

TLL THE LICENSING LETTER

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At \$106.5 Billion, 2016 the Best Year Yet for Licensed Sales in the U.S./Canada

Retail sales of licensed merchandise reached \$106.5 billion in the U.S./Canada in 2016, growing 3.2% from 2015, according to *TLL's Annual Licensing Business Survey*. At last, the industry has surpassed the 2008 pre-recession high of \$104.5 billion.

This last year marks the sixth year of positive growth for the region; 2015's \$103.3 billion figure was only the second time retail sales passed the \$100 billion mark. Licensed sales also greatly outpaced GDP growth; in 2016, U.S. GDP grew by 1.6% and Canadian GDP by 1.2%.

But as the GDP figures hint, the 3.2% growth in licensed sales wasn't even across the board. Entertainment/character, sports,

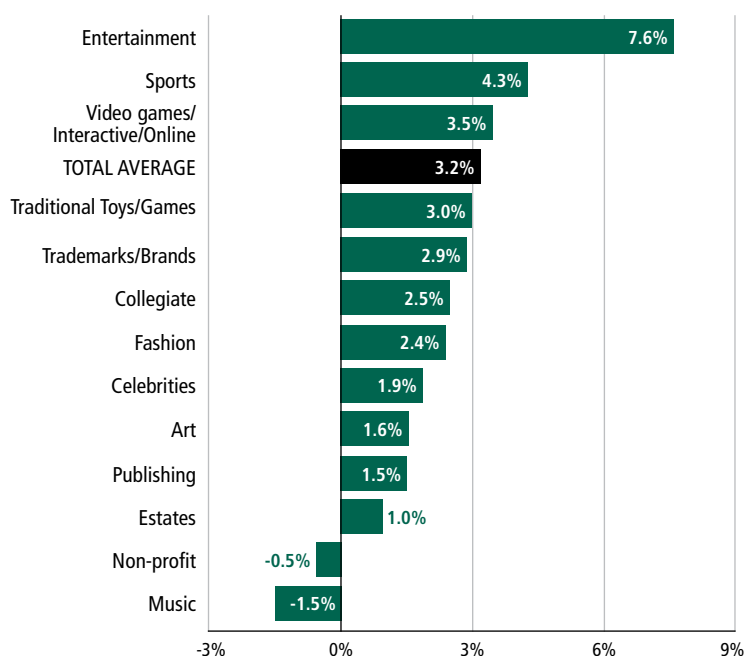
and trademarks/brands (in particular, food/beverage) were the biggest drivers, while most other property types lagged behind. Yet, bucking the trend of previous years, most categories outperformed U.S. GDP, with only four (publishing, estates, non-profits, and music) faring worse. Perhaps most telling, there were no big losers—music brands, as the worst performing category, sank just 1.5% in 2016.

Despite low spending power, consumers were willing to buy licensed products with a “value-added” proposition. Pop culture brands dominated 2016, moving into more categories with a greater breadth of (low and high) price points.

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RATE OF GROWTH OF RETAIL SALES OF LICENSED MERCHANDISE, BY PROPERTY TYPE, U.S./CANADA, 2015–2016



Entertainment Drives Licensing Once Again

Entertainment/character brand-based licensing grew 7.6% to \$12.8 billion in retail sales in 2016, once again capturing the highest growth rate of any property type. The property type now counts for 12.0% of all licensing activity in the U.S./Canada. And once again, Disney was a major driver of growth with the continued success of powerhouses like Star Wars and Marvel. But 2016 also saw Universal's Minions take the stage as a real contender to the House of Mickey's dominion.

Entertainment has firmly broken out of its shell, going beyond toys and into nearly every product category imaginable. And as mass-market retailers continue to play it safe, it is becoming

SOURCE: THE LICENSING LETTER

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➡ Licensing Ledger

The **Toy Industry Association** is changing its name, logo, offices, and mission to “align with the way the toy industry is changing and shifting.” As part of its expanding presence on the world stage, the newly-dubbed **Toy Association** is expanding its core services and embarking on new ventures:

- ▶ **Play Fair**, a large-scale kid and family business-to-consumer event;
- ▶ **ShopToys365.com**, a first-of-its-kind business-to-business digital marketplace for toy retailers and suppliers; and
- ▶ **The Genius of Play**, a consumer-focused initiative which encourages families to make time for play by educating them about play’s critical role in healthy childhood development.

As well as a new Manhattan headquarters and Washington, DC advocacy office the Association is relaunching its digital presence with a new mobile-first website. The Association currently produces the North American Intl. Toy Fair and Fall Toy Preview; advocates on behalf of members around the world; sustains the Canadian Toy Association; acts as secretariat for the Intl. Council of Toy Industries and Intl. Toy Industry CEO Roundtable; and chairs the committee that reviews and revises America’s ASTM F963 toy safety standard.

National Geographic expands its location-based and retail partnerships. **iP2Entertainment** will develop a series of indoor, interactive family exploration centers worldwide, with the first location opening this summer in Changzhou, China. **SPE Partners** will open the immersive holographic 3D attraction “ENOUNTER: Ocean Odyssey” this Fall in Times Square, New York. **The Nature (Company)** expands its 24 National Geographic branded flagship stores and retail spaces throughout South Korea with more than 40 stores scheduled to open by 2018.

Twentieth Century Fox Consumer Products, Journeys in Film, and the USC Rossier School of Education team up to create educational programs for high school students based on the movie *Hidden Figures*. The lesson plans cover social studies, math, and science classes.

For the first time, **Minecraft** will allow independent third-party developers to sell their original creations (adventure maps, texture packs, and mini-games). Creators

will receive over 50% of revenues, with app stores taking a requisite 30% cut. This news follows competitor Roblox closing \$92 million in funding and launching a new payout structure giving developers the opportunity to earn up to \$1.6 million per year.

After buying back her underperforming Em makeup brand from **L’Oreal**, YouTube personality **Michelle Phan** is relaunching the brand April 17 in a cheaper, more piecemeal format.

According to a report from JP Morgan analysts, **Amazon** is planning to spend \$4.5 billion on video in 2017. This is compared to Netflix’s estimated \$6 million budget, and will be 2.25 times HBO’s estimated spend on programming.

Alibaba Pictures had a net loss of \$139 million in 2016 thanks to heavy marketing costs for Tao Piao Piao, its mobile ticketing business. Overall, however, revenue soared 243% to \$131.2 million, up from \$38.3 million last year. Nearly 80% of all movie tickets sold in China are purchased through online platforms.

Goldman Sachs adds **Disney** stock to its Americas conviction buy list, claiming that the studio will report back-to-back record earnings in the next two years. One analyst pointed to the recent *Beauty and the Beast* film as well as 4 Marvel films, 2 Star Wars film, and 3 animated films to hit theaters in 2018 as key drivers for consumer products. See TLL’s list of upcoming films with licensing potential through 2023 online.

The entertainment giant launches *Star Wars Forces of Destiny*, an initiative spanning animated shorts (2–3 minutes) to be supported by global product extensions—including a line of toys from **Hasbro** with new ‘Adventure Figures’, a fusion between traditional dolls and action figures.

FX television series, *American Horror Story*, returns to **Universal Studios** theme park’s Halloween Horror Nights with a new haunted house maze. The attraction will run for 34 nights from Sept. 15–Nov. 4.

U.K. toy retailer **Hamleys** partners with **Merlin Entertainments** to give customers free entry to any of the Alton Towers Resort, Chessington World of Adventure Resort, or LEGOLAND parks with any purchase made in-store. Those who spend over £50 (\$62) will get kids a free stay at the Alton Towers Resort Hotel.

MG Retailer reports that the average cannabis dispensary generates 2–3% of total revenue from sales of accessories and merchandise. The hottest items? **Bob Marley’s** licensed lines of smoking accessories—even where the Marley Natural cannabis line isn’t yet available—which include trays, cases, grinders, pipes, wallets, key chains, and candles. Analysts believe that dispensaries could make up to 20% of their revenue from accessories.



Executive Editor

Karina Masolova
karina@plainlanguagemedia.com

Managing Editor

Barbara Manning Grimm
barb@plainlanguagemedia.com

Data & Digital Coordinator

Susan Adams
susan@plainlanguagemedia.com

Layout & Graphic Designer

David van der Gulik

Business Development

Randy Cochran
randy@plainlanguagemedia.com

Business Development Manager

Jennifer Frost
jen@plainlanguagemedia.com

Marketing Director

Michael Sherman
michaels@plainlanguagemedia.com

Customer Service

customerservice@
plainlanguagemedia.com

General Manager

Jim Pearmain

CEO

Mark Ziebarth

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Plain Language Media, LLC, 15 Shaw Street, New London, CT, 06320; Phone: 888-729-2315; Fax: 855-649-1623

2016 the Best Year Yet

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increasingly more difficult for any brand outside top, A-list superstars, to get shelf space. This coming year sees the biggest concentration of big-budget films to sport licensing programs—just in April alone, retailers are stocking up for *Smurfs: The Lost Village* and *Furious 8*. But an important thing to note is that these properties are franchises with strong histories and potential; newer or lesser-known players are struggling to capture attention on the same scale. Unlike the last two years, however, it's becoming a little easier to wiggle into the gaps that Star Wars and other A-list properties are leaving behind—especially online.

Another trend emerging from entertainment is the growing popularity of adult TV shows and properties that air on non-traditional sources, such as online streaming (Netflix) and social media (YouTube).

Sports Scores an Impressive Goal

For the third year in a row, sports is the second-strongest property type with 4.3% growth in 2016, up to \$15.4 billion in licensed retail sales. Collegiate is also enjoying strong traction at 2.5% growth, reaching \$3.5 billion in sales.

The major American sports leagues, such as the NFL, NBA, and up-and-comer MLS (which enjoys double-digit growth), enjoyed an impressive year as their retail strategies in developing physical locations, ecommerce partners, and event-based merchandising continued to pay off. In particular, the growing popularity of soccer means that European and Latin American teams, in addition to MLS, are seeing a rise in retail sales domestically.

Video Games Makes Decisive Comeback

The category with the biggest (relative) jump in retail sales was video games/interactive/online at 3.5% growth, thanks to the growing success of video game titles like Halo, Pokémon, and Minecraft, and emoji, which have taken popular culture by storm. The category recorded a 4.0% drop in 2014 (thanks to Angry Birds), and rebounded with 2.0% growth in 2015.

Performance of Other Property Types

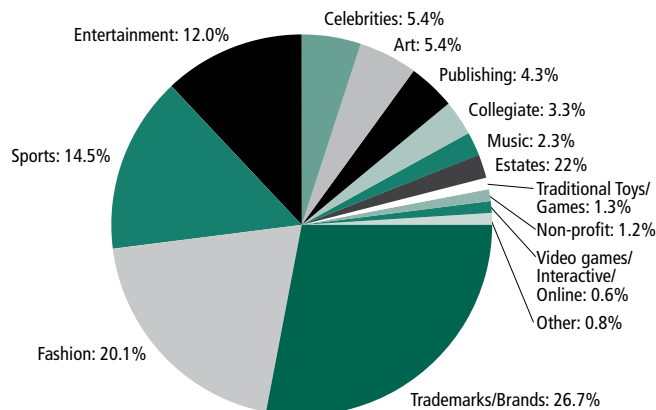
Trademarks/brands generated a whopping \$28.4 billion in retail sales, or 26.8% of the licensing business. Overall, trademarks grew 2.9% with the biggest earners in food/beverage (up 4.3% to \$7.9 billion); hardware, appliance, and tool (4.0% to \$2.9 billion), and electronics/technology (4.0% to \$3.4 billion). The property type enjoys another year of dramatic growth after increasing sales 3.0% in 2015 and 2.0% in 2014. Much of the growth from hardware and electronics stems from companies moving production out of house, in addition to greatly expanding or launching licensing programs.

RETAIL SALES OF LICENSED MERCHANDISE, BY PROPERTY TYPE, U.S./CANADA, 2015–2016 (FIGURES IN MILLIONS)				
PROPERTY TYPE	RETAIL SALES, 2016	RETAIL SALES, 2015	CHANGE, 2015-2016	SHARE OF MARKET, 2016
Art	\$5,753	\$5,665	1.6%	5.4%
<i>Art and Artists</i>	\$4,289	\$4,226	1.5%	4.0%
<i>Museums</i>	\$1,464	\$1,438	1.8%	1.4%
Celebrities	\$5,789	\$5,682	1.9%	5.4%
<i>Entertainers/Models</i>	\$2,619	\$2,585	1.3%	2.5%
<i>Chefs/Home-Related</i>	\$2,147	\$2,126	1.0%	2.0%
<i>Digital/Other</i>	\$1,023	\$971	5.4%	1.0%
Collegiate	\$3,508	\$3,422	2.5%	3.3%
Entertainment	\$12,781	\$11,878	7.6%	12.0%
Estates	\$2,294	\$2,271	1.0%	2.2%
Fashion	\$21,449	\$20,942	2.4%	20.1%
<i>Apparel</i>	\$18,204	\$17,795	2.3%	17.1%
<i>Footwear</i>	\$2,557	\$2,480	3.1%	2.4%
<i>Home</i>	\$688	\$668	3.0%	0.6%
Music	\$2,413	\$2,450	-1.5%	2.3%
Non-profit	\$1,245	\$1,251	-0.5%	1.2%
Publishing	\$4,574	\$4,505	1.5%	4.3%
<i>Books</i>	\$485	\$487	-0.5%	0.5%
<i>Newspapers/Magazines</i>	\$2,818	\$2,763	2.0%	2.6%
<i>Comic Books/Strips</i>	\$1,271	\$1,255	1.3%	1.2%
Sports	\$15,422	\$14,786	4.3%	14.5%
Trademarks/Brands	\$28,445	\$27,645	2.9%	26.7%
<i>Automotive/Motor Vehicle</i>	\$4,230	\$4,139	2.2%	4.0%
<i>Food/Beverage</i>	\$7,922	\$7,595	4.3%	7.4%
<i>Restaurants</i>	\$4,685	\$4,625	1.3%	4.4%
<i>Sporting Goods</i>	\$1,331	\$1,324	0.5%	1.2%
<i>Hardware, Appliance and Tool</i>	\$2,933	\$2,820	4.0%	2.8%
<i>Home-related</i>	\$395	\$387	2.1%	0.4%
<i>Electronics/Technology</i>	\$3,363	\$3,234	4.0%	3.2%
<i>Electronic Media</i>	\$225	\$221	2.0%	0.2%
<i>Other</i>	\$3,360	\$3,301	1.8%	3.2%
Traditional Toys/Games	\$1,426	\$1,384	3.0%	1.3%
Video games/Interactive/Online	\$607	\$586	3.5%	0.6%
Other	\$833	\$809	3.0%	0.8%
TOTAL	\$106,538	\$103,276	3.2%	100.0%

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

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SHARE OF RETAIL SALES OF LICENSED MERCHANDISE, BY PROPERTY TYPE, U.S./CANADA, 2016



SOURCE: THE LICENSING LETTER

At 3.0%, growth of traditional toys/games was slightly up from 2.5% in 2015. While the mega-success of entertainment/character properties stole sales last year, *Survey* respondents are pointing to brands like My Little Pony, Barbie, and collectibles brands like Shopkins as key reasons for the jump.

Fashion-based licensing grew just 2.4% to reach \$21.4 billion in retail sales. Part of the reason for the dip in growth (the category expanded by 3.1% in 2015) is the trend of fashion licensors bringing back manufacturing in-house in an attempt to seize greater control of their brand.

Celebrities dipped in growth to 1.9%, reaching \$5.8 billion in licensed retail sales. Although the smallest slice of the pie at just \$1.0 billion (the first time it's hit the landmark), digital celebrities is the fastest growing subcategory at 5.4%. In contrast to the dynamic digital property type, entertainers/models, the largest at \$2.6 billion, grew at a more modest 1.3% clip. One respondent pointed at the decline of entertainers in home products in particular as a reason for the decline. In the same way, chef/home celebrity properties are plateauing following 2015's 1.1% growth with an equally lackluster 1.0% in 2016.

Art is chugging along with 1.6% growth in 2016, reaching almost \$5.8 billion in sales. Compared to 2015's 2.1% growth, however, the category is slowing down across the board. But some *Survey* respondents pointed to pockets of growth, such as non-profit licensing, and other categories with traditionally lower price points.

Publishing grew 1.5% to \$4.6 billion in 2016 after relatively flat year in 2015 with 1.0% growth. Books recovered slightly from a 2.5% decline in 2015 to just 0.5% decline, while newspapers/magazines (2.0% growth in 2016 versus 1.8% in 2015) and comic books/strips (1.3% versus 0.7%) rebound with increased growth. While the biggest competition for publishing brands remains (as for all)

entertainment, licensors are differentiating their brands and moving into new product categories.

Music fared the worst in 2016, down 1.5% to \$2.4 billion in sales. Pop culture brands (entertainment, and now video games) continue to erode the sector as new acts fail to deliver strong results. Classic evergreen properties such as rock brands, however, continue to fare well.

Toys, Food & Apparel Lead Growth on Product Side

On the product category side of the \$106.5 billion equation of 2016 licensed retail sales in the U.S./Canada, only three categories outperformed the average sector growth of 3.2%—toys/games (7.0%), food/beverages (6.0%), and apparel (5.8%). While most categories, including the top three, are down in growth from last year, overall upticks across the board indicate that the industry is slightly more stable than last year.

One important trend to note among product categories is the greater expansion of brands amongst low price points. Even as consumers are eager to shop at mass and discount retailers in search of a good deal, they are increasingly willing to buy products that appear to have a higher value proposition—i.e., branded goods that promise higher quality or some add-on value. These options can span QR codes with added digital content for an entertainment or video game brand, the assurance of knowing they're buying "higher value" fashion apparel with a limited-time or capsule-type marketing initiative, or just a feel-good aura that comes with supporting a favorite cause.

Another trend that can be said to apply broadly is "health and wellness," with some small exceptions for "feel good" products that might not necessarily uphold the broader trend. For example, toys and games are dominated by STEAM and other educational values. But as the popularity of collectibles and blind bags can attest, seemingly "frivolous" products provide nice spots of joy at low price points. While sales of candy are down and healthy foods are on the rise, they're not totally gone as manufacturers look at smaller packaging. In fact, sales of brand-based candy licensed products are up.

For the third year in a row, toys/games is out on top in the race for most growth in licensed retail sales. The category is down from an unprecedented 8.1% growth in 2015, but at 7.0% growth last year, retail sales surpassed \$8.0 billion in 2016. The brightest ray of sunshine in the greater toys/games category has been collectibles and blind packs (which also provided a boost to gifts/novelty). It is important to note that although growth has been staggering, blind backs still make up only a fraction of overall toys/games sales (estimates range between 5-10%). Increased interest in traditional toys and games, on the other hand, have softened the growth rate of licensed sales in toys/games.

Over the last five or so years, growth in toys/games has been closely tied to the growth in the entertainment/character property type. Their fates are less closely intertwined

this year, thanks to greater entertainment-branded involvement in other product categories, such as apparel. But the biggest driver behind the growth of toys/games generally remains top-shelf licensed properties such as Star Wars, Pokémon, *Trolls*, superhero tie-ins to films like *Batman v. Superman*, and *Finding Dory*.

Retail sales of licensed food/beverage products were up for the seventh year in a row by 6.0% to reach \$11 billion in retail sales, thanks in part to a healthy retail environment. Shelf opportunities are ever-expanding as non-traditional food retailers like drugstores and gas stations reposition themselves and those who already stock food aggressively add space. Ecommerce is also a way for the category to grow, especially as delivery options expand for perishables. The biggest money-making trend in food/beverages overall are products that tote non-GMO, natural, organic, etc. labels—which can often substantiate their higher price by the “feel good” feeling consumers get for making “good life choices.”

Apparel is up by 5.8% for almost \$21 billion in licensed retail sales in the U.S./Canada in 2016. Fashion and sports brands are still some of the biggest branded drivers, with other property types looking at fashion as a quick growth

driver. One notable area of growth was music-branded goods, but only in vintage rock & roll and to a lesser extent, rap. Nostalgia and vintage were large drivers of growth with licensed products for adults, while children’s wear tended to focus on newer properties. The biggest trends in apparel for 2016 were streetwear and athleisure, which remained strong from 2015.

Other Product Categories

Accessories remained stable at 1.8% growth in 2016, reaching an overall \$15 billion in retail sales in 2016 in the U.S./Canada.

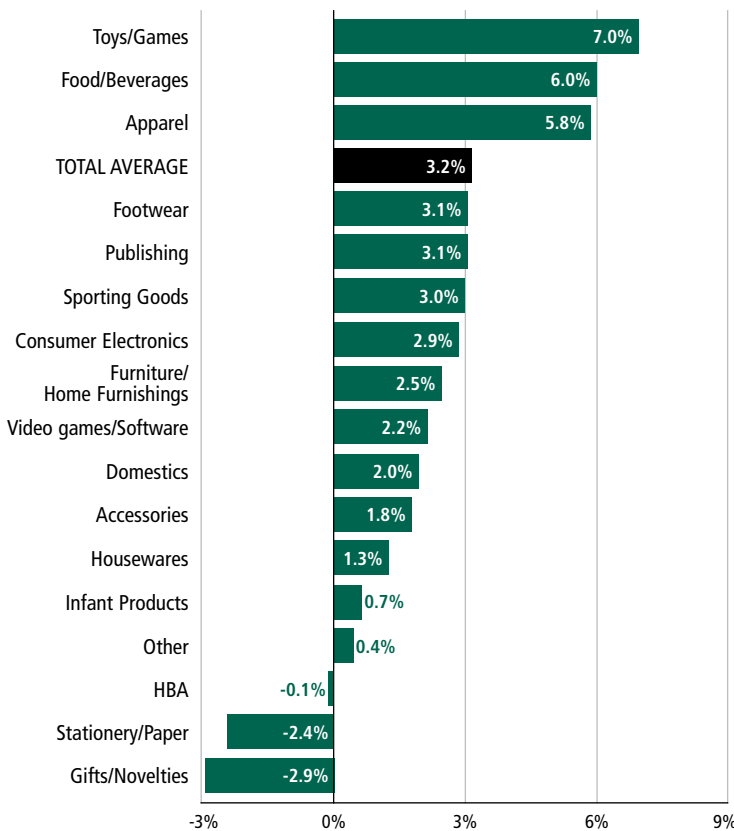
- ▶ Eyewear grew 3.4%, a rate which TLL expects to decrease as more fashion houses bring licensing in-house. But eyewear manufacturers are optimistic about licensed growth in the future, even as they lose deals valued at multi-billion dollars—they’ll just get licenses from other, new sources.
- ▶ Handbags, backpacks, and messenger bags declined 1.0%. While part of this decline is attributable to the overall trend of fashion houses taking their programs back in-house, bright spots include niche markets such as entertainment licensing for TV shows.
- ▶ Headwear continues to perform well at 2.5% growth thanks to the overall streetwear trend and sports licensing for caps.
- ▶ Hosiery was up 2.5% as fashionistas continue to search for more pop culture designs in leggings, stockings, and socks.
- ▶ Jewelry and watches surprisingly went up 2.2%, largely thanks to strong sales of mid-ranged jewelry.
- ▶ Luggage and travel accessories went up 1.1%. Compared to the world, sales are sluggish—but as travel and airport sales increase, North Americans are also eager to spend on their luggage.
- ▶ Scarves and ties went down another 1.0%, but the decrease was less than 2015 in part thanks to a revived increase in men’s formal accessories.

Consumer electronics was up 2.9% as the sector grows to make ever-more products electronically connected. Licensing in kid’s electronic accessories, such as earphones and new categories like electronic thermometers, was up. And corporate brands are making headway into small kitchen and home appliances as well.

Home-related licensing was up overall, as consumers spend on home renovation and decorating.

- ▶ Domestics were up 2.0%, largely in part because of corporate/trademarks and designer brands.
- ▶ Housewares were up 1.3%.
- ▶ Furniture and home furnishings was up 2.5% as manufacturers and retailers tapped more fashion and surface designers for innovative ideas.

RATE OF GROWTH OF RETAIL SALES OF LICENSED MERCHANDISE, BY PROPERTY TYPE, U.S./CANADA, 2015–2016



SOURCE: THE LICENSING LETTER

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- ▶ Hardware and paint was up 3.4% thanks to corporate/trademarks, celebrities, and fashion brands.
- ▶ Gardening was up 1.3%.

Footwear was up 3.1%—this is the one space fashion licensors have not been vocal about pulling out of, and licensing for streetwear options like sneakers is up.

Health and beauty (HBA) licensing was down -0.1% overall to reach over \$7.7 billion in retail sales.

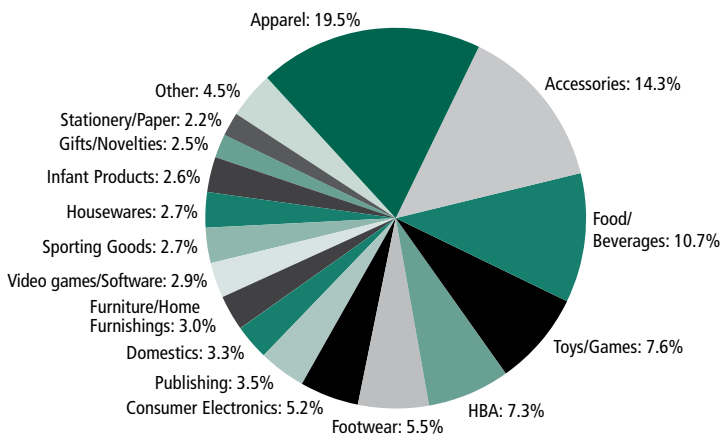
- ▶ Fragrance continued to trend downward (-1.5%) as celebrity and fashion brand licensing takes a step back in favor of non-licensed options.
- ▶ Hair accessories were down -0.7%.
- ▶ Cosmetics, nail polish, makeup, and other HBA products were up 1.6% as fashion, celebrity, and entertainment brands continue to make headway in the category.

Publishing grew 3.1% to reach almost \$3.8 billion in licensed retail sales as bookstores sought out licensed offerings to pad coffers in an otherwise difficult retail year.

Gifts/novelties was down 2.9% in 2016 at \$2.6 billion in retail sales. The category has slightly recovered from its -4.0% dip in 2015, but sales of products meant solely as gifts have not recovered. The bright spot were low price-point collectibles (that weren't classified as toys) and other pop culture novelties.

Stationery/paper was the other biggest loser of 2016, with sales down 2.4% to almost \$2.4 billion in retail sales. Although there are bright spots in certain niche markets where interest in traditional greetings has revived, the category is unlikely to recover to its previous highs as digital options take prominence.

SHARE OF RETAIL SALES OF LICENSED MERCHANDISE, BY PROPERTY TYPE, U.S./CANADA, 2016



SOURCE: THE LICENSING LETTER

RETAIL SALES OF LICENSED MERCHANDISE, BY PRODUCT CATEGORY, U.S./CANADA, 2015–2016 (FIGURES IN MILLIONS)

PRODUCT CATEGORY	RETAIL SALES, 2016	RETAIL SALES, 2015	CHANGE, 2015–2016	SHARE OF MARKET, 2016
Accessories	\$15,185	\$14,913	1.8%	14.3%
Eyewear	\$4,909	\$4,748	3.4%	4.6%
Handbags, Backpacks, Messenger Bags	\$2,030	\$2,050	-1.0%	1.9%
Headwear	\$1,412	\$1,378	2.5%	1.3%
Hosiery	\$592	\$578	2.4%	0.6%
Jewelry and Watches	\$3,571	\$3,494	2.2%	3.4%
Luggage and Travel Accessories	\$1,463	\$1,447	1.1%	1.4%
Scarves and Ties	\$152	\$154	-1.0%	0.1%
Other	\$1,055	\$1,066	-1.0%	1.0%
Apparel	\$20,764	\$19,626	5.8%	19.5%
Consumer Electronics	\$5,572	\$5,415	2.9%	5.2%
Domestics	\$3,550	\$3,480	2.0%	3.3%
Food/Beverages	\$11,430	\$10,783	6.0%	10.7%
Footwear	\$5,848	\$5,672	3.1%	5.5%
Furniture/Home Furnishings	\$3,189	\$3,111	2.5%	3.0%
Gifts/Novelties	\$2,614	\$2,692	-2.9%	2.5%
HBA	\$7,760	\$7,767	-0.1%	7.3%
Fragrance	\$3,942	\$4,002	-1.5%	3.7%
Hair Accessories	\$262	\$264	-0.7%	0.2%
Cosmetics/Nail Polish/Other	\$3,556	\$3,500	1.6%	3.3%
Housewares	\$2,906	\$2,869	1.3%	2.7%
Infant Products	\$2,722	\$2,703	0.7%	2.6%
Publishing	\$3,761	\$3,648	3.1%	3.5%
Sporting Goods	\$2,911	\$2,826	3.0%	2.7%
Stationery/Paper	\$2,387	\$2,446	-2.4%	2.2%
Toys/Games	\$8,057	\$7,530	7.0%	7.6%
Video games/Software	\$3,069	\$3,003	2.2%	2.9%
Other	\$4,813	\$4,792	0.4%	4.5%
Hardware and Paint	\$333	\$322	3.4%	0.3%
Gardening	\$229	\$226	1.3%	0.2%
Pet Products	\$443	\$421	5.2%	0.4%
Funerary	\$9	\$9	-1.0%	0.0%
Automotive Accessories	\$396	\$384	3.0%	0.4%
Boats and Vehicles	\$524	\$521	0.5%	0.5%
Other	\$2,880	\$2,909	-1.0%	2.7%
TOTAL	\$106,538	\$103,276	3.2%	100.0%

Note: Numbers may not add up due to rounding.

SOURCE: THE LICENSING LETTER

Licensing News

Properties Available Or Recently Assigned, U.S.

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
Audrey Jeanne Roberts	Artist and product designer mixes elegant designs and touching sentiments. Variety of artwork ranging from contemporary to seaside.	Bath, greeting cards, home & garden decor, kitchen accessories, stationery, totes	Marty Segelbaum, MHS Licensing + Consulting
Brio Baby	100+ year-old Swedish toy brand endeared for its high quality, interactive play value, design, and innovation.	Apparel (infants'), baby care, infant textiles, juvenile products, nursery products	Jonathan Breiter, Public Group
EmojiOne	Over 2,500 eclectic icons reach millions of users on a daily basis.	All	Steven Heller, Brand Liaison (The)
Filippo Berio	One of the leading olive oil brands in the world, celebrating 150 years.	Healthy food	Frances Alvarez, Beanstalk
Gina Linn Wilder	Artist's bold work ranges from hand-painted imagery to distinctive graphic designs that feature a variety of popular themes and current market trends.	All	Marty Segelbaum, MHS Licensing + Consulting
Jon Taffer	Celebrity, entrepreneur, and award-winning hospitality expert best known for his TV show, Bar Rescue.	All, barware, mixers, publishing, spirits, tabletop items	Steven Heller, Brand Liaison (The)
LaurDIY	YouTube lifestyle vlogger Lauren Riihimaki specializes in DIY crafting—from fashion and accessories to beauty and home decor. Targets older teen girls.	Back-to-school, crafting projects, fashion, home decor	Laurie Smith, Brand Liaison (The)
Pat Gamby	Artist who draws inspiration from her Ohio dairy farm, using egg tempera in her paints creating nostalgic scenes of rural life and animals.	Bed & bath products, greeting cards, home & garden decor, kitchen textiles, melamine, stationery	Marty Segelbaum, MHS Licensing + Consulting
Richard Simmons	American fitness icon of more than three decades ago known for his eccentric workout videos.	All	Michael Catalano, Prominent Brand + Talent
Stanley Home Products	60+ year-old American house-to-house personal care and cleaning product brand.	Brushes, cleaning products, floor finishes, personal care, publishing	Alex Meisel, Alex Meisel & Co.
Tropicana	One of the leading producers and marketers of branded fruit juices for nearly 70 years.	All	Ross Misher, Brand Central
Ugly Christmas Sweater	Collection of ugly Christmas sweater art and designs have been a hot trend the past few holiday seasons.	All	Steven Heller, Brand Liaison (The)
University of Richmond	American college that provides a collaborative learning and research environment; the only school with a spider mascot.	All	Brian White, Collegiate Licensing Co. (CLC)

Licenses Recently Granted, U.S.

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
AERIN	Williams-Sonoma	Home decor	AERIN
Angry Birds	Bentex Group	Swimwear (children's)	Rovio Entertainment
	Checks in the Mail	Checkbook covers, checks	
	ES Originals	Footwear (children's)	
	Fabric Traditions	Crafting fabric	
	Gamer Shoes	Sneakers	
	Toy Factory	Amusement plush	
	Ziegenfelder	Ice pops	
Apartment Therapy	Cloth & Co.	Fabric, furniture	Apartment Therapy
Beat Bugs	Accessory Innovations	Cold weather accessories, headwear	Centa IP
	Baby Boom div. Betesh Group	Accessories, bedding (infants', toddlers')	
	Bentex Group	Apparel (children's), sportswear (children's), swimwear (children's)	
	Global Brands Group	Sleepwear (children's)	
	Global Design Concepts	Backpacks, bags	
Beauty and the Beast (2017 film)	Thermos	Beverage containers, food jars	Disney Consumer Products
	S.L. Home Fashions	Dinnerware, serveware, table linens	
Betty Boop	Freeze*	Apparel	King Features Syndicate
	Richard Leeds Intl.*	Loungewear, sleepwear	
Buck Wear	Conimar	Coasters	MHS Licensing + Consulting
Crayola	Nestlé U.S.A.	Water bottles	Crayola
Crossy Roads	Moose Toys	Backpack hangers, figures, plush	Disney Consumer Products
Currier & Ives Foundation (The)	International Greetings U.S.A.	Boxed note cards, gift bags, gift tags	Arabella Enterprises
	McSteven's	Gift sets, hot chocolate mixes	
DC Comics	Her Universe	Jackets, leggings, sports bras, t-shirts, vests	Warner Bros. Consumer Products
Dirty Dancing	Sola Look	Makeup	Lionsgate

*Extension or renewal.

Continued on page 8

Licensing News *Continued from page 7*

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Discovery Adventures	Academy Sports + Outdoors	Outdoor tents, sleeping bags, travel & outdoor accessories	Discovery Global Enterprises
ED by Ellen DeGeneres	Jo-Ann Fabric & Craft*	Fabric	ED by Ellen DeGeneres/BCL-ED Newco
	Waterford Wedgwood Royal Doulton U.S.*	Tableware	
ELLE Decor	Surya	Area rugs, pillows, throws	Lagardere Active Enterprises America
Flashdance	Sola Look	Makeup	Paramount Pictures
Ford	Flag & Anthem	Accessories, apparel	Global Icons
Ghost in the Shell	Cool Mini Or Not (CMON)	Board games	Paramount Pictures
	Funko	Vinyl figures	
	Insight Editions	Publishing	
	McFarlane Toys	Figures	
	Mondo	Enamel pins, posters	
	Ripple Junction	Accessories, apparel	
Goodyear	Hawke & Co.	Jackets	WME/IMG Worldwide Licensing
Harry Potter	Yuengling's Ice Cream Corp.	Ice cream	Warner Bros. Consumer Products
Hautman Brothers	Conimar	Coasters	MHS Licensing + Consulting
Healthy Living	Diversified Foods Inc. (DFI)	Shelf stable drinks	Global Icons
Justice League	Delta Children's Products	Furniture (children's)	Warner Bros. Consumer Products
Kathy Ireland	Buffalo Works	Art	Kathy Ireland Worldwide (kiWW)
Kendra Dandy	Vans	Footwear	Jewel Branding & Licensing
Looney Tunes	Converse	Footwear	Warner Bros. Consumer Products
Mickey Mantle	Panini America	Trading cards	Mantle I.P. Holdings
MLB	Honest Co. (The)	Diapers	Major League Baseball (MLB)
Moomins (The)	Chinti and Parker	Sweaters, t-shirts	Caroline Mickler
National Geographic	Manfrotto div. VitecGroup Italia Spa	Bags, camera bags & cases	National Geographic Partners
Num Noms	Idea Nuova Global	Furniture, home decor	MGA Entertainment
	Intimo	Accessories, apparel	
Peanuts	Dark Hall Mansion	Prints	Peanuts Worldwide div. Iconix Brand Group
	UNIQLO	Plush toys, shoes, t-shirts, tote bags	
Peppa Pig	Delta Children's Products	Beds, chairs, furniture (children's), storage, tables	Entertainment One (eOne) U.K.
Pirates of the Caribbean	LORAC Cosmetics	Makeup	Disney Consumer Products
PJ Masks	Delta Children's Products	Beds, chairs, furniture (children's), storage, tables	Entertainment One (eOne) U.K.
Rainbow Fish (The)	Kid Tees by Stephen Joseph	Bags (children's), headbands, socks, stainless steel drinkware, t-shirts (children's)	RJM Licensing
	Shade Critters	Sun protective swimwear	
Ralph Lauren	Safavieh	Carpets, rugs	Ralph Lauren Media Group
Ranger Rick	Teacher Created Resources	Educational materials	National Wildlife Federation
Rapala	Fencepost Productions	Apparel (men's)	Wildflower Group (The)
Ro Collection (The) by Rosanna Pansino	Wilton Brands	Bakeware, cookware	Rosanna Pansino
RumChata	Avenues Classics	Cakes	Perpetual Licensing
Say Yes to the Prom	Macy's	Dresses, jewelry	Discovery Global Enterprises
Smiley	Daydreamer LA	Tops & t-shirts (women's)	SmileyWorld
Smurfs: The Lost Village	Rubie's Costume	Costumes	Sony Pictures Consumer Products
Sophie la Girafe	Waddle & Friends	Baby socks	DeLiSo S.A.S.
SpacePOP	Paper Punk	Craft kits	Genius Brands Intl.
Star Trek	GameCo	Video game gambling machines	CBS Consumer Products
	Quantum Mechanix	Figures	
Star Wars	IDW Publishing	Comic books	Disney Consumer Products
Turnowsky	Lifetime Brands	Table & giftware	Brand Liaison (The)
We Happy Few	Gold Label	Print-on-demand soft goods	Striker Entertainment
	McFarlane Toys	Action figures, construction toys	
	Spencer's/Spirit Halloween	Costumes, makeup, props	
Wiz Khalifa	Metamoki	Video games	Warner Music Group
Wonder Woman	Bioworld Merchandising	Accessories, apparel	Warner Bros. Consumer Products
	Funko	Collectible figures	
	Hallmark Cards	Gift items, greeting cards	

*Extension or renewal.

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Licensing News *Continued from page 8*

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Wonder Woman	Her Universe	Activewear	Warner Bros. Consumer Products
	Icon Heroes	Replicas	
	Jada Toys	Collectible figures	
	JAKKS Pacific	Collectible figures	
	LEGO Systems	Construction block sets	
	Madame Alexander Doll Co.	Dolls	
	Rubie's Costume	Costumes	
	Sideshow Collectibles	Statues	
	Tonner Doll	Fashion dolls	

International Properties Available or Recently Assigned

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
Beat Bugs	Animated series follows the adventures of five funny, charming, and childlike bugs.	All (Worldwide)	Geoff Rosenhain, Centa IP
BMW	Automotive brand licensed in apparel, collectibles, video games, and fashion accessories. Focused on North America, Europe, South Korea, Japan, and the Middle East.	All incl. accessories, apparel, co-branded products, experiential stores (Worldwide)	Jay Asher, Brandgenuity
Hatchimals	One of the hottest toys of the holiday season aims to bring consumers deeper into the universe of Hatchimals and some of its species.	All (U.K., France, Germany, Benelux, Italy, Iberia, Central & Eastern Europe, Nordics)	Steve Manners, CPLG U.K. (Copyright Promotions Licensing Group)
Kikkoman	International food and drink company known for its soy sauce, food seasonings, and other cooking ingredients.	All (North America)	Michelle Minieri, Bradford Licensing
Laika	Animation studio's films include Kubo and the Two Strings, The BoxTrolls, ParaNorman, and Coraline. Currently enjoys amusement sales at Universal Studios Hollywood.	All (Worldwide)	Russell Binder, Striker Entertainment
National Day Calendar	Known for taking "unofficial days" throughout the year—such as chocolate, coffee, pizza and beer days—and spotlighting them through sponsorships and merchandising.	All (Worldwide)	Ani Khachian, C3 Entertainment
NFL	Sports brand has been raising its profile with regular season games outside the U.S.; the Super Bowl is now watched in over 180 countries and nearly 25 languages.	All incl. accessories, apparel, beverages, food, home decor (Europe, Asia)	Bruno Maglione, WME/IMG Worldwide Licensing
Old Farmer's Almanac	Celebrating 225 years of publication, the oldest annual periodical in North America. Over 3 million copies printed per year available in over 50,000 retail locations.	All (U.S., Canada)	Joel Barnett, Brentwood Licensing
Old Farmer's Almanac for Kids	Children's version of the Old Farmer's Almanac helps kids learn about weather, gardening, farming, astronomy, history, and nature.		
Origanimals	Preschool series follows four origami animals who form a wildlife rescue team.	All (Mexico, Central America, Caribbean Islands, Chile)	Jaime Hofman, Exim Licensing (Mexico)
Professor Layton	Newest game in the series launches on mobile and Nintendo 3DS with a new puzzle format. Over 16.0 million units sold worldwide.	All (Worldwide)	Yukari Hayakawa, LEVEL-5 Abby
Purple Ronnie	U.K. social expression brand delivers observational humor with a fun, quirky, and slightly irreverent touch. Over \$124 million in U.K. sales with books and greeting cards.	All (Japan)	Yuji Masuda, Landmark Co.
Swan Princess (The)	Animated musical fantasy films based on the ballet "Swan Lake" follow the love story and adventures of the Swan Princess and Prince Derek.	All (Worldwide)	Sondra Contino, Lawless Entertainment
Tough Mudder	Active lifestyle and endurance events brand with 10–15,000 participants per event. Over 2.5 million people worldwide participants to date.	All (North America)	Ryan Boyle, Learfield Licensing Partners
Vera	Art brand from Vera Newman features cheerful designs, bright florals, bold geometrics, and travel-inspired motifs.	All (Worldwide)	Carole Postal, Spotlight Licensing & Brand Management
We Happy Few	Video game set in a drug-fueled, retro-futuristic 1960's British city challenges players to blend in, survive, and escape.	All (Worldwide)	Russell Binder, Striker Entertainment

International Licenses Recently Granted

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Angry Birds	Pea&Promoplast S.r.l.	Promotional plush (Worldwide)	Maurizio Distefano Licensing (MD Licensing)
Ascot	Christy/Welspun U.K.	Bathrobes, napkins, picnic blankets, seat cushions, towels (U.K.)	WME/IMG Worldwide Licensing
	Christy's Hats/Christy & Co. Ltd.	Hats (U.K.)	
	Links of London	Accessories, charms, hat pins (U.K.)	
	Milly Green Designs	Biscuits, food gift collections, fudge, tea, tea sets (U.K.)	
	Oliver Brown	Formal attire, pocket squares, ties, top hats, waistcoats (U.K.)	

*Extension or renewal.

Continued on page 10

Licensing News *Continued from page 9*

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Beat Bugs	Cardinal Industries	Puzzles (U.S., Canada)	Centa IP
	Cortina Leomil	Footwear (U.S., Canada, Puerto Rico, U.K.)	
	Danawares	Garden products, puzzles, tabletop items (Canada)	
	DGL Group	3D puzzles, banks, novelty lighting, remote-controlled vehicles (U.S., Canada, U.K.)	
	Franco Manufacturing	Bath items, beach accessories, bedding (children's), home accents (U.S., Canada)	
	GBG Socks dba Planet Sox: Global Brands Group	Slippers, socks (U.S., Canada)	
	HarperCollins Publishers	Master publishing (Worldwide)	
	Innovative Designs	Stationery (U.S., Canada)	
	MZ Berger & Co.	Clocks, watches (U.S., Canada)	
	Northwest Co. (The)	Home textiles (U.S., Canada)	
	PTX Performance Products U.S.A.	Backyard toys, swim gear, wheeled toys (U.S., Canada)	
	Sakar Intl.	Accessories, apparel, karaoke machines (Worldwide)	
	Ultimate Source/Hijinx	Master toy (Worldwide)	
	Wonder Forge	Games (U.S., Canada)	
	X-Treme Worldwide	Apparel (children's) (U.S., Canada)	
Zak Designs	Dinnerware, drinkware, food storage (U.S., Canada)		
Beatles (The)	Titan Merchandise/Titan Entertainment	Vinyl figures (U.K.)	Apple Corps Ltd.
Beauty and the Beast (2017 film)	Tokyopop	Manga (North America)	Disney Consumer Products
Beetle Bailey	CARD.com*	Credit cards, debit cards (U.S., Canada)	King Features Syndicate
Betty Boop	Apparel Connection	Flip flops, loungewear, sleepwear, slippers (U.S., Canada)	
	Arrowhead Promotion & Fulfillment*	Game tickets (U.S., Canada, U.K., Australia, Philippines)	
	Duke Imports*	Bedding, blankets, comforters, throws (U.S., Canada, Caribbean)	
Bing	Aykroyd & Sons Ltd.	Nightwear (U.K.)	Acamar Films
Burberry	Coty	Fragrance (Worldwide)	Burberry
Candy Crush Saga	Moschino SpA	Backpacks, mobile phone cases, swimwear (Worldwide, online)	King
Care Bears	Hachette Children's Books*	Publishing (U.K.)	CPLG U.K. (Copyright Promotions Licensing Group)
	Paul Dennicci Ltd.*	Apparel (infants') (U.K.)	
Cat & Dog	Paper Rose	Greeting cards (North America, U.K., Australia)	Meiklejohn Graphics Licensing (MGL)
Chupa Chups	Greencore Group	Celebration cakes (U.K., Ireland)	Beanstalk (U.K.)
Collin Bogle	Cranston Print Works	Fabric (Worldwide)	MHS Licensing + Consulting
Disney Cars 3	Scentco	Scented pencils, scented stickers (U.S., Canada)	Disney Consumer Products
Doctor Who	Nerd Block	(U.S., Canada, U.K.)	BBC Worldwide
Dragon Ball Super	Blade Representaciones SL	Video game accessories (Spain, Portugal)	El Ocho Licencias y Promociones SI
	Comic Studio S.L.	Apparel (Spain, Portugal)	
	Giochi Preziosi	Back-to-school, stationery (Italy)	
	Panini Group S.p.A.	Sticker albums (Italy)	
	Preziosi Food s.r.l.	Cakes, chocolates, Easter eggs, snacks (Italy)	
Elena the Avalor	Panini Group U.K.	Magazines (U.K.)	Disney Consumer Products
Ford	Gentleman Drivers of America dba Goldvarg Collection	Scale model cars (Worldwide)	Global Icons
	W.R. Case & Sons Cutlery	Pocket knives (U.S., Canada, Mexico, U.K., France, Germany)	
Ghost in the Shell	Cotton Division	Apparel, novelties (France)	Paramount Pictures
	Nerd Block	Subscription service (U.S., Canada)	
	Pyramid Intl.	Key chains, pins, posters, wall art (Worldwide)	
	ThreeZero	Collectible figures (Worldwide)	
	Weta Workshop	Collectibles, figures (Worldwide)	
Grinch (The)	Brand International Group	Footwear, slippers (U.K.)	Rocket Licensing
	Branded Clothing Intl. (BCI)	Nightwear, underwear (U.K.)	
	Cooneen	Nightwear (children's), underwear (children's) (U.K.)	

*Extension or renewal.

Continued on page 11

Licensing News Continued from page 10

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY	
Grinch (The)	Dreamtex Ltd.	Home textiles (U.K.)	Rocket Licensing	
	Misirli U.K. Ltd.	Nightwear (children's), socks, underwear (children's) (U.K.)		
	Park Agencies	Knitwear, t-shirts (adults') (U.K.)		
	Smiffy's	Dress-up (U.K.)		
	Somberbond	Nightwear (adults'), underwear (U.K.)		
H. Hargrove	Castor Printing & Publishing House	Puzzles (Worldwide)	MHS Licensing + Consulting	
Historic Royal Palaces	Hobbs London	Apparel (women's) (U.K.)	Historic Royal Palaces Enterprises Ltd.	
Ironman	Winners Sports Nutrition Co. Pty Ltd.	Energy bars, energy drinks, energy gels (Australia)	Global Icons	
JCB	Specsavers Optical Group	Eyewear (childrens') (U.K., Ireland)	JCB Consumer Products	
Kingdom Force	Fisher-Price	Master toy (Worldwide)	Boat Rocker Media	
Mass Effect: Andromeda	GB Eye Ltd.	Badges, glassware, novelties, stationery, wall decor (Europe)	Bulldog Licensing	
	Imagine8 U.K. Ltd.	Gifts, stationery (Europe)		
	Insert Coin	Apparel (Europe)		
	Rubber Road Ltd.	Accessories, apparel (Europe)		
	Trademark Products Ltd.	Apparel (Europe)		
Milady	Farouk Systems	Hair products (Worldwide, exclusive)	Leveraged Marketing Corp. of America (LMCA)	
Miraculous: Tales of Ladybug & Cat Noir	arsEdition GmbH	Books (GAS)	Team! Licensing GmbH	
	Beauty & Care AG	Health & beauty products (GAS)		
	Carlsen Verlag GmbH/Nelson Verlag	Activity books (GAS)		
	IglooBooks	Publishing (U.K.)		Bulldog Licensing
	John GmbH	Sleeping bags, tents (GAS)		Team! Licensing GmbH
	Kokomo Ltd.	Dental aids, gift sets (U.K.)		Bulldog Licensing
	KTN Dr. Neuberger GmbH	Accessories, toy cosmetics (GAS)		Team! Licensing GmbH
	Nestler GmbH	Back-to-school (GAS)		
	Panini Verlags GmbH	Magazines (GAS)		
	PMS Intl.	Creative play products, stationery, toys (U.K.)		Bulldog Licensing
	Roy Lowe & Sons Ltd.	Socks (U.K.)		
	Rubie's Masquerade Co. U.K. Ltd.	Costumes (GAS)		Team! Licensing GmbH
	Santex Moden GmbH	Apparel (GAS)		
	SkyBrands GmbH	Bedding (GAS)		
Topps Europe Ltd.	Trading cards (GAS)			
Monopoly	Ubisoft	Video games (Worldwide)	Hasbro	
Moulin Rouge	Maison Leconte	Wallpaper (France)	Licensing Works!	
Mr. Men & Little Miss	Inside Out Toys/Jumini	Wooden toys (Worldwide)	Sanrio GmbH	
NFL	Rawlings Sporting Goods*	Coolers, footballs, grills, portable folding chairs, stadium seats, tailgating accessories (U.S., Canada)	NFL	
Nitro Circus	Fist Handwear	Gloves (Australia)	Nitro Circus	
Num Noms	Amscan Europe GmbH	Party goods (Europe, selected territories)	MGA Entertainment	
	Jelli Fish Kids/Kersheh Group (The)	Sleepwear (Canada)		
	Leese Enterprises	Confectionery (Canada)		
	Mad Engine	Accessories, apparel (Canada)		
	PhatMojo	Accessories (U.S., Puerto Rico)		
	Play by Play div. Famosa	Toys (Europe, Mexico)		
	PTX Performance Products U.S.A.	Sporting goods (U.S., Canada, Mexico)		
	Sakar Intl.	Electronics (U.S., U.K., France)		
	Topps Europe Ltd.	Sticker collections, stickers (U.K.)		
Oddbods	Ban Kee Trading Inc.	Toys (Philippines)	One Animation	
Oggy & the Cockroaches	Lansay France	Master toy (France)	Xilam Animation	
Original Penguin	Sector Apparel Group	Apparel (men's) (South Africa, Namibia, Botswana, Swaziland)	Perry Ellis Intl. Europe Ltd./PEI Licensing	

*Extension or renewal.

Continued on page 12

Licensing News *Continued from page 11*

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Paddington Bear	HarperCollins Publishers U.K.	Publishing (Worldwide)	StudioCanal
Pink Panther	Asvina	Snacks (U.K.)	CPLG U.K. (Copyright Promotions Licensing Group)
Play-Doh	Egmont (U.K.)	Magazines (U.K.)	Hasbro
Popeye	CARD.com* Moods of Norway Intl. (MoN)	Credit cards, debit cards (U.S., Canada) Apparel (U.S., Canada, Norway)	King Features Syndicate
Rabbids	Daydream Labs div. Google	VR games (U.S., Canada, U.K., Australia, Germany)	Ubisoft
Rapala	540Brands	Headwear, hooded sweatshirts, t-shirts (U.S., Canada)	Wildflower Group (The)
Red Star Over Russia	WeLoveCushions	Cushions (U.K.)	Tate
Roald Dahl	Lost My Name	Books (children's) (Worldwide)	Roald Dahl Literary Estate (The)
Robin Roderick	Beatrice Home Fashions	Bath accessories (U.S., Canada)	MHS Licensing + Consulting
Sailor Moon	Creer Beaute div. Bandai	Lipstick (Japan)	Toei Animation
Sazerac	East Coast Innovators dba ECI Furniture	Bar furniture (U.S., Canada)	Global Icons
Shopkins	Build-A-Bear Workshop	Plush, plush accessories (Worldwide)	Licensing Shop (The)
Smiley	Simba Dickie Group	Pencil toppers, pocket money toys (U.K.)	SmileyWorld
Terry Doughty	Castor Printing & Publishing House	Puzzles (Worldwide)	MHS Licensing + Consulting
Tip the Mouse	Balocco SpA Grabo Balloons Simba Smoby Toys U.K. div. Simba Dickie Group	Confectionery (Italy) Balloons (Italy) Master toy (Italy)	Maurizio Distefano Licensing (MD Licensing)
Tokidoki	Aurora World U.K.	Plush toys (U.K.)	Tokidoki
U.S. Polo Assn.	F J Benjamin Pte Ltd. Grand Billion Trading (Shanghai) Co., Ltd.	Apparel (South East Asia) Footwear (children's) (China, Hong Kong, Macau, Taiwan)	U.S. Polo Assn./USPA Global Licensing
U.S. Postal Service	Worldclass Collections	Collectibles (Worldwide)	Global Icons
Val Warner	Cranston Print Works	Fabric (Worldwide)	MHS Licensing + Consulting
Victoria & Albert Museum	Papier	Stationery (U.K.)	V&A (Victoria & Albert Museum)
Victoria Schultz	Carson Home Accents/Carson Industries	Ceramic coasters (U.S., Canada)	MHS Licensing + Consulting
Wissper	Simba Smoby Toys U.K. div. Simba Dickie Group	Master toy (U.K.)	Nickelodeon & Viacom Consumer Products (NVCP)
Wonder Woman	Mattel	Action figures, dolls, toy vehicles (Worldwide)	Warner Bros. Consumer Products
World of Beatrix Potter (The)	Royal Mint (The)*	Coins (U.K.)	Penguin Random House (U.K.)
Yoko	Bauer Toys Bizak, S.A.	Construction block sets, master toy (Russia) Action figures, construction block sets, master toy, plush (Spain)	Wizart

*Extension or renewal.

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contacts & connections

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

540Brands, Stephen Rapaport, President & Founder, 866-540-7540 x3340, steve@540brands.com, P. 12.

Academy Sports + Outdoors, Michelle Glocckler, EVP, Chief Merchandising Officer & President Academy Intl. Ltd., 281-646-5460, michelle.glocckler@academy.com, P. 8.

Accessory Innovations, Karyn Weiss, SVP Business Development & Licensing, 212-292-1238, kweiss@accessory-innovations.com, P. 7.

AERIN, Marco Marin, SVP Global Sales, 212-843-0443, mmarin@aerin.com, P. 7.

Alex Meisel & Co., Alex Meisel, President, 805-212-4907, alex@alexmeisel.com, P. 7.

Apartment Therapy, Maxwell Ryan, Founder, 212-274-0410, maxwell@apartmenttherapy.com, P. 7.

Apparel Connection, Albert Dweck, Manager, 212-564-5102, P. 10.

Arabella Enterprises, Kim Winkeleer, Principal, Licensing & Product Innovation Agent, 203-894-1850, kimwinkeleer@aol.com, P. 7.

Arrowhead Promotion & Fulfillment, Dan Pallin, VP Sales, 218-327-1165 x212, dan@apfco.com, P. 10.

Avenues Classics, Anthony Birch, SVP, 312-697-9372, desserts@avenueclassics.com, P. 8.

Baby Boom div. Betesh Group, Paulina Rey, Licensing, 212-686-4666, prey@beteshgroup.com, P. 10.

Beanstalk, Frances Alvarez, AVP Brand Management, 305-447-6594, frances.alvarez@beanstalk.com, P. 7.

Beatrice Home Fashions, Robert Flynn, VP Sales, victor@beatricehf.com, P. 12.

Bentex Group, Susan Peia, EVP Licensing, 212-594-4250 x2825, susan@bentex.com, P. 7.

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

Boat Rocker Media, Gia DeLaney, VP Global Sales & Licensing, 646-790-1720, gia@boatrocker.com, P. 11.

Bradford Licensing, Michelle Minieri, President, 973-509-0200 x127, michellem@bradfordlicensing.com, P. 9.

Brand Central, Ross Misher, CEO, 310-268-1231, ross@brandcentralgroup.com, P. 7.

Brand Liaison (The), Laurie Smith, Strategic Consultant & Lead Special Projects, 855-843-5424, laurie@thebrandliaison.com, P. 7.

Brand Liaison (The), Steven Heller, Founder, 855-843-5424, steven@thebrandliaison.com, P. 7,8.

Brandgenuity, Jay Asher, Partner, 212-925-0730, jay@brandgenuity.com, P. 9.

Brentwood Licensing, Joel Barnett, President, 310-720-3285, joel@brentwoodlicensing.com, P. 9.

Buffalo Works, Joanne Olds, President, 952-475-3013, jolds@thebuffaloworks.com, P. 8.

Build-A-Bear Workshop, Jennifer Kretchmar, Chief Product Officer, 314-423-8000, jennk@buildabear.com, P. 12.

C3 Entertainment, Ani Khachioian, EVP Licensing & Consumer Products, 818-956-1337 x215, akhachioian@c3entertainment.com, P. 9.

CARD.com, Linda Castillon, SVP Licensing, 619-980-4986, linda@card.com, P. 12.

Cardinal Industries, Joel Berger, President, 718-784-3000 x114, joelb@cardinalgames.com, P. 10.

Carson Home Accents/Carson Industries, Brad Carson, President, 724-295-5147, bcarson@carsonhomeaccents.com, P. 12.

CBS Consumer Products, Veronica Hart, SVP Licensing, 212-975-6894, veronica.hart@cbs.com, P. 8.

Centa IP, Geoff Rosenhain, CEO, 630-861-2100, geoff.rosenhain@centaip.com, P. 9,10.

Centa IP, Rebekah Belzer, VP Licensing & Sales North America, 310-403-0026, rebekah.belzer@centaip.com, P. 7.

Checks in the Mail, Cindi Champion, Marketing Manager Licensing, 830-609-6306, cchampion@checksinthemail.com, P. 7.

Cloth & Co., Christiane Lemieux, Co-founder, christiane@clothandcompany.com, P. 7.

Collegiate Licensing Co. (CLC), Brian White, VP Business Development, 770-956-0520, bwwhite@clc.com, P. 7.

Conimar, Marilyn Pasteur, Creative Director, 800-874-9735, m.pasteur@conimar.com, P. 7,8.

Converse, Robert Stempien, Director Global Licensing, 978-983-3300, robert.stempien@converse.com, P. 8.

Cool Mini Or Not (CMON), Kevin Clark, Director Research & Development, 470-375-2872, kevinclark@coolminiornot.com, P. 8.

Cortina Leomil, Maureen Duffy, Head U.S. Licensing, 310-373-0019, mduffy@duffy2.com, P. 10.

Coty, Esi Eggleston Bracey, President Coty Consumer Beauty Div., 212-389-7000, esi_bracey@cotyinc.com, P. 10.

Cranston Print Works, Fred Rockefeller, President & CEO, 401-275-9300, frockefeller@cpw.com, P. 10,12.

Crayola, Warren Schorr, VP Business Development & Global Licensing, 610-253-6271 x4723, wschorr@crayola.com, P. 7.

Dark Hall Mansion, Gerard Pallares, President, info@darkhallmansion.com, P. 8.

Daydream Labs div. Google, Luca Prasso, VR Daydream, 650-253-0000, lprasso@daydreamlabs.com, P. 12.

Daydreamer LA, Laura Glover, Founder & CEO, 818-358-4237, laura@daydreamerla.com, P. 8.

Delta Children's Products, Jennifer Snyder, VP Licensing, 646-884-6565, jsnyder@deltanyc.com, P. 8.

DGL Group, Carlos Lopez, Head Product, Development, Design & Merchandising, 732-692-5140, carlos@dglusa.com, P. 10.

Discovery Global Enterprises, Leigh Anne Brodsky, EVP, 212-548-5837, leigh_anne_brodsky@discovery.com, P. 8.

Disney Consumer Products, Josh Silverman, EVP Global Licensing, 818-544-0567, josh.silverman@disney.com, P. 7,8,10.

Disney Consumer Products, Paul Southern, SVP Licensing Star Wars, 415-623-1928, paul.southern@lucasfilm.com, P. 8.

Diversified Foods Inc. (DFI), Jim Dunnigan, VP Retail Sales, 504-831-6651, jdunnigan@diversifiedfoods.com, P. 8.

Duke Imports, Simardeep Sethi, VP Business Relations, 260-665-1100, simar@dukeimports.com, P. 10.

East Coast Innovators dba ECI Furniture, Joe Cozza, President, 215-291-8200, info@ecifurniture.com, P. 12.

ED by Ellen DeGeneres/BCL-ED Newco, Marisa Gardini, CEO & Managing Partner, 646-214-7203, contactus@edbyellen.com, P. 8.

ES Originals, Pam Glazer, VP Licensing, 212-736-8124 x773, pglazer@esoriginals.com, P. 7.

Fabric Traditions, Valerie Zeis, VP Merchandising & Marketing, 212-279-5710 x236, vzeis@fabrictraditions.com, P. 7.

Farouk Systems, Lisa Marie Garcia, President Innovation, 800-237-9175, lgarcia@farouk.com, P. 11.

Fencepost Productions, Dale Eldridge, VP Sales & Merchandising, 212-278-3210, dale@fencepostproductions.com, P. 8.

Fisher-Price, Lauren DeFeo, VP Global Marketing, 716-687-3000, lauren.defeo@mattel.com, P. 11.

Flag & Anthem, Elizabeth Tusso, Director Marketing, beth@flagandanthem.com, P. 8.

Franco Manufacturing, Stacey Sobin, VP Licensing, 732-494-0500, stacey.sobin@franco-mfg.com, P. 10.

Freeze, Kim Cauley, VP Licensing & Marketing, 212-764-9011 x220, kim@freezecmi.com, P. 7.

Funko, Brian Mariotti, President & CEO, 425-783-3616, brian@funko.com, P. 8.

Funko, Lauren Winarski, Licensing & Brand Manager, 425-783-3616, lauren@funko.com, P. 8.

GameCo, Rich Maryanek, Head Global Business Development, 917-653-7557, rich@gameco.com, P. 8.

Gamer Shoes, Brian Fargo, President, brian@gamershoes.com, P. 7.

GBG Socks dba Planet Sox: Global Brands Group, Lori May, VP Licensing, 212-239-1485 x4511, lmay@planetsox.com, P. 10.

Genius Brands Intl., Stone Newman, President Global Consumer Products, 310-499-2405, stone@gnusbrands.com, P. 8.

Gentleman Drivers of America dba Goldvarg Collection, Sergio Goldvarg, Owner, Designer & Manufacturer, 954-817-2196, info@goldvargcollection.com, P. 10.

Global Brands Group, Shannon Burns, Licensing Manager, 646-839-7678, shannonburns@ameny.com, P. 7.

Global Design Concepts, Krystal Lourenco, Director Licensing, 212-594-3833 x235, klourenco@gdcny.com, P. 7.

Global Icons, Bill McClinton, SVP Licensing, 310-873-3554, bill.mcclinton@globalicons.com, P. 8,10,11,12.

Gold Label, Matt Reed, Managing Partner, 510-235-5499, matt@goldlabel.com, P. 8.

Hallmark Cards, Karen Mitchell, Product Development & Licensing Director, 816-274-3639, kmitch1@hallmark.com, P. 8.

HarperCollins Publishers, Pamela Bobowicz, Senior Editor, 212-207-7085, pamelabobowicz@harpercollins.com, P. 10.

Hasbro, Bill Burch, Director Licensing, 401-431-8697, bill.burtch@hasbro.com, P. 12.

Hasbro, Simon Waters, GM, SVP Entertainment & Consumer Products, 818-478-4804, simon.waters@hasbro.com, P. 11.

Hawke & Co., Sean Vincent, Director Sourcing & Production, 212-461-4340, support@hawkeandco.com, P. 8.

Her Universe, Dan Madsen, Publicist, 626-322-1602, ccarson@heruniverse.com, P. 7,9.

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contacts & connections *Continued from page 13*

Honest Co. (The), Laurel (Angelica) Myers, Senior Director Product Development & Innovation, 310-857-3020, lmyers@honest.com, P. 8.

Icon Heroes, Rose Wang, Owner, 877-909-4266, sales@iconheroes.com, P. 9.

Idea Nuova Global, Colleen Hexamer, Director Licensing, 212-643-0680, colleenh@ideanuova.com, P. 8.

IDW Publishing, Eric Moss, Senior Director Licensing & Business Development, 858-270-1315 x2130, eric@idwpublishing.com, P. 8.

Innovative Designs, Kristin Sangha, President, 212-695-0892, ksangha@innovativenyc.com, P. 10.

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

International Greetings U.S.A., Lawrence Louis, President, 678-515-0061, llouis@intgusa.com, P. 7.

Intimo, Nathan Nathan, President & CEO, 212-868-6888 x205, nnathan@intimo.com, P. 8.

Jada Toys, Anna Zhang, Licensing Manager, 626-810-8382, anna@jadatoys.com, P. 9.

JAKKS Pacific, Tara Hefter, SVP Global Licensing, 424-268-9549, thefter@jakks.net, P. 9.

Jewel Branding & Licensing, Beth Franklin, Director Licensing, 404-303-1872, beth@jewelbranding.com, P. 8.

Jo-Ann Fabric & Craft, Jill Soltau, CEO, 888-739-4120, P. 8.

Kathy Ireland Worldwide (kiWW), Stephen Roseberry, President & CMO, 310-557-2700 x110, sroseberry@sterlingwinters.com, P. 8.

Kid Tees by Stephen Joseph, Amy Hasbrouck, Sales Director Kid Tees, 800-725-4807, amyh@stephenjosephinc.com, P. 8.

King Features Syndicate, Carla Silva, VP, GM & Global Head Licensing, 212-969-7582, csilva@hearst.com, P. 7,10,12.

King Features Syndicate, Cathleen Titus, VP Intl. Licensing, 212-969-7537, ctitus@hearst.com, P. 12.

Lagardere Active Enterprises America, Eva Platini-Hernandez, Marketing Manager Americas, 212-649-7250, eplatini-hernandez@hearst.com, P. 8.

Lawless Entertainment, Sondra Contino, VP Sales & Marketing, 949-419-6156, sondra@lawlessent.com, P. 9.

Learfield Licensing Partners, Ryan Boyle, VP Specialty Brands & Intl. Licensing, 317-762-6723, rboyle@learfieldlicensing.com, P. 9.

LEGO Systems, Jill Wilfert, VP Global Licensing & Entertainment, 860-763-6827, jill.wilfert@lego.com, P. 9.

LEVEL-5 Abby, Yukari Hayakawa, COO, 424-214-7110, y_hayakawa@level5.co.jp, P. 9.

Leveraged Marketing Corp. of America (LMCA), Hal Worsham, MD Brand Licensing, 212-265-7474 x204, hworsham@lmca.net, P. 11.

Licensing Works!, Leslie Levine, Owner & Founder, 702-485-5677, leslie@licensingworks.us, P. 11.

Lifetime Brands, David Mackrell, President Tabletop Div., 516-683-6000, david.mackrell@lifetimebrands.com, P. 8.

Lionsgate, Sheila Clarke, SVP Consumer Products, 310-255-3612, sclarke@lionsgate.com, P. 7.

LORAC Cosmetics, Carol Shaw, Founder, 818-678-3939, cshaw@loraccosmetics.com, P. 8.

Macy's, Stephanie Muehlhausen, VP Fashion Office Women's Ready to Wear, 212-494-5442, stephanie.muehlhausen@macys.com, P. 8.

Mad Engine, Lorne Bloch, VP Licensing, 858-558-5270, lorne@madengine.com, P. 11.

Madame Alexander Doll Co., Alicia Frailey, Brand Manager, 212-244-4500, afraciley@madamealexander.com, P. 9.

Major League Baseball (MLB), Noah Garden, EVP Of Business MLB, 212-485-3444 x3177, noah.garden@mlb.com, P. 8.

Mantle I.P. Holdings, David Mantle, Licensing, 972-473-9177, info@mickeymantle.com, P. 8.

Mattel, Hollie Holmes, Senior Director Global Licensing Acquisitions, 310-252-2166, hollie.holmes@mattel.com, P. 12.

McFarlane Toys, Matt Connelly, Executive Director Licensing, 480-491-7070 x220, mconnelly@mcfarlane.com, P. 8.

McSteven's, Alex Pava, Director Sales & Marketing, 360-944-5788, alex@mcstevens.com, P. 7.

Metamoki, Dave Maestri, contact@metamoki.com, P. 8.

MGA Entertainment, Diana Luna, Senior Director Intl. Licensing, 630-219-1981, dluna@mgae.com, P. 11.

MGA Entertainment, Juli Boylan, Global Head Licensing, 818-894-2525 x6182, jboylan@mgae.com, P. 8,11.

MHS Licensing + Consulting, Marty Segelbaum, President, 952-544-1377 x202, marty@mhslicensing.com, P. 7,8,10,11,12.

Mondo, Tim Wiesch, VP Business & Legal Affairs, 512-219-7800, tim.wiesch@mondotees.com, P. 8.

Moods of Norway Intl. (MoN), Stefan Dahlkvist, Co-owner, 310-623-9213, stefan@moodsofnorway.com, P. 12.

MZ Berger & Co., Nate Solum, Licensing Director, 718-472-7500, nsolum@mzb.com, P. 10.

National Geographic Partners, Rosa Zeegers, EVP Consumer Products & Experiences, 202-857-7000, rosa.zeegers@natgeo.com, P. 8.

National Wildlife Federation, Deana Duffek, Head Brand Development & Licensing, 703-438-6534, duffekd@nwf.org, P. 8.

Nestlé U.S.A., Karen Crawford, 818-549-6872, karen.crawford@us.nestle.com, P. 7.

NFL, Jennifer Gray, Director Licensing, 212-450-2000, jennifer.gray@nfl.com, P. 11.

Nitro Circus, Peter Maule, SVP, Global Head Licensing & Consumer Products, 949-429-8333, peter@nitrocircus.com, P. 11.

Northwest Co. (The), Kim Rizzardi, VP Licensing, 516-484-6996 x1, kim.rizzardi@thenorthwest.com, P. 10.

Panini America, Tone Stakes, Licensing Acquisitions Manager, 817-662-5300, tstakes@paniniamerica.net, P. 8.

Paper Punk, Grace Hawthorne, Founder, 415-380-1940, info@paperpunk.com, P. 8.

Paramount Pictures, Bil Bertini, SVP Worldwide Licensing, 323-956-5371, bil_bertini@paramount.com, P. 8.

Paramount Pictures, LeeAnne Stables, President Worldwide Marketing Partnerships & Licensing, 323-956-5377, leeanne_stables@paramount.com, P. 8,10.

Peanuts Worldwide div. Iconix Brand Group, Roz Nowicki, EVP Peanuts Worldwide & Iconix Entertainment, 212-730-0030 x8521, rnowicki@iconixbrand.com, P. 8.

Perpetual Licensing, Todd Lustgarten, Partner, 323-284-5100, tlustgarten@perpetuallicensing.com, P. 8.

PhatMojo, Jason Kraus, CMO, 716-795-6656, jason@phatmojo.com, P. 11.

Prominent Brand + Talent, Michael Catalano, Co-founder & Principal, 310-918-1500, catalano@prominentglobal.com, P. 7.

PTX Performance Products U.S.A., Robert Stewart, VP Global Sales, 647-748-8440, bobby.stewart@ptxusa.com, P. 10,11.

Public Group, Jonathan Breiter, MD, 212-645-4922, jpublicgroup@gmail.com, P. 7.

Quantum Mechanix, Jack Westerkamp, Director Marketing/PR & Category Manager, Softlines, Print, 310-464-6226, jack.westerkamp@quantummechanix.com, P. 8.

Ralph Lauren Media Group, Jeff Morgan, President Global Product Licensing, 212-318-7279, jeff.morgan@ralphlauren.com, P. 8.

Rawlings Sporting Goods, Mark Kraemer, Director Sports Marketing & Licensing, 314-819-2716, mkraemer@rawlings.com, P. 11.

Richard Leeds Intl., Nancy Richards, Director Licensing, 212-532-4546 x451, nancy@richardleeds.com, P. 7.

Ripple Junction, Scott Morton, Licensing Director, 513-559-3900, smorton@ripplejunction.com, P. 8.

RJM Licensing, Rob Mejia, Principal, 201-828-9050, rjmlicensing@gmail.com, P. 8.

Rosanna Pansino, Rosanna Pansino, Founder, pwnsino@gmail.com, P. 8.

Rubie's Costume, Howard Beige, EVP Sales, 516-326-1500 x132, howie@rubies.com, P. 8.

Rubie's Costume, Stephen Stanley, MD Licensing & Business Development, 516-403-1168, sstanley@rubies.com, P. 9.

S.L. Home Fashions, Bhart Manwani, CEO, 323-587-0800, social@slhomefashions.com, P. 7.

Safavieh, Tiffany Yarghi, Director Home Textiles, 877-919-1010, help@safavieh.com, P. 8.

Sakar Intl., Liza Abrams, SVP Global Licensing & Marketing, 732-248-1306, labrams@sakar.com, P. 10, 11.

Scentco, Christopher Cote, Owner, 619-582-9900 x200, ccote@scentcoinc.com, P. 10.

Shade Critters, Fred Schmidt, President, 772-448-7848, sales@shadecritters.com, P. 8.

Sideshow Collectibles, Greg Anzalone, CEO, 805-214-2100 x121, greg.anzalone@sideshowcollectibles.com, P. 9.

Sola Look, David Temkin, Founder & CEO, 617-823-2363, david@solalook.com, P. 7,8.

Sony Pictures Consumer Products, Jamie Stevens, EVP Worldwide Consumer Products & Licensing, 310-244-4000, jamie_stevens@spe.sony.com, P. 8.

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

Spotlight Licensing & Brand Management, Carole Postal, President, 212-947-5958, carole@spotlightlicensing.com, P. 9.

Striker Entertainment, Russell Binder, Partner, 818-225-9355, russell@strikerent.com, P. 8,9.

Surya, Lynne Meredith-Williams, VP Product Development, 877-275-7847 x108, info@surya.com, P. 8.

Teacher Created Resources, Darin Smith, CEO, 800-662-4321, darin@teachercreated.com, P. 8.

Thermos, Christi Lantz, Licensing, 847-593-6284, christi.lantz@thermos.com, P. 7.

Toei Animation, Masayuki Endo, President & CEO, 310-996-2240, m-endo@toei-anim.co.jp, P. 12.

Tokidoki, Pooneh Mohajer, CEO & Co-founder, 323-930-0555, pooneh@tokidoki.it, P. 12.

Tokyopop, Stu Levy, Founder & CEO, stu@tokyopop.com, P. 10.

Tonner Doll, Jack Kralik, VP, 845-339-9537 x101, jkralik@tonnerdoll.com, P. 9.

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contacts & connections *Continued from page 14*

Toy Factory, Mark Gawlik, President, 210-304-7616, markg@thetoyfactory.biz, P. 7.

Trends International, Jeff Loeser, SVP Licensing, 317-388-4068, jloeser@trendsinternational.com, P. 11.

U.S. Polo Assn./USPA Global Licensing, David Cummings, President, 561-790-8040, dcummings@uspolo.org, P. 12.

Ubisoft, Tony Key, SVP Marketing & Sales, 415-547-4000, tony.key@ubisoft.com, P. 11,12.

Ultimate Source/Hijinx, Jeff Jarka, 630-861-2126, jeff.jarka@ultimatesource.com, P. 10.

UNIQLQ, Justin Kerr, Chief Merchandising Officer & Director Brand Marketing, 877-486-4756, justin.kerr@fastretailing.com, P. 8.

Vans, Doug Palladini, Global Brands President, 714-889-6100, doug_palladini@vfc.com, P. 8.

W.R. Case & Sons Cutlery, Michele McCann, SFO Coordinator, 814-363-6117, mmccann@wrcase.com, P. 10.

Waddle & Friends, Andrew Mull, CEO, info@waddleandfriends.com, P. 8.

Warner Bros. Consumer Products, Dave Rupert, SVP Licensing, 818-954-7425, dave.rupert@warnerbros.com, P. 8.

Warner Bros. Consumer Products, Diane Nelson, President DC Entertainment, President Warner Bros. Consumer Products & Chief Content Officer Warner Bros. Interactive Entertainment, 212-636-5400, diane.nelson@warnerbros.com, P. 7.

Warner Bros. Consumer Products, Karen McTier, EVP Domestic Licensing & Worldwide Marketing, 818-954-3008, karen.mctier@warnerbros.com, P. 8.

Warner Bros. Consumer Products, Pamela Lifford, President, 818-954-7980, pam.lifford@warnerbros.com, P. 8,9,12.

Warner Music Group, Alix Kram, VP Global Brand Licensing, Warner Music Artist Services, 212-275-2370, alix.kram@wmg.com, P. 8.

Waterford Wedgwood Royal Doulton U.S., Michael Craig, President The Americas, 732-938-5800, michael.craig@wrrd.com, P. 8.

Wildflower Group (The), Michael Carlisle, Principal, 212-924-2322, michael@thewildflowergroup.com, P. 8,12.

Williams-Sonoma, Patrick Connolly, EVP & CMO, 415-616-8746, pconnolly@wsqc.com, P. 7.

Wilton Brands, Lisa Paparella, Director Product Development, 630-963-7100, lpaparella@wilton.com, P. 8.

WME/IMG Worldwide Licensing, Gary Krakower, VP Licensing, 424-653-1900, gary.krakower@img.com, P. 8.

Wonder Forge, Jovanna Andescavage, Licensing & Brand Manager, 206-979-9537, joey@wonderforge.com, P. 10.

Worldclass Collections, Jon Turner, President, 952-345-0066, jon.turner@worldclasscollections.com, P. 12.

Yuengling's Ice Cream Corp., David Yuengling, President, 570-968-4352, sales@yuenglingsicecream.com, P. 8.

Zak Designs, Reggy Thomas, VP Global Licensing & Marketing, 509-244-8644, thomas@zak.com, P. 10.

Ziegenfelder, Lisa Allen, President, 304-232-6360, marketing@twinpops.com, P. 7.



international contacts & connections

This section refers to the International listings in this issue. International calls from the U.S. and Canada must be preceded by the 011-prefix.

Acamar Films, Bethan Garton, Head Licensing, info@acamarfilms.com, P. 10.

Amscan Europe GmbH, Carolin Hahn, Licensing Director EMEA, 49 7021 926 140, carolin.hahn@eu.amscan.com, P. 11.

Apple Corps Ltd., Paul Cole, Director Merchandise Licensing, 44 20 7761 9512, paul@applecorpsltd.com, P. 10.

arsEdition GmbH, Michael Schweins, MD, 49 89 38100675, m.schweins@arsedition.de, P. 11.

Asvina, Prasheel Kunwardia, MD, 44 208 9056823, info@asvina.co.uk, P. 12.

Aurora World U.K., Lucy Williams, Intl. Sales Manager, 44 1256 374 260, lucy.williams@auroraworld.co.uk, P. 12.

Aykroyd & Sons Ltd., Sion Aykroyd, Sales & Licensing Executive, 44 161 929 1122, sion.aykroyd@aykroyds.co.uk, P. 10.

Balocco SpA, Stefano Allasia, Product & Marketing Manager, 39 172 65 34 11, info@balocco.it, P. 12.

Ban Kee Trading Inc., Eric Bautista, Owner, 63 2 371 9978, erich@bankee.com.ph, P. 11.

Bauer Toys, 7 499 249 98 02, toysbauer@yandex.ru, P. 12.

BBC Worldwide, Julie Kekwick, Senior Licensing Manager, 44 20 8433 2000, julie.kekwick@bbc.com, P. 10.

Beanstalk (U.K.), Sheelagh Cullinan, AVP Brand Development, 44 20 8396 0516, sheelagh.cullinan@beanstalk.com, P. 10.

Beauty & Care AG, Georg Muench, CEO, 41 41 783 86 86, georg.muench@beauty-care-ag.com, P. 11.

Bizak, S.A., Iñigo Lidón Galarraga, Product Manager, 34 944 34 14 90, bizak@bizak.es, P. 12.

Blade Representaciones SL, Josep Palumé, Product Manager, Sales & Marketing, 34 937102175, blade@bladerepresentaciones.es, P. 10.

Brand International Group, Rob Meara, Director Sales, 44 1628 536400, robm@brandgroup.co.uk, P. 10.

Branded Clothing Intl. (BCI), Justine Eggleton, Design & Licensing Director, 44 115 965 1230, justine.eggleton@bcinternational.org, P. 10.

Bulldog Licensing, Rob Corney, Group MD, 44 20 8325 5455, robc@bulldog-licensing.com, P. 11.

Burberry, Sarah Manley, CMO, 44 20 3367 3000, sarah.manley@burberry.com, P. 10.

Carlsen Verlag GmbH/Nelson Verlag, Daniela Steiner, Rights Director, 49 40 398040, daniela.steiner@carlsen.de, P. 11.

Caroline Mickler, Caroline Mickler, Licensing Agent & Consultant, 44 208 392 2439, caroline@carolinemicklerltd.co.uk, P. 8.

Castor Printing & Publishing House, Beata Zyłowicz, Export Manager, 48 12 614 1621, beata.zyłowicz@castor.pl, P. 11,12.

Chinti and Parker, Rachel Ward, Head Global Sales, 44 207 016 4342, rachel.ward@chintiandparker.com, P. 8.

Christy/Welspun U.K., Maxine Johnson, GM Christy Intl. & Licensing, 44 845 758 5252, sales@christy-home.com, P. 9.

Christy's Hats/Christy & Co. Ltd., Jonathan Worthy, Head Sales, 44 1993 770736, jonathan.worthy@christys-hats.com, P. 9.

Comic Studio S.L., Jesus Urrutia San Anton, MD, 34 93 498 8025, attclientes@comic-studio.com, P. 10.

Cooneen, Mike Coles, Director, 44 161 273 5213, mike.coles@cooneen.com, P. 10.

Cotton Division, Sandeep Narayan, Director, 33 1 57 42 98 25, sandeep@cottondivision.com, P. 10.

CPLG U.K. (Copyright Promotions Licensing Group), Steve Manners, EVP, 44 20 8563 6400, smanners@cplg.com, P. 9,10,12.

Creer Beaute div. Bandai, info@creerbeaute.co.jp, P. 12.

Danawares, Lisa Steinberg, Director Licensing, 514-342-5555 x141, lisas@danawares.com, P. 10.

DeLiSo S.A.S., Maude-Sophie Guerret, Licensing Coordinator, 33 4 50 01 06 20, maudesophie.guerret@vulli.fr, P. 8.

Dreamtex Ltd., Andrew Downie, Commercial Director, 44 844 499 8465, andy@dreamtexltd.com, P. 11.

Egmont (U.K.), Silvia Figini, VP Global Licensing Management, 44 207 761 3500, figini@egmont.com, P. 12.

El Ocho Licencias y Promociones SI, Pilar Fernandez-Vega, Co-owner, 34 91 350 40 90, pilar@el-ocho.com, P. 10.

Entertainment One (eOne) U.K., Andrew Carley, Head Global Licensing, 44 20 7907 3797, acarley@entonegroup.com, P. 8.

Exim Licensing (Mexico), Jaime Hofman, General Director, 52 55 5545 1413, jphofman@eximlicensing.com, P. 9.

F J Benjamin Pte Ltd., Nash Benjamin, CEO, 65 6737 0155, info@fjbenjamin.com, P. 12.

Fist Handwear, Sam Moore, Marketing Director & Founder, 61 438 450 443, sam@fisthandwear.com, P. 11.

GB Eye Ltd., Max Arguile, Senior Licensing Manager, 44 114 276 7454, max@gbeye.com, P. 11.

Giochi Preziosi, Graziano DelMaestro, Licensing Director, 39 296 4751, delmaestro@giochipreziosi.it, P. 10.

Grabo Balloons, Lamberto Fabbri, Head R&D, 39 0541 657435, ordini@grabo-balloons.com, P. 12.

Grand Billion Trading (Shanghai) Co., Ltd., 86 21 63300677, info@gytrade.com.cn, P. 12.

Greencore Group, Diane Walker, Chief Executive, 44 1909 545 900, diane.walker@greencore.com, P. 10.

Hachette Children's Books, Karen Lawler, Executive Manager Licensing, 44 20 3122 6000, karen.lawler@hachettechildrens.co.uk, P. 10.

HarperCollins Publishers U.K., Hannah Best, Senior Manager Business Development & Partnerships, 44 208 307 4705, hannah.best@harpercollins.co.uk, P. 12.

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contacts & connections *Continued from page 15*

Historic Royal Palaces Enterprises Ltd., Emma Saunders, Head Retail Business Development, 44 20 3166 6841, emma.saunders@hrp.org.uk, P. 11.

Hobbs London, Meg Lustman, CEO, 44 20 7586 5550, meg.lustman@hobbs.co.uk, P. 11.

IglooBooks, Dan Shepherd, CEO, 44 1604 741 116, danshepherd@igloobooks.com, P. 11.

Imagine8 U.K. Ltd., Norman Thompson, MD, 44 1925 444474, norman@imagine8.com, P. 11.

Insert Coin, Jon Rhodes, Owner & Creative Director, 44 1702 521850, jon@insertcoinclothing.com, P. 11.

Inside Out Toys/Jumini, Julian Garner, Founder, 44 1908 969969, info@jumini.net, P. 11.

JCB Consumer Products, Sam Johnson, Senior Licensing Manager, 44 1889 590 312, sam.johnson@jcb.com, P. 11.

Jelli Fish Kids/Kersheh Group (The), Allison Jurow, Senior Director Merchandising & Creative Licensed, 514-337-4175 x118, ajurow@thekershehgroup.com, P. 11.

John GmbH, Andrea John, MD, 49 8654 63080, management@john-toys.com, P. 11.

King, Claes Kalborg, Head Global Licensing, 44 203 440 2391, claes.kalborg@king.com, P. 10.

Kokomo Ltd., Gary Little, Senior Partner & Creative Director, 44 1235 828288, contact@kokomostudio.com, P. 11.

KTN Dr. Neuberger GmbH, Tobias Neuberger, Owner & CEO, 49 611 9781 9610, tobias@ktn-dr-neuberger.de, P. 11.

Landmark Co., Yuji Masuda, President, 81 3 3443 4430, yuji-m@landmarkinc.jp, P. 9.

Lansay France, Serge Azoulai, CEO, 33 1 39 98 48 65, serge.azoulai@lansay.fr, P. 11.

Leese Enterprises, Michael Leese, President, 416-781-8404, michael@leese.ca, P. 11.

Licensing Shop (The), Stephen Fowler, President, 416-322-7300 x201, steve@thelicensingshop.com, P. 12.

Links of London, Chloe Hall, Head Marketing, 44 203 463 4000, chloehall@linksoflondon.co.uk, P. 9.

Lost My Name, Asi Sharabi, Co-founder & CEO, asi@lostmy.name, P. 12.

Maison Leconte, Xavière Leconte, Founder & Director, contact@maisonleconte.paris, P. 11.

Manfrotto div. VitecGroup Italia Spa, Fabrizio Grimoldi, VP Marketing, 39 424 555 855, fabrizio.grimoldi@vitecgroup.com, P. 8.

Maurizio Distefano Licensing (MD Licensing), Maurizio Distefano, President & Owner, 39 131 481501, info@mdistefanolicensing.com, P. 9,12.

Meiklejohn Graphics Licensing (MGL), Adam Meiklejohn, Owner, 44 20 7593 0510 x4, adam@mglicensing.com, P. 10.

Milly Green Designs, Milly Green, Director, 44 1428 600018, info@millygreen.com, P. 9.

Misirli U.K. Ltd., Kim Bown, Owner & Director, 44 116 264 5860, kim@misirli.co.uk, P. 11.

Moose Toys, Nicole Hardiman, Senior Licensing Manager, 61 3 9579 7377, nicole.hardiman@moosetoys.com, P. 7.

Moschino SpA, Roberta Colombo, Licensing Manager, 39 026 787 731, roberta.columbo@moschino.it, P. 10.

Nerd Block, Mark Prospero, Licensing Manager, 905-743-1400, info@nerdblock.com, P. 10.

Nestler GmbH, Ursula Nestler, Director, 49 37341 18910, u.nestler@nestler-gmbh.de, P. 11.

Nickelodeon & Viacom Consumer Products (NVCP), Marianne James, VP Consumer Products U.K./Ireland & European Retail Sales/Marketing, 44 20 3580 2000, marianne.james@vimm.com, P. 12.

Oliver Brown, Kristian Robson, Proprietor, 44 20 7259 9494, info@oliverbrown.org.uk, P. 9.

One Animation, Sashim Parmanand, CEO, 65 6273 1785, sashim@oneanimation.com, P. 11.

Panini Group S.p.A., Licia Dallolio, Licensing Manager, 39 059 382450, ldallolio@panini.it, P. 10.

Panini Group U.K., Cheryl Davenport-Thomas, Product Marketing Manager, 44 1892 500 100, cdavenport-thomas@panini.it, P. 10.

Panini Verlags GmbH, Martin Klingseisen, Director Publishing, 49 711 94768819, mklingseisen@panini-dino.de, P. 11.

Paper Rose, Perlina Pierre-Davis, Intl. Sales & Licensing Director, 44 208 262 3551, perlinapierre-davis@paperrose.co.uk, P. 10.

Papier, Taymoor Atighetchi, Founder & CEO, 44 1799 252 269, support@papier.com, P. 12.

Park Agencies, Lisa Harker, Licensing Manager & Freelance Designer, 44 7900 213 919, lisa.harker@parkagencies.co.uk, P. 11.

Paul Dennicci Ltd., Andrew Farrow, MD, 44 16218 59119, P. 10.

Pea&Promoplast S.r.l., Gianluca Aprile, CEO, 39 011 2230311, g.aprile@peapromoplast.com, P. 9.

Penguin Random House (U.K.), Thomas Merrington, Head Product Development, Penguin Ventures & Brand Manager, Peter Rabbit, 44 20 7010 3000, tmerrington@penguinrandomhouse.co.uk, P. 12.

Perry Ellis Intl. Europe Ltd./PEI Licensing, Anthony Pessok, MD Licensing & Intl. Development, 353 1 405 3840, anthony.pessok@pery.com, P. 11.

Play by Play div. Famosa, Jose Miguel Toledo Delgado, Iberia GM Famosa, 34 961 668 522, info@pbpes.es, P. 11.

PMS Intl., Ruth Leonard, Head Brand & Licensing, 44 126 850 5050, rleonard@pmsinternational.com, P. 11.

Preziosi Food s.r.l., Paolo Santoro, VP, 39 0972 762081, info@preziosifood.it, P. 10.

Pyramid Intl., Mordy Benaiah, Licensing Director, 44 116 284 3671, mordy.benaiah@pyramidinternational.com, P. 10.

Roald Dahl Literary Estate (The), Stephanie Griggs, Licensing & Design Manager, 44 20 3696 6450, stephanie@roalddahl.com, P. 12.

Rocket Licensing, Rob Wijeratna, Joint MD, 44 20 7207 6242, rob@rocketlicensing.com, P. 10,11.

Rovio Entertainment, Simo Hämäläinen, Head Brand Licensing, 358 40 667 1984, simo.hamalainen@rovio.com, P. 7.

Roy Lowe & Sons Ltd., Martin Lowe, MD, 44 1623 441144, martin@roylowe.co.uk, P. 11.

Royal Mint (The), Leighton John, Operations Director, 44 1443 222111, circulatingcoin@royalmint.com, P. 12.

Rubber Road Ltd., Liam Taylor, Commercial Manager, 44 1707 800 881, hello@rubberroad.co.uk, P. 11.

Rubie's Masquerade Co. U.K. Ltd., Tracey Devine, Head Licensing & Marketing EMEA, 44 1491 826 500, tracey.devine@rubiesuk.com, P. 11.

Sanrio GmbH, Sabrina Segalov, Licensing Manager, ssegalov@sanriolicense.com, P. 11.

Santex Moden GmbH, Juergen Ptok, Licensing Manager, 49 2405 480224, j.ptok@santex.de, P. 11.

Sector Apparel Group, Sean Fenger, 27 31 3131 400, sean.f@sectorgroup.co.za, P. 11.

Simba Dickie Group, Michael Sieber, CEO, 49 911 9765172, m.sieber@simba-dickie.com, P. 12.

Simba Smoby Toys U.K. div. Simba Dickie Group, Jim Procter-Blain, Head Marketing & Licensing, 44 1274 765030, jim@simbasmoby.com, P. 12.

SkyBrands GmbH, Maarten de Baat Doelman, MD, 49 5241 3002805, mdbd@skybrands.net, P. 11.

Smiffy's, Mark Schofield, Global Brand Director, 44 800 590 599, markschofield@smiffys.com, P. 11.

SmileyWorld, Nicolas Loufrani, CEO, 44 20 7378 8231, nico@smiley.com, P. 8,12.

Somerbond, Mark Tomlin, Director Licensing, 44 208 838 2100, mark.tomlin@somerbond.co.uk, P. 11.

Specsavers Optical Group, Monty McMonagle, Director Intl. Marketing, 44 345 2020 241, monty.mcmonagle@specsavers.co.uk, P. 11.

Starbright Srl, Giada Paterlini, CEO, 39 059 34 00 71, g.paterlini@starbright.it, P. 10.

StudioCanal, Valerie Rolandez-Barrios, VP IP Licensing & Partnership, 33 1 71 35 35 35, valerie.rolandez-barrios@studiocanal.com, P. 12.

Tate, Clive Coward, Tate Images Manager, 44 20 7887 8979, tate.images@tate.org.uk, P. 12.

Team! Licensing GmbH, Katarina Dietrich, Co-owner, 49 89 2423 12412, katarina.dietrich@teamlicensing.de, P. 11.

ThreeZero, Kwok Ken, Director Product Management, 852 2370 9693, 3zerocs@three-zero.com, P. 10.

Titan Merchandise/Titan Entertainment, Andrew Sumner, EVP, 44 20 7620 0200, andrew.sumner@titanemail.com, P. 10.

Topps Europe Ltd., Chris Rodman, VP & Group MD, 44 1908 800 100, chrisrodman@topps.co.uk, P. 11.

Topps Europe Ltd., Louise Ramplin, Head Entertainment Marketing, 44 1908 800 100, lousieramplin@topps.co.uk, P. 11.

Trademark Products Ltd., Phil King, MD, 44 1883 653 580, phil@trademarkproducts.co.uk, P. 11.

V&A (Victoria & Albert Museum), Lauren Sizeland, Director Licensing & Business Development, 44 20 7942 2981, l.sizeland@vam.ac.uk, P. 12.

WeLoveCushions, Mark Turner, Owner, 44 208 801 5491, info@welovecushions.co.uk, P. 12.

Weta Workshop, Richard Taylor, CEO & Co-founder, 64 4 909 4000, richard.taylor@weta-workshop.co.nz, P. 10.

Winners Sports Nutrition Co. Pty Ltd., Robert Boyd, CEO, 61 3 5974 8300, robert@winnersbars.com, P. 11.

Wizart, Sofia Petrova, Marketing Director, 7 499 201 2162, sofia@wizartanimation.com, P. 12.

WME/IMG Worldwide Licensing, Bruno Maglione, EVP & President Worldwide Licensing/Consumer Products, 44 20 8233 6668, bruno.maglione@img.com, P. 9.

WME/IMG Worldwide Licensing, Gabrielle Sims, Licensing Director, 44 20 8233 5300, gabrielle.sims@img.com, P. 9.

X-Treme Worldwide, Jarrod Saltzman, President, 416-745-4698, jarrod@xwi.ca, P. 10.

Xilam Animation, Marie-Laure Marchand, SVP Global Licensing/Consumer Products & Media Distribution U.S., U.K. & Asia Pacific, 33 1 40 18 72 00, mlm@xilam.com, P. 11.

VIDEO GAMES

Esports Coming to the Olympic Stage As Sales Go Up

The market for retail sales of licensed video games and software went up 2.2% to reach \$3.07 billion in sales in 2016, according to *TLL's 2017 Annual Licensing Business Survey*. In contrast, video game-based licensing rose 3.5%. Esports provides a healthy boost in interest for older properties in particular, helping to maintain their relevance. All of the top video games in the arena were released in or before 2014; six out of ten of the top 10 games listed below were released in or before 2010.

But more generally, the growing legitimization of esports as a “true” sport boosts the video game industry as brands become part and parcel of pop culture. According to SuperData, the worldwide audience for gaming video content will reach 665 million in 2017. Viewership is expected to grow an additional 21% between 2017–2021. This year will also see gaming video content generating \$4.6 billion in revenue, with \$3.2 billion flowing in from sponsors and partners.

Roughly 65% of American households are home to someone who plays video games regularly, according to the Entertainment Software Association. Gamers aged 18+ represent 72% of the video game-playing population; the average consumer is 35 years-old. And while Gen X is a smaller group than Boomers, Millennials, or Gen Z, they still hold a disproportionately large chunk of spending power in the U.S., according to the Bureau of Labor Statistics. In 2016, the ESA estimates that the video game industry contributed \$11.7 billion in value to U.S. GDP and \$30.4 billion in consumer spending, compared to \$23.5 billion in 2015.

Taking the Olympic Stage

Esports will appear as a medal sport at the 2022 Asian Games in China and the 2017 Asian Indoor and Martial Arts Games in Turkmenistan. At the latter, FIFA 2017 is the only game confirmed to appear, but the event will also include a multiplayer online battle arena game (such as *League of Legends* or *Dota 2*) and a real-time strategy game (such as *StarCraft II*). Competitive video gaming will initially be a demonstration event at the 2018 Asia Games in Indonesia.

The Asian Games is a multi-sport competition, touted as second only to the Olympics in terms of size. 10,000 athletes participated at the most recent Asian Games in 2014. This news comes as cricket and samba are dropped from the 2018 Asian Games.

The Olympic Council of Asia is making esports inclusion possible with Alibaba—which has already committed \$150 million to esports. Others pushing for the recognition of gaming as a legitimate sport are the South Korean-based International Esports Federation (IeSF) and the British government-backed International eGames Committee (IEGC). William Hill now stakes the odds of esports appearing at the 2024 Olympic Games at 4:1.

TOP VIDEO GAMES IN ESPORTS
BY PRIZE MONEY EARNED, WORLDWIDE

RANK	VIDEO GAME	PUBLISHER	YEAR OF RELEASE	PRIZE MONEY (in millions)	PROFESSIONAL PLAYERS
1	Dota 2	Valve Corp.	2013	\$94.95	1,747
2	League of Legends	Riot Games	2009	\$37.07	4,374
3	Counter Strike: Global Offensive	Valve Corp.	2012	\$29.75	6,665
4	Starcraft II	Blizzard Entertainment	2010	\$21.81	1,618
5	Counter Strike	Valve Corp.	2000	\$10.77	2,591
6	Hearthstone: Heroes of Warcraft	Blizzard Entertainment	2014	\$7.42	1,135
7	StarCraft: Brood War	Blizzard Entertainment	1998	\$7.01	551
8	Smite	Hi-Rez Studios	2014	\$6.48	433
9	Warcraft III	Blizzard Entertainment	2002	\$4.60	394
10	Call of Duty: Black Ops	Activision	2010	\$3.82	N/A

SOURCE: THE LICENSING LETTER

Note: N/A=not available.

BUSINESS

Licensing at Law

The sale of the **Margaritaville** Resort Casino in Bossier City might be in jeopardy after a federal court documents revealed an arbitration finding that current owner Bossier Casino Venture (BCV) is contractually obligated to use the Margaritaville brand through the end of its 40-year agreement—or the next 35 years—with licensor Margaritaville. Even if the casino is sold, BCV is responsible for making quarterly license fee payments to Margaritaville based on the percentage of the project’s adjusted gross sales, with a minimum rate of \$5 million per year. BCV owned and operated the hotel in accordance with its agreement for 3 years,

until it got an offer from Poarch Creek Indian Gaming to purchase the property for \$335 million—at which time the company stopped making payments. After a year of arbitration, the panel found that Margaritaville is entitled to a \$10 million judgment against BCV plus interest, and that BCV is “not entitled unilaterally to cease using the Margaritaville IP or brand.” The decision appears to be a deal-breaker for Poarch Creek Indian Gaming, which was looking for a deal that would be “free and clear of any Margaritaville-related licensing obligations,” according to court documents.

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Argentinian footballer **Diego Maradona** takes action against **Konami** for using his likeness in video game *Pro Evolution Soccer 2017*. Ironically, the Japanese video game company has frequently come under fire by players for its lack of licensing real teams and players.

Duke University sues **Smack Apparel**—a manufacturer that specializes in apparel which mocks sports teams and players—over a shirt that references its basketball student-athlete Allen Grayson. Duke alleges that the shirt, which mocks Allen's reputation for tripping opponents, is in violation of NCAA rules preventing companies from profiting

off college athletes (Allen could lose his remaining college eligibility if this is true). According to CBS Sports, Smack owner Wayne Curtiss then responded with a written compromise to fly to Duke's hometown of the Durham/Chapel Hill area and poll 50 locals by asking, "Do you believe this shirt is sponsored or endorsed by either Duke University or Grayson Allen?" If more than five people say yes, Curtiss will cease production and sales and also provide 25% royalty for all sales (a higher than average rate, *TLL* notes). If not, he proposes Duke reimburse him \$2,000 for time and travel expenses.

HEALTH & BEAUTY

L'Oreal Ranks as Top Beauty Company of 2016

The top beauty company grew its sales 2.3% to reach \$28.60 billion worldwide, according to a ranking by *WWD*. Unilever was No. 2 at \$20.52, while Procter & Gamble slid in at No. 3 despite a 12.5% drop in sales.

To put the numbers into context, retail sales of licensed health and beauty products in the U.S./Canada stayed flat at 0.1% growth in 2016 to reach almost \$7.7 billion, according to *TLL*. The cosmetics/nail polish/other sub-segment was the only positive sector, growing 1.6%. Fragrance sales declined 1.5%, while hair accessories remained flat.

The top players benefited from the overall global growth in the makeup segment, although they suffered hits within their fragrance divisions. Most got boosts through sales and/or acquisitions; among some of the most notable business moves, L'Oreal bought It Cosmetics for \$1.2 billion, Unilever bought subscription-based Dollar Shave Club for \$1 billion, and P&G sold 41 beauty brands to Coty for \$11.6 billion.

TOP BEAUTY COMPANIES BY RETAIL SALES, WORLDWIDE, 2016
(FIGURES IN BILLIONS)

RANK	COMPANY	RETAIL SALES, 2016	RETAIL SALES, 2015	CHANGE IN SALES, 2015-2016
1	L'Oreal	\$28.60	\$27.96	2.3%
2	Unilever	\$20.52	\$20.42	0.5%
3	Procter & Gamble	\$15.40	\$17.60	-12.5%
4	Estée Lauder	\$11.40	\$11.10	2.7%
5	Shiseido	\$7.69	\$7.87	-2.3%
6	Beiersdorf	\$5.93	\$5.87	1.1%
7	AmorePacific Group	\$5.58	\$4.72	18.2%
8	Kao Corp.	\$5.53	\$5.59	-1.1%
9	LVMH Moët Hennessy Louis Vuitton	\$5.48	\$5.17	6.0%
10	Coty	\$5.40	\$4.28	26.2%

SOURCE: *WWD*, THE LICENSING LETTER

Note: Numbers may not add up due to rounding.

Who's News

One Animation hires **Anabel Higgin** as Marketing Director and **Pauline Hiu** as VP Consumer Products Asia.

Target joins the Toy Association. **Don Asleson**, Senior Compliance Analyst at the retailer, joins the federal, state, and safety standards/technical committees.

The Brand Liaison brings **Cory Waisner** on board as Chief Entertainment Officer to lead manufacturer representation efforts and in-bound licensing acquisitions.

Richard Dzioba is now Director Licensing for Coburn Communication.

Serge Jureidini joins Revlon as President Elizabeth Arden and the company's Global Fragrances division. **JuE Wong**, formerly President Elizabeth Arden, and **George Cleary**, President Fragrances, leave.

Netflix hires **Scott Stuber**, formerly of Universal, to head its film division.

Q Holdings appoints **Gina Waldhorn** as President of Quirky as the innovation platform re-launches.

Roblox hires **Remy Malan** as VP Customers.

Electrolux promotes **Lars Hygrell** to serve as CMO after **MaryKay Kopf** leaves on May 1.

Paramount Pictures names Disney vet **Dan Cohen** as its new President Worldwide Television Licensing.

The University of Notre Dame ups **Tomi Gerhold** as Director Licensing.

Alasdair James is Pier 1's new President & CEO, succeeding **Alex Smith**.

Penguin Ventures adds **Anna Metcalfe** as Hardlines Category Manager.

Joshua Schulman, formerly President Bergdorf Goodman, leaves the luxury emporium as it looks for a buyer. **Jim Gold**, parentco Neiman Marcus Group's President & Chief Merchandising Officer, will oversee the Bergdorf team.

Beano Studios hires **Chris Rose** as Director Development & Production.

AwesomenessTV opens a new London office and hires **Mark Joseph** for international growth and development of the brand and **Zachary Slatter** to head European distribution.

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BUSINESS

Mergers & Acquisitions

Toys 'R' Us combines its Japanese, Greater China, and Southeast Asia businesses under a new joint-venture agreement with Hong Kong-based **Fung Retailing Ltd.** The combined business, Toys 'R' Us Asia, will be approximately 85% under TRU leadership with the remaining percentage held by Fung Retailing. The Asia unit currently runs 223 stores in Greater China and Southeast Asia, while the Japan unit operates 160 stores in the country. Andre Javes, President Asia Pacific, continues to oversee all operations of the combined businesses, as well as Australia.

TRU saw its net sales slip 2.2% to \$11.5 billion in 2016 thanks to declining sales in video games and electronics, store closures in the U.S., and soft returns in the European and Asia-Pacific markets. Ecommerce was one bright spot, with sales up 11%. Same-store sales were down 1.4% domestically and 1.6% internationally. The retailer points to its lack of steep discounts during the holiday season as one reason for poor sales (40% of activity is centered on the holiday season), and aims to increase in-store activities as a way to encourage shoppers to visit retail locations during its off-season.

Mattel's Q1 sales also underperformed expectations, falling 15% globally (or \$113.2 million), despite higher sales in Asia Pacific and Latin America. CEO Margo Georgiadis attributed the loss to too many unsold items from the holiday period. Sales declined worldwide for

brand groups Fisher-Price (-9%), Mattel Girls & Boys (-16%), and American Girl (-12%). Regionally, sales dipped in North America (-23%) and Europe (-6%), but grew in Asia-Pacific (19%) and Latin America (4%).

VF sells its Licensed Sports Group (LSG) to **Fanatics**. The unit has annual sales of around \$500 million, and includes brands like Majestic Athletic. LSG has licensing agreements with Harley-Davidson, MLB, NBA, NFL, NHL, NASCAR, as well as many colleges and universities.

Penguin Random House buys Barcelona-based Spanish-language trade publisher Ediciones B from **Grupo Zeta** for an estimated 40 million euros (\$42 million).

World Kitchen—whose brands include Pyrex, Correlle and CorningWare—signs a definitive agreement to be acquired by an affiliate of private investment firm Cornell Capital. There are no current plans to restructure the company.

Samsonite Intl. buys **eBags**, an online retailer of bags and related travel accessories, for \$105 million by Q2 2017.

Payless ShoeSource files for Chapter 11 bankruptcy. The footwear retailer plans to close nearly 400 stores; its North American as well as two foreign Hong Kong-based entities—involved in logistics and supply chain—are included in a restructuring plan that aims to eliminate 50% of its debt load.

EXPERIENTIAL

Trade Show Updates

TLL will be at Licensing Expo in Vegas at booth #G-71! Check out our exclusive Expo offers on pg. 20.

BolognaFiere, the organizer of Bologna Licensing Trade Fair and Bologna Children's Book Fair in Italy, will launch a new publishing, international rights, and licensing show. The as-yet unnamed show will take place May 30–June 1, 2018 at a 'midtown Manhattan' location. BolognaFiere seeks to attract U.S. publishers and agents across children's and adult markets along with their global business partners.

Emerald Expositions files an IPO to raise an estimated \$250 million. The operator of NY NOW, the National Stationery Show, and

Surf Expo generated \$323.7 million of revenue in 2016. Emerald owns more than 50 trade shows, and in the past few months has bought up CEDIA Expo, InterDrone, American Craft Retailers Expo, RFID Journal LIVE! Event, and National Pavement Expo.

Olympia London—the 14-acre estate and host of Brand Licensing Europe, U.K. Toy Fair, and London Book Fair—is acquired by a group of institutional investors. The consortium, led by Deutsche Finance Group and Yoo Capital, spent £296 million (\$370 million) to buy the 130 year-old exhibition and events business from London property company Capital & Countries Properties.



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