPCA, Mattel, Sesame Workshop, and DreamWorks Animation are working to transition their licenses to the new owner.

The **Council of Fashion Designers of America** (CFDA) forges a five-year partnership with **Suntchi Brand & Technology Co. Ltd.**, a full-service management company, to create a gateway connecting China's premiere business network and brand platform with U.S.-based fashion labels and designers. Through the partnership, CFDA's 500+ membership will have unrestricted access to the Chinese market, including introductions to Chinese designers, brands, and licensing agents.

Fandango debuts its Fandango FanShop, its first-ever online merchandise store, offering a curated collection of wearables, collectibles, experiences, and events tied to theatrical releases and movie franchises. Launching in April, FanShop's initial offerings features *Guardians of the Galaxy Vol. 2*, *Wonder Woman*, *Despicable Me 3*, and others.

Mattel Creations appoints ProjectFirst and Little Dot Studios to manage its AVOD platforms and grow channel subscribers for its brands in Russia and France, respectively.

Spin Master sues Chinese manufacturer, **Dongguan Moral Region Co. Ltd.**, for an alleged patent infringement against its Hatchimals toy.

China gives **Donald Trump** preliminary approval for a range of trademarks, clearing the way for him to put his name on everything from retail shops to vending machines in the country. The trademarks are held individually and not through The Trump Organization.



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Licensed Distribution

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Department stores and mid-tier retailers are slowly losing market share (down 1.6% to 12.0% share) as more brands have comfortably settled into expanding their image with lower-tier options. Discount/mass grew 0.6% to reach 32.2%, the highest share recorded since 2009. Meanwhile, dollar/value/off-price continued to enjoy the highest share that TLL has ever recorded for the category, at 9.2%.

Over 3,500 stores are set to close in the next couple of months, mostly in malls, according to *Business Insider*. They include department stores like JCPenney, Macy's, Sears, and Kmart as well as chain stores like Crocs, BCBG, Abercrombie & Fitch, and Guess. As a result, nearly a third of shopping malls are placed at risk of going under. And it's unlikely that malls will recover. Physical stores won't die out entirely; in fact, 98% of the Generation Z cohort shops in B&M stores at least some of the time with 67% making most of their purchases in-store, according to a survey from IBM and the National Retail Federation. But overall, visits to malls declined by 50% between 2010–2013, per real-estate research firm Cushman & Wakefield.

Grocery and drug stores slipped down slightly to 12.1% in 2016, from 12.2% in 2015 and 12.3% in 2014. *Survey* respondents were split on whether the channel increased, decreased or remained flat. Those that reported an increase mostly dealt with food & beverage products, while those reporting declines were split among other categories.

Specialty stores fared similarly, remaining flat at 19.2% share in 2016, amid conflicting opinions. This is likely driven by the wide variety of retailers in the specialty sector, as well as the omnichannel strategies of most specialty chains, which blur the lines between physical stores and

RETAIL SALES OF LICENSED MERCHANDISE, BY DISTRIBUTION CHANNEL, 2016

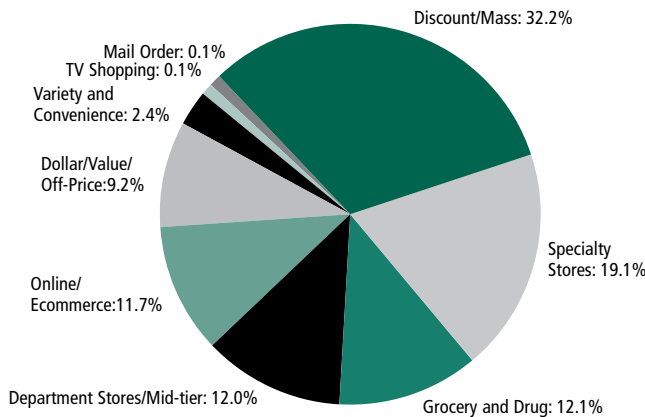
DISTRIBUTION CHANNEL	SHARE OF MARKET, 2016	SHARE OF MARKET, 2015	PERCENTAGE POINT CHANGE, 2015–2016	GROWTH IN SHARE 2015–2016
Discount/Mass	32.2%	32.0%	0.2	0.6%
Specialty Stores	19.1%	19.2%	-0.1	-0.5%
Grocery and Drug	12.1%	12.2%	0.1	-0.8%
Department Stores/ Mid-tier	12.0%	12.2%	0.2	-1.6%
Online/Ecommerce	11.7%	11.4%	0.3	2.6%
Dollar/Value/Off-Price	9.2%	9.2%	0	0.0%
Variety and Convenience	2.4%	2.6%	0.2	-7.7%
TV Shopping	1.0%	1.1%	-0.1	-9.1%
Mail Order	0.1%	0.1%	0	0.0%
Other	0.2%	0.3%	-0.1	NA

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

ecommerce. While **bookstores**, for example, are seeking to up their licensed offerings, others like hardware stores seem to be taking a step back.

Surprisingly, some *Survey* respondents observed that catalog and other direct mail order was up in 2016 (its market share remains flat at 0.1% in 2016), thanks to the declining or flat growth seen in B&M channels (generally, the category has had its market share eroded by ecommerce). TV shopping also had a good year, remaining stable at 1.0%, thanks in part to aggressive, exclusive partnerships.

SHARE OF MARKET OF RETAIL SALES OF LICENSED MERCHANDISE, BY DISTRIBUTION CHANNEL, 2016



SOURCE: THE LICENSING LETTER

Representative Retail Stores by Distribution Channel

Mass/Discount/Club/Big Box: BJ's, Costco, Kmart, Sam's, Target, Toys 'R' Us, Walmart

Specialty Stores: Ace Hardware, Barnes & Noble, Bass Pro, Bed Bath & Beyond, Best Buy, Cabela's, Cracker Barrel, Dick's, Forever 21, GameStop, H&M, Home Depot, Limited, Lowe's, Michaels, Modell's, museum stores, PetSmart, Sherwin-Williams, Sports Authority, Staples, Zara

Department Stores & Mid-tier: Bloomingdale's, Dillard's, JCPenney, Kohl's, Macy's, Neiman-Marcus, Sears

Online/Ecommerce: Amazon, Café Press, Gilt, Zappos, Zazzle

Grocery and Drug: Ahold, Aldi, CVS Caremark, Giant Eagle, Kroger, Meijer, Publix, RiteAid, Safeway, ShopRite, Walgreen

Dollar/Value/Off-Price: Amazing Savings, Big Lots, Dollar General, Family Dollar, Ross Stores, Save Mart, Supervalu, TJ Maxx

Variety and Convenience: 7-Eleven, Circle-K

TV Shopping: HSN, QVC, ShopHQ

Mail Order: Oriental Trading, Signals

Other: Kiosks, on-site, vending, and more

BOX OFFICE

45% of Upcoming Films are Sequels; PG Ratings Reign

This last year marked the highest earning year in movie history at the domestic box office, with \$11.4 billion, up 2.1% over 2015, according to ComScore. The biggest grossing film? Disney's *Finding Dory* at \$486 million domestically. Internationally, box office sales reached \$27.4 billion. The top grossing title worldwide was *Captain America: Civil War* with \$1.15 billion in sales.

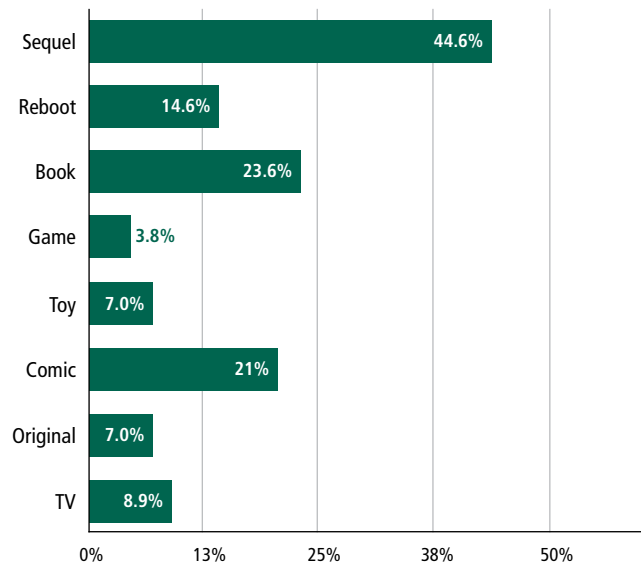
Now, as the major studios shift their schedules, TLL has updated our list of upcoming films with licensing potential accordingly. Of the 157 films on the list, 45% (or 70) are sequels, with 24% sourced from books (37), and 21% from comic books (33). Some films fall into more than one category).

PG Now the Go-to Rating

As we enter into a new year, the big trend for films is family friendly as the theater-going population skews younger. In 2016, PG titles held eight of the top 20 slots worldwide for box office sales. Chief among the trend drivers is Disney, which earned \$4.6 billion internationally and \$3.0 billion domestically in 2016, according to ComScore. Its PG-rated live action and animated releases formed a large part of the studio's earnings, and now movie theaters are eager to bank on the wave of PG successes with extended screen time.

In the coming months, our list features new PG-rated releases like Disney's *Beauty and the Beast*, Sony's *Smurfs: The Lost Village*, and Universal's *Despicable Me 3*—all of which are aimed to broadly appeal to fans of all ages and boast considerable licensing programs.

SOURCE OF LICENSABLE FILMS PROJECTED FOR RELEASE, 2017–2023



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
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					
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.					X			

Planned Feature Films with Licensing Potential, 2017–2023

FILM	PLANNED RELEASE	FILM COMPANY	SUMMARY	SEQUEL	REBOOT	BOOK	GAME	TOY	COMIC	ORIGINAL	TV
Alien: Covenant	5/19/2017	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							
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
The Divergent Series: Ascendant	6/7/2017	Lionsgate	Fourth and final film in The Divergent Series is now a TV movie.	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						
World War Z 2	6/9/2017	Paramount Pictures	Brad Pitt continues to battle zombie hoards.	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					
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: 2049	10/6/2017	Warner Bros.	Harrison Ford reprises his role in this sequel to the 1982 film.	X							
Kingsman: The Golden Circle	10/6/2017	20th Century Fox	Sequel to 2015 spy action comedy film directed by Matthew Vaughn stars the titular group as they move operations stateside after their headquarters are destroyed.	X		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		
Paddington 2	11/10/2017	The Weinstein Company	Sequel to 2014 film; based on the children's books by Michael Bond.	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	

Continued on page 6

Planned Feature Films with Licensing Potential, 2017–2023 Continued from page 5

FILM	PLANNED RELEASE	FILM COMPANY	SUMMARY	SEQUEL	REBOOT	BOOK	GAME	TOY	COMIC	ORIGINAL TV
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
Justice League: Part 1	11/17/2017	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	Animated Pixar film stars a young aspiring musician as he stumbles into the colorful Land of the Dead and journeys to unlock the mystery behind his family history.							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						
Disney Live-Action Fairy Tale (untitled)	12/22/2017	Walt Disney Studios								
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
20,000 Leagues Under the Sea	TBA 2017	20th Century Fox	Captain Nemo explores the mysteries of the ocean deep in his submarine Nautilus. Based on the classic Jules Verne novel.			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					
Wonderstruck	TBA 2017	Amazon Studios	Adaptation of Brian Selznick's graphic novel about two deaf kids separated by 50 years.			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						
Gigantic	3/9/2018	Walt Disney Studios	Based on the fairy tale Jack and the Beanstalk, with music by Frozen's Robert Lopez and Kristen Anderson-Lopez.			X				
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				

Planned Feature Films with Licensing Potential, 2017–2023

FILM	PLANNED RELEASE	FILM COMPANY	SUMMARY	SEQUEL	REBOOT	BOOK	GAME	TOY	COMIC	ORIGINAL	TV
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		
Han Solo: A Star Wars Story	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 Bumblebee spinoff (untitled)	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		
Hotel Transylvania 3	7/13/2018	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		
Aquaman	10/5/2018	Warner Bros.	The king of the seven seas appears in Batman v Superman: Dawn of Justice and the Justice League movie before anchoring his own feature.						X		
Venom	10/5/2018	Sony Pictures	Spider-Man villain and alien symbiote gets a standalone feature release from scriptwriters Scott Rosenberg and Jeff Pinkner.								
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					
Marvel (untitled)	11/2/2018	20th Century Fox	Candidates include a Deadpool sequel, an X-Men spinoff, or even a Fantastic Four reboot.						X		
Mulan	11/2/2018	Walt Disney Studios	Live-action reimagining of the animated 1998 feature. Stars a young Chinese maiden who disguises herself as a warrior in order to save her father.		X						
Bad Boys for Life (aka Bad Boys 3)	11/9/2018	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							
Dr. Seuss' How the Grinch Stole Christmas	11/9/2018	Universal Pictures	Reimagining of the Dr. Seuss Christmas tale from animation studio Illumination Entertainment stars Benedict Cumberbatch as the Grinch.		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					
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		
Avatar 2	12/21/2018	20th Century Fox	Sequel to the highest grossing film of all time.	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					
Cruella	TBA 2018	Walt Disney Studios	Emma Stone stars in live-action film following the evil exploits of dognapper Cruella de Vil.		X						
Detective Pikachu (Pokémon)	TBA 2018	Universal Pictures	First ever live-action film in the franchise based on the 3DS game of the same name.				X				
Godzilla	TBA 2018	Toho	Animated feature follows Godzilla Resurgence with high-powered anime talent.	X							
Stan & Ollie	TBA 2018	Fable Pictures, Sonesta Films, 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	
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							
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

Continued on page 8

Planned Feature Films with Licensing Potential, 2017–2023 *Continued from page 7*

FILM	PLANNED RELEASE	FILM COMPANY	SUMMARY	SEQUEL	REBOOT	BOOK	GAME	TOY	COMIC	ORIGINAL	TV
The LEGO Movie 2	2/8/2019	Warner Bros.	Sequel to 2014's block building blockbuster.	X				X			
Marvel (untitled)	2/14/2019	20th Century Fox	Candidates include a Deadpool sequel, an X-Men spinoff, or even a Fantastic Four reboot.						X		
Dark Universe: Monsters franchise film	2/15/2019	Universal Studios	Another Universal reboot of classic horror characters.		X						
How to Train Your Dragon 3	3/1/2019	DreamWorks Animation	The concluding chapter in the story between Vikings and dragons.	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: King of the Monsters	3/22/2019	Warner Bros.	Sequel to 2014's Legendary/Warner Bros.'s Godzilla.	X							
Disney Live-Action Fairy Tale (untitled)	3/29/2019	Walt Disney Studios									
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		
Minecraft: The Movie	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							
The Secret Life of Pets 2	7/3/2019	Universal Pictures	Sequel to 2016 animated hit The Secret Life of Pets.	X							
Spider-Man: Homecoming 2	7/5/2019	Sony Pictures	Sequel to the 2017 film that was the second reboot of the Spider-Man film franchise.	X					X		
Indiana Jones 5	7/19/2019	Paramount Pictures	Harrison Ford returns a 5th time as the famed archaeologist.								
Wicked	12/20/2019	Universal Pictures	Film adaptation of the Tony-winning musical.			X					
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		
Shrek 5	TBA 2019	DreamWorks Animation	Sequel will revive the Shrek film brand.	X							
Cyborg	4/3/2020	Warner Bros.	Cyborg, aka Victor Stone, is a member of the Justice League.						X		
Trolls 2	4/10/2020	Universal Pictures	Poppy and Branch return in sequel to the 2016 musical comedy-adventure.	X							
Godzilla vs. Kong	5/29/2020	Warner Bros.	The two monster franchises are united in an ecosystem of giant superspecies.	X							
Minions 2	7/3/2020	Universal Pictures	Spinoff from the Despicable Me franchise made over \$1 billion worldwide when it was released in 2015.	X							
Green Lantern Corps	7/24/2020	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					
Sing 2	12/25/2020	Universal Pictures	Sequel to 2016 animated musical comedy set in a city of humanoid animals.	X							
Avatar 3	TBA 2020	20th Century Fox	Second sequel to the highest grossing film of all time.	X							
Pixar Animation (untitled)	TBA 2020	Walt Disney Studios	13th Pixar movie to be released in June.								
The Flash	TBA 2020	Warner Bros.	Scientist Barry Allen becomes the super fast superhero, a member of DC Comics' Justice League.						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					

Planned Feature Films with Licensing Potential, 2017–2023

FILM	PLANNED RELEASE	FILM COMPANY	SUMMARY	SEQUEL	REBOOT	BOOK	GAME	TOY	COMIC	ORIGINAL	TV
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							
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		
Highlander	TBA	Lionsgate	Chad Stahelski directs this planned trilogy.	X							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				
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				

Licensing Execs Hopeful for 2017

Continued from page 1

Predictions were more muted last year, with 66% saying that they expected sales to be flat for 2016.

Top Trends for 2017

Much of the opportunities and concerns licensing executives expect to see this year are extensions of the same trends we observed last year, but *Survey* respondents have grown more confident about their ability to address these challenges. The ability of retailers and brands to adapt to ecommerce remains a top concern, but the mania from previous years has largely disappeared. The general consensus? Retail won't entirely disappear, but for companies to survive, they must be nimble and diverse. Most executives have connected to this phenomena is shrinking shelf space among chain retailers—this remains a top concern for licensing executives as retailers remain risk-averse. Star Wars, Despicable Me, superheroes, and other A-list brands continue to dominate shelves as buyers look for the safest bet. In the long run, this might be to their detriment as they ultimately fail to differentiate themselves among shoppers.

Advancements in product design and increased interest in ethical and sustainable products are one area that brands can use to separate themselves from the pack. And while it's becoming practically impossible to shift manufacturing stateside, many companies are working to earn a "Made in America" label as well by moving assembly or design to the U.S. in response to consumer concerns.

Opportunities for expansion include the Olympics—the 2018 Winter Olympics will be held in PyeongChang and the 2020 Summer Olympics are to be held in Tokyo. While the reception for the Winter games is chilly, excitement for the Summer games is running high and executives are eager to capitalize on the "feel good" mood that's always generated by the games.

As for political controversies, it's not all centered on the White House. This year is a critical political turning point for many European countries, which are seeing a rise in populist conservative leaders. South Korea is the center of its own political controversies as the Asian nation enters an election season. To sum it up, one of the most worrying threats to the worldwide economy today are isolationist policies by governments who are growing less eager to buy and spend with their neighbors.

Licensing News

Properties Available Or Recently Assigned, U.S.

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
Bisou Bisou	Global fashion brand from designer Michele Bohbot generated over \$1 billion in retail sales; has extensive collaboration with JCPenney.	Accessories, apparel, home	Andy Cohan, ACI Licensing
I Love Las Vegas	Destination brand for the city that welcomes over 42 million tourists each year.	All	Michael Gottsegen, All-American Licensing & Management Group (AALMG)
Never Have I Ever	Social card game enjoyed at parties and social gatherings.	All	Joel Barnett, Brentwood Licensing
Tipsy Bartender (The)	YouTube star Skyy John known for his inspired cocktails featuring bold colors, interesting textures, and ingenious presentations.	All	Paul Leonhardt, Coastal Limited

Licenses Recently Granted, U.S.

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
A Song of Ice and Fire	Cool Mini Or Not (CMON)	Tabletop games	George R.R. Martin
American Girl	Taylor Guitars	Guitars	American Girl div. Mattel
Amylee Weeks	Legacy Publishing	Calendars, coasters, stationery	MHS Licensing + Consulting
	Park Designs	Dish towels	
Andy Warhol	Billabong	Surfboards	Andy Warhol Foundation
Batman (animated)	Cryptozoic Entertainment	Card games	Warner Bros. Consumer Products
Bearpaw	Quagga Accessories	Accessories, fedora hats, gloves, hats, ponchos, scarves, vests	Bearpaw
Beatrix Potter	Enesco/Department 56*	Figures	Penguin Random House (U.K.)
Beauty and the Beast (2017 film)	Dole	Bananas, fruits, pineapples, salads	Disney Consumer Products
	Hot Topic/BoxLunch/Her Universe	Apparel	
	JAKKS Pacific*	Games, toys	
	Patina Vie	Dinnerware, glassware	
	Swarovski North America*	Jewelry	
Beauty and the Beast (2017 film) x Juicy Couture	Target	Accessories, apparel (children's), dresses, hats, jackets, shorts, tops	Disney Consumer Products, Alex Meisel & Co.
Bob Ross	Authentic Brands Group (ABG)	Apparel, track jackets	Firefly Brand Management
	Buckle-Down	Belts, hats, lanyards, suspenders, wallets	
	Forrest-Pruzan	Games, toys	
	Funko	Plush, vinyl figures	
	Joseph Enterprises	Chia Pets	
	Rizzoli Intl. Publications	Art pads, calendars, coloring books	
	Running Press Book Publishers	Bobbleheads, books	
	Spencer's/Spirit Halloween	Costumes	
	Surreal Entertainment	Bowls, coin banks, cups, drinkware, key chains, mugs	
	Unemployed Philosophers Guild	Enamel pins, mints, mugs, soap, sticky notes	
Wellspring	Greeting cards, jigsaw puzzles, magnetic note pads		
Buffy the Vampire Slayer	Dark Horse Comics	Books, coloring books, comic books	20th Century Fox Consumer Products
	HarperCollins Children's Books	Encyclopedias	
	Hot Topic	Apparel, sweaters, trench coats	
	Insight Editions	Books, journals, stationery sets	
	Jasco Games	Board games	
	Ripple Junction	T-shirts	
	SG@NYC	Jewelry	
	Simon & Schuster Children's Publishing	Books	
	Surreal Entertainment	Desk accessories, drinkware, fleece blankets	
	Upper Deck Collectibles & Upper Deck Authenticated	Card games	
Cartoon Network	Cryptozoic Entertainment*	Digital stickers	Cartoon Network Enterprises
Celerie Kemble	Eastern Accents	Bedding	Kemle Interiors
Chupa Chups	Tezenis div. Calzedonia SpA	Underwear	Perfetti Van Melle
Cluedo	IDW Publishing	Comic books	Hasbro
Crayola	Clinique	Lipstick	Crayola

*Extension or renewal.

Continued on page 11

Licensing News *Continued from page 10*

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
David Tutera	ZiGi New York	Bridal footwear, footwear (women's)	Don Buchwald & Associates
DC Comics	Square Enix	Figures	Warner Bros. Consumer Products
Def Leppard	Daydreamer LA	T-shirts, tank tops, thermal shirts	Epic Rights
Despicable Me	Puma North America	Apparel, footwear	NBCUniversal
Disney Treasures	Funko*	Subscription service	Disney Consumer Products
ELLE Decor	Home Dynamix	Accent rugs, mats	Lagardere Active Enterprises, Brentwood Licensing
Eminem	Carhartt	Hats, jumpers, t-shirts	Bravado Intl. Group div. Universal Music Group
Eva Longoria	Sunrise Brands*	Apparel (women's), denim, dresses, jackets, knits, shirts	CAA-GBG Global Brand Management Group
Game of Thrones	Vintage Wine Estates	Wine	HBO
Ghost in the Shell	Hudson Jeans	Apparel, bomber jackets, denim jackets	Paramount Pictures
Grumpy Cat	PetSmart	Cat toys	A Weird Movie
Grumpy Cat x Garfield	Dynamite Entertainment	Comic books	A Weird Movie
Hang 'Em High	GameCo	Video game gambling machines	MGM Consumer Products, Richmond Management Group
Hello Kitty	Loot Crate*	Subscription service	Sanrio
Jack Daniel's	Polaris Industries	Motorcycles	Brown-Forman
	World of Coffee	Coffee	
Juan de Lascrain	Pyramid America	Mugs, stationery, wall art	RJM Licensing
Justice League	General Mills	Cereal boxes	DC Entertainment
Kenmore, Kenmore Elite	Permasteel	Grills	Kmart/Sears Holdings
Lantern Press	SJT Enterprises*	Wood plaques	Lantern Press
Martha Stewart	Marley Spoon*	Meal kits	Sequential Brands Group
	Michaels Companies (The)	Crafts	
	Plaid Enterprises*	Paint	
Marvel	Busy Groovy/Groovy U.K. Ltd.	Lighting	Disney Consumer Products
	Square Enix	Figures	
Mikasa	Lifetime Brands	Dinnerware, giftware, tabletop decor	Turnowsky, Brand Liaison (The)
My Little Pony	Rubie's Pet Shop Boutique div. Rubie's Costume	Pet costumes	Hasbro
NCAA	Coca-Cola	Soda	National Collegiate Athletic Association (NCAA)
New York Botanical Garden (The)	Frontgate div. Cornerstone Brands	Art prints	New York Botanical Garden (The), Jewel Branding & Licensing
NFL	Logo Brands	Beach umbrellas, coolers, gazebos, outdoor furniture, tailgating kits	NFL
Nickelodeon	Cra-Z-Art	Slime	Nickelodeon & Viacom Consumer Products (NVCP)
Num Noms	PhatMojo	Hangers, lapel pins, pencil toppers	MGA Entertainment
Pfaltzgraff	Lifetime Brands	Dinnerware, giftware, tabletop decor	Turnowsky, Brand Liaison (The)
Pokémon	Hachette Children's Books*	Books, novelty books, sticker books	Pokémon Company Intl.
Power Rangers	Build-A-Bear Workshop	Custom plush	Saban Brands
Realtree	Magic Chef/MCA Corp.	Appliances, freezers, ice makers, refrigerators, small kitchen appliances	Realtree dba Jordan Outdoor Enterprises
Star Wars	Asmodee North America	Card games	Disney Consumer Products
Steven Alan	Bag Studio	Bags, handbags	ACI Licensing
Ted Baker	British Ceramic Tile	Tiles	Ted Baker London
	Sunham Home Fashions	Bedding	
This is Spinal Tap	Impact Merchandising	Apparel	Creative Licensing Corp.
Tommy Bahama	NoXS	Outerwear	Tommy Bahama
Transformers	Kabam Studios*	Mobile game apps	Hasbro
	Rubie's Pet Shop Boutique div. Rubie's Costume	Pet costumes	
Vikings	GameCo	Video game gambling machines	MGM Consumer Products, Richmond Management Group
Warheads	Candyrific	Candy dispensers	Lisa Marks Associates (LMA)
Yo-Kai Watch	IDW Publishing	Comic books	Evolution USA

*Extension or renewal.

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Licensing News *Continued from page 11*

International Properties Available or Recently Assigned			
PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
Battersea Dogs & Cats Home	One of the U.K.'s oldest animal rescue centers has been rescuing and rehoming dogs and cats since 1860.	All (U.K.)	Jack Allen, Point.1888 (The)
Bruce Lee	Martial artist, actor, and activist whose social media imprint counts tens of millions of fans worldwide.	Advertising (exclusive), All (non-exclusive) (Worldwide)	Martin Cribbs, Icon Representation div. Beanstalk
Celia Cruz	Cuban singer of Latin music known as the "Queen of Salsa"; famous for shouting "¡Azúcar!" at performances and for her colorful, ebullient, and joyful personality.	All incl. advertising, beverages, food (Worldwide)	Martin Cribbs, Icon Representation div. Beanstalk
emoji	Social brand includes the emoji trademark, logo, and over 5000 icons.	All (Russia)	Valentina Kursanova, Pullman Licensing
		All (India)	Bhavik Vora, Black White Orange Brands Pvt. Ltd. (BWO)
		All (Middle East)	Christian Zeidler, 20TOO
Enid Blyton	75th anniversary of The Famous Five's first book from the U.K.'s best-selling author. Program includes Secret Seven brand and other titles in the estate.	All, food, gifts, stationery (U.K.)	Vicky Hill, Bulldog Licensing
Goodyear	American tire brand's program currently covers accessories, hardware, car accessories), urban lifestyle apparel, and outdoor footwear.	All excl. tires (Worldwide)	Fabrice Faurie, WME/IMG Worldwide Licensing
Gorjuss	Whimsical girl's character art property known for its licensed offerings in stationary, accessories, and paper goods.	All (Russia, CIS)	Valentina Kursanova, Pullman Licensing
Greg Norman	Joint venture with hall-of-fame golfer and entrepreneur known as the "Great White Shark"; program emphasizes his confidence, sophistication, charisma, and appeal.	All (Worldwide)	Jamie Salter, Authentic Brands Group (ABG)
Illicit Clothing	Streetwear apparel brand; deal includes apparel licensing rights to illustrator Martin Emond's work.	All (Worldwide)	Mark Paul, Global Licensing (NZ) Ltd.
JoJo Siwa	Young social media influencer and star on the TV series "Dance Moms" signs on to a new docu-special as her merchandise program develops.	All, promotions (Worldwide)	Shelly Gillyard, Nickelodeon
Kinder Surprise	Chocolate, egg-shaped candy with surprise yellow capsule (yolk) housing a toy.	All, apparel, back-to-school, sporting goods, stationery (Worldwide)	David Williams, Global Icons Europe Ltd.
Krispy Kreme Doughnuts	American snack brand chain launched in the U.K. in 2003 and currently operates 90 stores with retail partners such as Tesco and Morrison's.	All (U.K.)	Claire Potter, Metrostar Media Ltd.
Magic Chef	Home appliance brand whose roots are in providing dependable, easy-to-use products in the kitchen.	Cookware, food, housewares (electronic), kitchen accessories, kitchen textiles (Worldwide excl. South Korea)	Jeff Lotman, Global Icons
OK K.O. Let's Be Heroes	Multi-platform video game and TV series about a kid attempting to level up and be the best he can be in a dynamic universe of friends and foes.	All (Worldwide)	Peter Yoder, Cartoon Network Enterprises
Pop Warner Little Scholars	87-year-old organization known for its youth football, cheer/dance, and scholastic programs.	All, apparel, home goods, novelties, sporting goods, toys (Worldwide)	Alita Friedman, Ignite2X
Poppy Cat	Preschool TV series based on the books by Lara Jones; available in more than 140 territories worldwide	All (Germany, Austria, German-speaking-Switzerland)	Peter Bichler, Lizenzwerft GmbH
Robot Wars	TV series in which teams of robot makers put their creations into battle; program will place an emphasis on STEM.	All, apparel, master toy, publishing (U.K.)	Chris Taday, Licensing Link Ltd.
Snackeez	Two-in-one snack and drink travel cup brand to be expanded into new categories; purchased from Ideavillage.	All (Worldwide)	Greg Alprin, Silver Buffalo

International Licenses Recently Granted			
PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Abbey Clancy	Argos	Jewelry (U.K.)	Select Licensing Ltd.
Aerosmith	Shining Sol	Scented candles (Worldwide)	Epic Rights
Amylee Weeks	Calypso Cards	Gift products, greeting cards (U.S., Canada)	MHS Licensing + Consulting
	Pavilion	Ceramic mugs, coasters, gift items, perpetual calendars, pet bowls (North America)	
AND1	SPR Indústria De Confeção Ltda.	Accessories, activewear, apparel, footwear (Brazil)	Sequential Brands Group
Andrew Fezza	Guotai Intl.	Apparel (women's) (U.S., Canada)	Andrew Fezza, Stephen Wayne & Associates
Angry Birds	Granarolo S.p.A.	Snacks, yogurt (Italy)	Maurizio Distefano Licensing (MD Licensing)
Avia	SPR Indústria De Confeção Ltda.	Accessories, activewear, apparel, footwear (Brazil)	Sequential Brands Group
Bambi	Mad Beauty Ltd.*	Beauty supplies (U.K.)	Disney Consumer Products
Build-A-Bear Workshop	Signature Publishing Ltd.	Magazines (U.K.)	Build-A-Bear Workshop
Care Bears	Gemma Intl.	Gift packaging, greeting cards, partyware (U.K.)	CPLG U.K. (Copyright Promotions Licensing Group)

*Extension or renewal.

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Licensing News *Continued from page 12*

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Discovery Channel	UNIQLO	T-shirts (U.S., Europe, China, Japan, Southeast Asia)	Discovery Consumer Products
Disney (over 50 brands incl. Princess, Frozen, Moana, Beauty and the Beast)	JAKKS Pacific*	Action figures, collectibles, dolls, ride-ons, role play (China)	Walt Disney Co. (Japan)
Disney Cars	TOMY Europe	Mats (U.K.)	Disney Consumer Products
Dragon Ball Z	JCorp	Activewear, apparel, loungewear, sleepwear, swimwear (U.S., Canada)	FUNimation/Group 1200 Media
Dragon Ball Z, Dragon Ball Super	Bioworld Merchandising	Accessories, apparel, athleisure (U.S., Canada)	
	Great Eastern Entertainment	Apparel, lounge pants, pajamas (U.S., Canada)	
DVS	SPR Indústria De Confecção Ltda.	Accessories, activewear, apparel, footwear (Brazil)	Sequential Brands Group
Garfield	Apparel Connection	Lounge pants, scrubs (U.S., Canada, Mexico)	King Features Syndicate
	High Point Design	Leggings, shoe accessories, slipper socks, socks, tights (North America)	
	Ripple Junction	Buttons, fleece tops, hats, jackets, pins, socks, t-shirts, tank tops (North America)	
Halo	Buckle-Down	Belts, guitar straps, ID holders, mobile phone cases, pet collars, pet leashes, suspenders (U.S., Canada)	343 Industries Microsoft
	Forbidden Planet	Apparel, aprons, coasters, mobile phone cases, mugs, tote bags, travel tags (U.K., Ireland)	
	Hybrid Apparel	Apparel (boys') (U.S., Canada)	
	Just Funky	Automotive accessories, beverage containers, dishes, fleece blankets, home decor, tableware (U.S., Canada)	
	Underboss/Undergirl Productions	Leggings, robes, sleepwear, underwear (U.S., Canada)	
Head	REBO wall Ltd.	Tennis practice walls (Worldwide)	HEAD Sport GmbH
Hello Kitty	Lazy Oaf	Accessories, dresses, fashion apparel, hoodies, jackets, jeans (U.K.)	Sanrio GmbH
I Like Birds	BrownTrout Publishers	Calendars (U.K.)	JELC Ltd.
In the Night Garden	Golden Bear Toys	Plush, toys (infants') (U.K.)	DHX Brands
Kimberly Wyatt	Zakti Activewear	Activewear (women's), apparel (girls'), jackets, leggings (U.K.)	Three60brands
King Koil	Camas Lamas, S.A. De C.V.	Mattresses (Mexico)	King Koil
KISS	EuroGraphics	Puzzles (North America)	Epic Rights
	EuroGraphics	Puzzles (North America)	
	Hallmark Cards	Mini plush (North America)	
	Rocket Fizz	Carbonated beverages (Worldwide)	
Krispy Kreme Doughnuts	Branded Clothing Intl. (BCI)	Nightwear (women's) (U.K.)	Metrostar Media Ltd.
	Gibsons	Puzzles (U.K.)	
	H&A (Hall & Associates)	Beauty supplies (U.K.)	
	Kimm & Miller	Food gift collections (U.K.)	
Kylie Minogue	Specsavers Optical Group	Eyewear (U.K.)	Global Merchandising Services
Lacoste	Supreme	Co-branded apparel, jackets, jumpers, polo shirts, shorts (U.S., U.K., France, Japan)	Lacoste
Laura Ashley	British Ceramic Tile*	Tiles (U.S., Canada)	Laura Ashley
London Underground	Gibsons	Card games (U.K.)	Transport for London
Love is...	Zoobe Message Entertainment GmbH	Mobile apps (Worldwide)	Minikim Holland B.V.
Marmite	Kinnerton Confectionery	Easter eggs (U.K.)	Unilever U.K.
Men's Health	Fiddes Payne	Grains, spices (U.K.)	Rodale
	Hearst Fujingaho Co.	Magazines (digital) (Japan)	
Miraculous: Tales of Ladybug & Cat Noir	Gemma Intl.*	Gift packaging, greeting cards, partyware (U.K.)	Zag America, Bulldog Licensing
MoonPie	Covee	Beanies, caps (North America)	Lisa Marks Associates (LMA)
	Desperate Enterprises	Signs (North America)	
	Lionel Trains	Model train cars (North America)	
	M2 Machines/Castline	Die-cast vehicles (North America)	
	Trau & Loevner Imprinted Apparel*	T-shirts (North America)	
Zynga	Social casino games (North America)		
Mr. Men & Little Miss	London Undercover	Accessories (men's), hats, pocket squares, ties, umbrellas (U.K.)	Sanrio GmbH
My Little Pony	TOMY Europe	Mats (U.K.)	Hasbro

*Extension or renewal.

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Licensing News *Continued from page 13*

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Nella the Princess Knight	Vivid Imaginations	Master toy (Worldwide excl. U.S.)	Nickelodeon & Viacom Consumer Products (NVCP)
Next Step (The)	Caprice Australia	Apparel (girls'), leggings, leotards, pajamas, sweaters (Australia)	Boat Rocker Media, Haven
Paddington Bear	YOTTOY Productions*	Toys (infants') (U.S., Canada)	StudioCanal
Parental Advisory	Branded Clothing Intl. (BCI)	Apparel (children's), nightwear (U.K.)	CPLG (Copyright Promotions Licensing Group)
	Misirlı U.K. Ltd.	Hosiery, socks (U.K.)	
	Trademark Products Ltd.	Apparel, bags, dresses, hoodies, leggings, sweatshirts, tops (U.K.)	
Paw Patrol	TOMY Europe	Mats (U.K.)	Nickelodeon & Viacom Consumer Products (NVCP)
Perry Ellis	Optimo Group Ltd.	Watches (Greater China, Japan, Korea, India, ASEAN)	Perry Ellis Intl./PEI Licensing
PEZ Candy	Brush Buddies div. Ashtel Studios	Powered toothbrushes (North America)	Lisa Marks Associates (LMA)
	M2 Machines/Castline	Die-cast vehicles (North America)	
	Signorelli	Apparel (girls', junior's, women's), leggings, sweatshirts, t-shirts (North America)	
	Super Impulse USA div. Topcat Worldwide	Key chains, novelties (North America)	
	TAA Apparel	Boxers, sleepwear (North America)	
	Watchitude	Watches (North America)	
	Wilton Brands	Candy, cookie-making kits, gingerbread decorating kits, gingerbread houses (North America)	
Pink Panther	Jolina Dallas Sports Couture	Fashion apparel, jackets, knitwear, pants, sweatshirts, t-shirts (Germany, Austria)	CPLG Germany (Copyright Promotions Licensing Group)
Playboy	Joyrich*	Apparel, bathrobes, caps, mugs, pins, socks, stickers, tote bags (U.S., Japan, South Korea, Taiwan, Hong Kong)	Playboy Enterprises
	NIGHT : SHIFT	Bedding (U.S., Canada)	
	Supreme*	Apparel, casualwear (U.S., U.K., France, Japan)	
Poison	American Classics	Sweatshirts, t-shirts (U.S., Canada)	Epic Rights
Pot Noodle	Kinnerton Confectionery	Easter eggs (U.K.)	Unilever U.K.
Power Rangers	Krispy Kreme Doughnuts	Doughnuts (U.S., Canada)	Lionsgate
Powerpuff Girls (The)	Bioworld Merchandising Europe	Apparel (women's), jumpers, leggings, sweatshirts, t-shirts (U.K.)	Cartoon Network Enterprises EMEA
	H&A (Hall & Associates)	Cosmetics (U.K.)	
	Imagine8 U.K. Ltd.	Hair accessories, jewelry (U.K.)	
	Trademark Collections	Bags (children's) (U.K.)	
Pringles	High Resolution Design Ltd. (HRD)	Cushions (Europe)	Pink Key Consulting
	Maped Helix/Helix Trading Ltd.	Pencil cases (Europe)	
Rafaella	Roffe Accessories	Cold weather accessories, cover-ups (adults'), handbags, hats, scarves, small leather goods (U.S., Canada)	Perry Ellis Intl./PEI Licensing
Rambo	Cotton Division	Apparel (France)	Creative Licensing Corp.
Royal Horticultural Society	Gourmet Candy Co.	Chocolate, confectionery (U.K.)	Royal Horticultural Society/RHS Enterprises Ltd.
Rubik's Cube	Fabric Flavours	Apparel (boys') (U.K.)	SmileyWorld
Simpsons (The)	State Bicycle Co.	Apparel, bicycles (Worldwide)	20th Century Fox Consumer Products
Star Wars	Maped Helix/Helix Trading Ltd.	Pencil cases, pencils, rulers, school stationery (U.K., Ireland)	Disney Consumer Products
Terminator	Licensing Essentials*	Apparel (Australia)	Creative Licensing Corp.
Tetris	Marketing Licensed Products (MLP)	Daywear, nightwear (France)	Home Made Licensing
Warheads	Ghost Lifestyle	Dietary supplements, nutritional products (Worldwide, retailing in U.S., Canada, Mexico, U.K., Australia, South Korea)	Lisa Marks Associates (LMA)
We're Going on a Bear Hunt	Channel 4 Gaming/All 4 Games	Mobile game apps (U.K.)	Walker Books U.K.
	Cooneen	Apparel (U.K.)	
	Paul Dennicci Ltd.	Apparel (U.K.)	
	Portico Designs	Stationery (U.K.)	
Women's Health	Hearst Fujingaho Co.	Magazines (digital) (Japan)	Rodale
Yo-Kai Watch	Hasbro*	Collectibles, master toy, toys (Worldwide)	Viz Media Europe S.A.R.L.
YooHoo & Friends	Panini America	Photo cards, stickers, trading cards (Worldwide)	Mondo TV S.p.a.
ZZ Top	Midnight Rider	Knit jersey tops, t-shirts (Worldwide)	Epic Rights

*Extension or renewal.



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contacts & connections *Continued from page 17*

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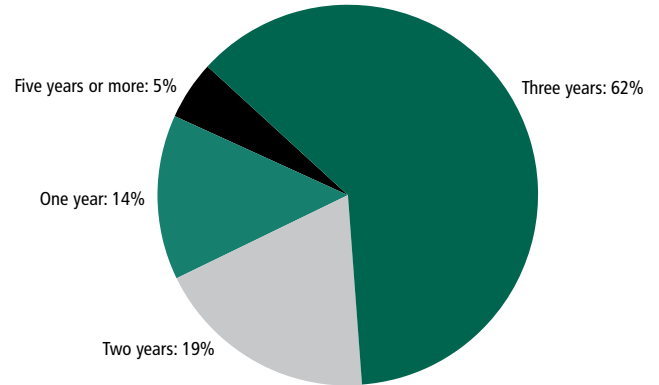
BUSINESS

Contract Lengths Steadier Than Ever At 3 Years

Respondents to *TLL's Annual Licensing Business Survey* report extreme stability in the length of the average licensing contract. Over 89% of licensing executives report that their contract lengths are flat from last year, with those experiencing lengthened or shorter contracts evenly split (5%). This number is up from last year, when more than four-fifths (88%) of respondents said that their contract lengths were flat from 2014.

Most contracts were for three years (62%), followed by two years (19%), one year (14%), and five years or longer (5%). The trend continues from last year, where most respondents (56%) reported average contract lengths of three years. Contract lengths vary by the type of property (entertainment properties tend to have shorter term lengths than corporate brands) and product category (in the same way, deals for publishing tends to outlast those for toys).

AVERAGE LENGTH OF NEW LICENSING AGREEMENTS, IN YEARS, U.S. & CANADA, 2016



SOURCE: THE LICENSING LETTER

BUSINESS

Mergers & Acquisitions

The **LEGO** Group reports its highest revenue in its 85-year history; up 5.5% from 2015 to reach DKK 37.9 billion (\$5.5 billion). Growth was primarily driven by the performance of core themes including LEGO City, LEGO Ninjago, LEGO Friends, LEGO Technic, and LEGO Creator, with licensed offerings such as Star Wars a significant portion of the 335 new lines LEGO released in 2016. **Jakks Pacific** sells \$1.93 million worth of shares (or 3,660,891 shares) to Hong Kong **Meisheng** Culture Co. Ltd. The move will see the toyco expanding further into the Chinese market with two jointly owned ventures; Meisheng will distribute Jakks products in China; and new animation content will be developed by Jakks and Meisheng.

Silver Buffalo, a New York City-based housewares and home décor company, acquires the Snackeez brand and all its intellectual property assets from Ideavillage for an undisclosed amount. Silver Buffalo plans to expand the kid's brand into new categories

The London-based **Pentland Group** acquires the **Sea-Vee's** footwear brand.

The **Coachella** Music Festival sues **Urban Outfitters** for trademark infringement after the apparel retailer sold "Coachella" branded apparel and used Coachella as a keyword trigger in online advertising, as well as in display URLs. Coachella currently has its own range of branded goods and services (including apparel) as well as licensing agreements with H&M (for jewelry and apparel) and Pandora AS (jewelry).

Saks owner **Hudson's Bay** is rumored to be in talks to buy out **Neiman Marcus** (without taking on its almost \$5 billion in debt). Hudson's Bay was previously considering acquiring Macy's.

Privet Capital acquires **Vivid Toy Group** in a deal calculated to accelerate the toy firm's growth; namely, increasing its collectibles output while driving the success of some of the market's leading licenses. Vivid's revenue is over £80 million, or \$99 million.

Canada Goose goes public with an IPO offering of 20 million shares, raising CA\$340 million (\$255 million) in capital. The company is valued at approximately \$2 billion.

Disney buys **MakieLab**, a London-based startup that sells 3D printed custom dolls.

MCM Comic Con owner, **MCM Central**, takes a major stake in children's consumer show, **Kidtropolis**.

Walmart's Jet.com acquires online women's fashion retailer **ModCloth** for approximately \$50-75 million. ModCloth continues to operate as a standalone retailer and brand.

PVH Corp. buys **True&Co.**, a direct-to-consumer intimate apparel ecommerce retailer. True&Co uses a proprietary fit quiz to recommend bras and other intimates.

Amer Sports Corp. acquires **Armada**, an American ski brand with annual net sales of \$10 million, for approximately \$4.1 million.

PUBLISHING

Soft Book Sales as the World Celebrates Reading

To mark the 20th anniversary of Read Across America (or World Book Day in the rest of the world), children around the world dressed up as their favorite publishing-based characters. The holiday is also known as Dr. Seuss Day in honor of American writer Theodore Seuss Geisel, whose birthday falls on March 2.

To celebrate, The Roald Dahl Literary Estate launched Roald Dahl’s Imaginormous Challenge across the U.S. The challenge stars Willy Wonka and offers five children the chance to become lucky Golden Ticket winners. Penguin Random House also debuted an added-value version of George’s Marvellous Medicine and a new George’s Marvellous Experiments book in time for World Book Day.

TLL estimates that retail sales of publishing-based properties reached \$4.51 billion in 2015 in the U.S./Canada, with \$49 million coming straight from traditional books. In contrast to the product category’s laconic growth, worldwide sales of licensed publishing merchandise grew 2.1% in 2015 to reach \$8.60 billion in licensed retail sales. Comic books and graphic novels as a product category have enjoyed greater growth (in comparison to books) because of the increasingly interdependent and complementary relationship between comics and movies and TV, especially for top entertainment/character properties.

But publishers are catching up, and are expanding their current licensed offerings across more formats, holidays, and properties. Licensed offerings tend to sell better than those that aren’t, and retailers are dedicating more space to them than ever before.

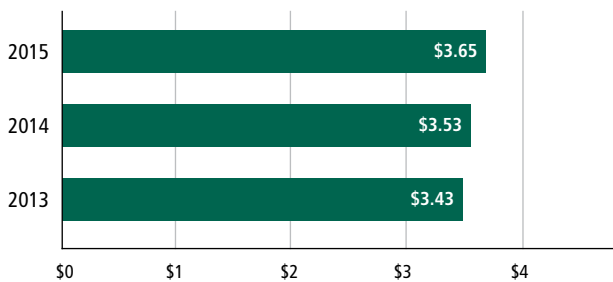
The celebrations arrived as Barnes & Noble revealed falling Q3 results thanks to a disappointing holiday season. Comparable store sales were down 8.3% (to \$70.3 million from \$80.3 million last year), and retailer predicts that they will fall another 7% for the fiscal year ending April 30. B&N is developing new store formats and expanding into categories such as educational toys and games.

RETAIL SALES OF LICENSED MERCHANDISE, BASED ON PUBLISHING PROPERTIES, U.S & CANADA, 2013–2015
Dollars in Billions



SOURCE: THE LICENSING LETTER

RETAIL SALES OF LICENSED PUBLISHING PRODUCTS, U.S & CANADA, 2013–2015
Dollars in Billions



SOURCE: THE LICENSING LETTER

Diversity Trending

Scholastic’s biannual report on reading trends reveals that diversity is a hot topic among American kids and their parents. When asked what diversity means to them, 73% of parents say it relates to “people and experiences different than those of my child,” while 68% say “various cultures, customs, or religions,” and 51% say it relates to “differently-abled people.”

African-American families are more likely to include people of color in their definitions, at 62%. On the other hand, kids are seeking out stories that portray characters that are “differently-abled” (13%), “culturally or ethnically diverse” (11%) and “who break stereotypes” (11%).

The top 10 books or series that parents are reading aloud to their kids include Goodnight Moon, Dr. Seuss, Diary of a Wimpy Kid, and Harry Potter. Kids ages 6–8 say their favorites include series Diary of a Wimpy Kid, Magic Tree House, and Junie B. Jones. Tweens, meanwhile, had similar answers, with Diary of a Wimpy Kid coming in first, followed by Harry Potter and Goosebumps. For kids ages 12–14, all of those titles were joined by the Dork Diaries and Percy Jackson series.

THEME PARKS

Paramount, Disney & Masha Expand Attractions

Paramount is bringing a \$4.3 billion (£3.5 billion) theme park to Dartford, Kent by 2022. The London Paramount “U.K. version of Disneyland” will feature more than 50 attractions, including rides and a 2,000-seat theatre. As well as Paramount properties, the park will boast licensed attractions from BBC Worldwide (possibly including Doctor Who) and Aardman Animations (Shaun the Sheep).

Disney’s Animal Kingdom in Florida will open its new Avatar-themed land, Discovery River into Pandora, in May. The experience transfers visitors across the Alpha-Centauri solar system, where they will explore floating mountains

and bioluminescent rainforests. Windtraders, the on-site store, will offer fans a range of Na’vi cultural items, toys, science kits, and more.

Italy’s Leolandia theme park expands its Masha and the Bear area for the 2017 season with new features and attractions.

Sanrio Entertainment partners with virtual reality authoring, publishing and analysis company InstaVR in a content production deal that will add VR experiences to Puroland, Sanrio’s official Hello Kitty theme park in Tama, Japan.

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
Six Flags Over Texas	Six Flags	Texas, U.S.	Justice League
Six Flags Over Georgia	Six Flags	Georgia, U.S.	Justice League
Six Flags New England	Six Flags	Massachusetts, U.S.	Justice League
Six Flags Great America	Six Flags	Illinois, 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
Untitled Paramount park	Paramount	Kent, U.K.	Paramount, BBC Worldwide, Aardman Animations
Leolandia	Minitalia Leolandia	Capriate San Gervasio, Italy	Masha and the Bear

SOURCE: THE LICENSING LETTER

TECHNOLOGY

Google, YT & Microsoft MVPs Among Tech Brands

The title of the world's most powerful tech brand goes to Google for the first time in six years, according to Brand Finance, which ranks brands based on its own index. The previous No. 1 spot was occupied by Apple, but the brand valuation firm firmly degraded the giant's worth by \$38.7 billion as optimism around Apple's ability to innovate and sustain revenue growth wane. Overall, however, tech brands enjoyed a brand value growth rate of 26%, against a figure of 20% across all sectors.

The most powerful tech brands of 2017, according to Brand Finance, are:

1. Google
2. YouTube
3. Microsoft
4. Samsung Electronics
5. Tencent
6. Apple
7. Facebook
8. Intel
9. WeChat
10. HIK Vision

Apple's steep devaluation doesn't mean that the tech brand is dead, however. It still occupies the No. 2 spot based on dollar brand value, at \$107 billion (shrinking 27%). That's just a \$2 billion difference from Google's valuation, at an estimated \$109 billion (24%).

Chinese tech brands are performing particularly well this year. Alibaba's brand value nearly doubled (94%) to \$34.8 billion. Key to the company's growth are its inroads into the domestic Chinese market, particularly rural communities. Most recently, Alibaba partnered with Mattel to develop, market, and sell playthings specifically designed for Chinese consumers.

Tencent (up 136%) and WeChat (103%) are Chinese social media brands that also enjoyed steep growth despite being largely confined to their domestic Chinese market. WeChat in particular offers a more extensive range of services than any comparable brand, from mobile payments to video games and text messaging to video sharing. As a result, it is far more embedded in the daily life of its average user, even replacing work emails for many Chinese.

In contrast, Snapchat was valued at only \$1.7 billion even as the company gears up for an IPO that it itself values somewhere between \$19.5 billion and \$22 billion. And Twitter's brand value fell 39% to \$2.5 billion after rapid slowdowns in user growth. Facebook bucked the trend, growing 82%. And while YouTube was No. 21 in Brand Finance's ranking by sheer dollar value (at \$12 billion), the

company was behind only Google in its most "powerful" brands listing.

Notable growth was also observed from Nintendo (up 73% to \$4.7 billion) and Nokia (62%, \$4.9 billion), both of which can expect to bank on their brand equity with strong profits from licensing deals this year.

Although it doesn't make the most powerful brands list, Amazon.com enjoyed the largest dollar growth in brand value (up \$36 billion, or 53%). The retailer was followed by Facebook (\$28 billion, 82%), Google (\$21 billion, 24%), and Alibaba (\$17 billion, 94%).

TOP 10 TECH BRANDS BY BRAND VALUE, WORLDWIDE

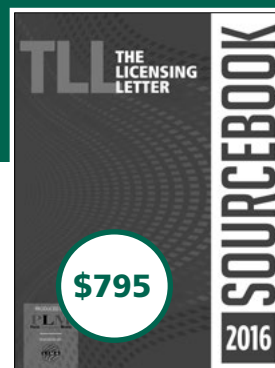
RANK, 2017	RANK, 2016	BRAND	BRAND VALUE IN MILLIONS, 2017	GROWTH, 2016-2017
1	2	Google	\$109,470	24%
2	1	Apple	\$107,141	-27%
3	4	Amazon.com	\$106,396	53%
4	5	Microsoft	\$76,265	13%
5	6	Facebook	\$61,998	82%
6	3	Samsung Electronics	\$51,416	12%
7	7	IBM	\$36,112	14%
8	12	Alibaba	\$34,859	94%
9	9	Oracle	\$25,878	17%
10	10	Huawei	\$25,230	28%

Data Source: Brand Finance.

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EXPERIENTIAL

Experiential Roundup

NASA, in partnership with the **20th Century Fox** film *Hidden Figures*, launches an educational virtual tour for students that shows the careers of seven women in the fields of science, technology, engineering, and math (STEM). Available on **Google's** free Expeditions app and viewed using Google Cardboard, the tour includes a 3D-virtual look at a 100,000-square-foot aircraft hangar, simulated Martian landscape, a space flight operations facility, and more. The release of the tour follows a 2016 Space Act Agreement between NASA and Google to improve education and public engagement. More tours will follow, including of the International Space Station, and one of NASA's Juno Mission to Jupiter. This release follows **Lego's** partnership with the space agency to release a Women of NASA set.

Disney has partnered with London's Leicester Square Odeon cinema for an exclusive *Beauty and the Beast* Concert Experience to mark the film's worldwide release on March 17–19th. The exclusive pre-show live performance will feature musicians from the Disney Concert Orchestra (plus singers and chorus) and behind-the-scenes footage from the film production.

In May, **Disney** Fantasy cruise ships will feature new experiences such as the Marvel Super Hero Academy and Star Wars Command Post. New stores are the Sweet on You ice cream shop (themed after the Mickey Mouse cartoon shorts) and the luxury brand **Tiffany & Co.**

Madame Tussauds opens an experience inspired by **Legendary Entertainment's** *Kong: Skull Island* in London. It boasts a waxwork of Tom Hiddleston who plays Captain James Conrad and an animatronic 18-foot tall ape head.

Margaritaville and Minto Communities join forces to develop active retirement communities throughout the U.S. The first location, Latitude Margaritaville in Daytona Beach, Florida, will aim to reflect the brand's "no worries" attitude and will offer an immersive experience including walkable neighborhoods; a fitness center with an aerobic studio, indoor lap pool, spa and group fitness classes; indoor and outdoor dining with Margaritaville food and beverage concepts; arts and learning programs; and a resort pool area with beach entry.

Who's News

Illumination Entertainment taps former Jim Henson Co. President **Peter Schube** as COO, replacing **Natalie Fischer**. Also hired are **Scott Brook**, as EVP Digital Strategy & Innovation and Latifa Ouaou, as Executive Producer.

John Louie is Warner Bros. Consumer Products' new SVP Intl., responsible for Asia-Pacific, Latin America, and Canada across all categories of business. WBCP also names **Julian Montoya** SVP Global Toys. Meanwhile, Warner Bros. Digital Networks Group promotes **Jay Levine** to EVP.

eOne bolsters its Latin American team with **Bruna Sawada**, now Regional Territory Manager for Brazil.

Ben Pyne, Disney's longtime head of TV distribution, is stepping down after a 25-year run. Disney expects to name a successor by the time Ben leaves in late summer.

Marie-Cécile Girard-Jones joins CBS Consumer Products as Director Licensing, where she will oversee the apparel, accessories, housewares/home, food and beverage, gift and social expression, and collectibles categories.

DHX Brands appoints **Candy Ho** as Business Development Director Asia. Candy will oversee the re-launch of "Teletubbies" in China and expand the company's portfolio in China, Korea, Southeast Asia, and Australia.

DHX Media's Wildbrain appoints **Will Mahmood** to the newly created position of Head Strategy.

Brad Grey steps down as Chairman & CEO of Paramount Pictures. Brad will stay on as he and **Bob Bakish** (President & CEO of Viacom) work with Paramount's leadership team until a replacement is found.

Nickelodeon promotes **Shelly Sumpter Gilyard** to EVP Talent, Music & Events to oversee casting and branding.

Turner promotes **Valerie Meraz** to SVP Content Acquisitions & Strategy for its entertainment networks. Valerie will negotiate deals for movies and off-network television series on behalf of TBS, TNT, truTV, Adult Swim, TCM, and Film-Struck as well as film acquisitions for Cartoon Network and Boomerang.

Li & Fung Ltd. hires **Stavros Garger** as Senior Design Director Home for the global supply chain managing company. Garger brings with him his "Destinations" brand; the bedding collection launches this month.

Kaiken Entertainment enlists **Laura Nevanlinna** as Head Franchise & Portfolio Development, **Ulla Junell** as Head Animation & President Kaiken Canada, and **Joona Rissanen** as Creative Director. **Steve Pegram** and **Tommy Korpinen** join Kaiken's advisory board.

CAA-GBG names **Sandra Kang** to serve as MD of its Brand Studio division.

National Geographic appoints **Juan Gutierrez** as SVP Consumer Products & Live Events and **Cynthia Rapp** to SVP Creative.

Shelly Bond joins IDW Publishing as Senior Editor Special Projects to head a new imprint, Black Crown, for creator-owned comics.

Jennifer Leczkowski is promoted to Director Miniature Editions & Licensing at Running Press.

BWI Merchandising (Bioworld Intl.) welcomes **Richard Radford** as Head Licensing.

Little, Brown promotes **Bill Robinson** to Director Brand Development and **Sabrina Benun** to Senior Marketing Manager.

Elizabeth Zeigler is promoted to CEO of Graham-Pelton Consulting.

Victorinox Swiss Army appoints **Hilary Hartley** as President North America.

Pottery Barn restructures its leadership team. **Marta Benson** is named President of Williams Sonoma Inc.'s Pottery Barn brand, after **Sandra Stangl** resigns on March 31. **Jennifer Kellor** is President Pottery Barn Kids & PBteen. **Jeff Howie** is EVP & Chief Administrative Officer of the Pottery Barn brands

Continued on page 24

Who's News, Cont'd

Laurent Taieb joins Sagoo's entertainment division.

Excell Marketing boosts its team with the appointment of **Timothy J. Nolan** as president of the Bulls-i-Toy Division.

At LEGO Group, **Marina Edwards** takes over the role of VP & GM U.K./Ireland from **Fiona Wright**.

Dollar General's EVP & Chief Merchandising Officer, **Jim Thorpe**, is set to retire and the retailer is conducting a search for his successor.

As part of its plans to launch a subscription video service, Vimeo hires **Alana Mayo** as VP & Head Original Development, **Kesila Childers** as Director Content Development, and **Kelly Miller** as Director Content Acquisitions.

Michael Green, Co-founder of The Collective, steps down from his role as Studio71's chairman as the digital media company adds eight new creative partners to its network.

Bruce Morris joins Progressive Business Media as VP/Group Publisher Gift & Decorative Accessories, HFN & Home, and Textiles Today brands.

DC Entertainment snags **Rosalind Morehead** as Manager Consumer Marketing.

Under Armour hires **Clay Dean** as Chief Innovation Officer.

CMON expands its in-house artistic team with the hiring of **Adrian Smith** as Lead Artist and **Stefan Kopinski** as Senior Artist.

Wolverin adds **John Estes** as VP Global Sales and **Andy Shripka** as VP Marketing.

RYU Apparel appoints **Brett Pawson** as SVP Retail & Operations.

Naz Amarchi-Cuevas is now a board member at Star Stable Entertainment AB.

After Hong Kong Meisheng Culture Co. Ltd. buys out shares of Jakks Pacific, its executive director and chairman of the board, **Xiaoqiang Zhao**, will join as a member of Jakks' board of directors.

David Hoppe joins Gen Con as President, taking over the top management role in May. David replaces **Adrian Swartout**, who will retire. The two will work together for the next four months, until Gen Con 50 in August.

Louis Vuitton taps Lanessa Elrod as its new President of the Americas zone. She succeeds **Anthony Ledru**, who relocates to Paris to become EVP Commercial Activities.

Generation Media promotes **Ellie Start** to Associate Director and **Michaela Williams** to Senior Account Manager.

Danilo's Licensing Director, **Trevor Jones**, steps down as Dan Grant steps up. Trevor will continue working with the Light Fund charity and some consultancy work.

Magformers strengthens its U.K. team with **Jill MacNeill**, Sales Executive Ireland; **Patricia Hartshorn**, Office Manager U.K.; and **Jill Paget**, Company Accountant.

Osmo hires **Blake Hennon** as VP Distribution. The AR and AI company recently received US\$24 million in funding from Mattel, Houghton Mifflin Harcourt, Collab+Sesame, and Shea Ventures.

AwesomenessTV Co-founder & CEO, **Brian Robbins**, steps down. President **Brett Bouttier** continues to lead, and is currently seeking a new creative partner. NBCUniversal acquired the studio for \$3.8 billion last April.

Vevo names **Will Jackson** SVP Strategy & Operations.

PowerStation Studios boosts its team with **Tim Lester**, now Senior Creative Manager, and **James Osborn** on the sales and account management team.

MI PR Global adds **Ruth Leonard** as Marketing Director.

Evine promotes **Lee Goehring** to VP Web Merchandising & Business Development.

DKL Marketing names **Michael Sermanni** as the company's new agent for Scotland.

Darrell Jones leaves his role as Marketing Director at Bandai U.K.

MakieLab CEO & Founder **Alice Taylor** is now Director StudioLab at Walt Disney Studios after the media giant bought out the start-up.

As Maker Studios integrates with parent company Disney, the digital studio cut 80 employees and support for over 55,000 YouTubers; leaving only 300 creators on its roster.

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