

# TLL THE LICENSING LETTER

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## Top Trends from Licensing Expo 2017

In the last week of May, we saw 5,000 brands at the 2017 Licensing Expo in Las Vegas. Perhaps because of the date shift—the show landed a month earlier this year—there was noticeably less foot traffic on the floor for all three days. Official figures place the number of attendees at 16,000 people, the same as last year.

Every year, we're asked, "What were the top brands?" This year's floor wasn't overrun by a Frozen or a Minions, and the mood among (relatively) smaller players was highly optimistic. The dominance of A-list properties, after all, is nothing new.

### Focus, Focus, Focus

On the whole, a welcome change from last year was the near-universal focus exhibitors exhibited regarding the areas they seek to grow their brands—whether it be in consumer goods, retail distribution, or digital expansion.

Rather than "360-degree" programs that aimed to invade every corner of a consumer's life ("from their bedding, to their toothbrush, to the emoji on their messenger app"), licensees and agents were keen on promoting partnerships that targeted the root of their brands' messages and their core demographics.

In addition to watering down a property, an over-broad licensing program promotes both consumer and retailer fatigue. With this greater focus, it is likely that even as A-list properties continue to grow their share, they won't be stealing it from the rest of the industry.

### New Players on the Block

One of the most exciting things was seeing the 185 new exhibitors—Scott Living, Coca-Cola, FAO Schwarz, Funko, Line Friends, Level 5 abby, and others.

Generally, home, fashion, and food/beverages brands were better represented on the floor this year. Art brands have historically suffered from poor placement at Expo, although this year was somewhat better.

### Lost in Translation

The floor wasn't entirely dominated by children's entertainment/character brands from the English-speaking world (namely the U.S. and U.K.)—Asia (China, Japan, and Korea), Latin America, and CEE (in particular, *Masha and the Bear* from Russia) are getting more skin into the game. On the flip side, Expo 2017 also saw substantial international attendee growth, including South Korea (up 87%) and Japan (23%).

The properties are skewing older, with new content aimed not only at preschoolers, but also at kids ages 6–12 years-old. But foreign brands' increased presence at Expo doesn't necessarily translate into deals.

For one thing, the brand owners and representatives have the doubly difficult task of translating the essence of their properties and otherwise educating retailers on their reach.

*Continued on page 3*

## WORLDWIDE

### Top Countries in the \$165.7 Billion Market for Licensed Retail Sales Worldwide

2016 was a great year for licensing worldwide, with retail sales topping \$165.7 billion, according to TLL's Annual Licensing Business Survey. That figure represents a jump of 1.6% from 2015 and 4.3% from 2014. See the top 49 countries ranked by retail sales of licensed merchandise below.

The top four players (the U.S., Japan, Canada, and the U.K.) kept their spots, but China rose one rank to close out the top five—pushing out France (now No. 6). Collectively, the top 5 countries make up almost 80% of all licensed retail sales worldwide.

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# ➡ Licensing Ledger

**DHX Media** acquires the entertainment division of **Iconix Brand Group** for \$345 million, which includes both an 80% controlling interest in Peanuts and 100% of Strawberry Shortcake. The remaining 20% interest in Peanuts will continue to be held by members of the family of Charles M. Schulz. The transaction is expected to close on or around June 30, 2017.

The deal will give the Canadian media company more than 340 half-hours of content that it can use to “feed potential new production including new digital content for [DHX’s WildBrain channel on] YouTube, mobile, and video-on-demand services.”

After the buy goes through, sales of consumer products will account for 44% of DHX’s annual revenues after the acquisition, up from 19% currently. Total revenues could grow 52% to about \$323 million, with adjusted earnings up 40% to almost \$98 million. DHX expects to see about \$3.6 million in cost synergies in its first year.

The **Pokémon Co. Intl.** makes a strategic investment in **Wicked Cool Toys**, taking a seat on its board of directors, and appointing it as Pokémon’s master toy licensee worldwide, excluding Asia. The deal is similar to the company’s partnership with **Niantic**, the developer and publisher of mobile game app Pokémon Go. **Tomy** will continue to produce video game-based products, and other “select items.”

The United States Tennis Association (**USTA**) and **Aramark** partner to provide retail merchandise services for the USTA Billie Jean King National Tennis Center, home of the US Open. Under the multi-year agreement, Aramark will manage all aspects of the US Open Tennis Championships’ retail sales and merchandising operations throughout the grounds of the National Tennis Center. Aramark will collaborate with the USTA’s licensed merchandise partners to market and carry a vast assortment of distinctive, official apparel, souvenirs and keepsakes.

**Spin Master** acquires **Marbles**, a firm known for creating specialized games, gifts, and gadgets with brain benefits.

**Nickelodeon** launches Entertainment Lab, a Burbank-based

research and development facility led by the former creative director of Nickelodeon Animation Lab, Chris Young. The lab will focus on experimenting with emerging technologies including real-time rendering, virtual cinema, VR, AR and mixed reality, and AI.

**Warner Bros.** and **Miral** reveal additional details regarding Warner Bros. World Abu Dhabi, set to open on Yas Island in 2018. The park will boast six themed worlds: Metropolis and Gotham City (DC Super Hero universe); Cartoon Junction, Bedrock and Dynamite Gulch (brands such as Looney Tunes and Hanna-Barbera); and Warner Bros. Plaza (reminiscent of old Hollywood).

**eOne** and **Round Room Presents** team up to bring the first PJ Masks live stage show to fans across 50 cities in the U.S. and Canada. “Time to Be a Hero!” is a fully-immersive production featuring music, aerobatics and more.

**Peanuts Worldwide** partners with **DDM Entertainment & Events** to produce a series of Chinese lantern festivals with its characters. The branded festivals will appear in regions including North America, Europe, China, Hong Kong, Macau, Taiwan, Japan, and South Korea.

**Lionsgate** taps entertainment fan website **Fandom** to reach consumers across its portfolio of film entertainment brands and franchises. The partnership kicks off with content for film *John Wick: Chapter Two*, TV series “American Gods,” and Saban’s Power Rangers. Fandom’s users will have access to enhanced content experiences based on Lionsgate IP, some of it exclusive.

**Dollar General** gets the go-ahead to purchase 323 one-time Family Dollar stores from the Federal Trade Commission. The chain of stores were operating as stand-alone company Dollar Express under private equity firm Sycamore Partners after Dollar Tree acquired Family Dollar in 2015 and was required to sell of the units.

**Authentic Brands Group** acquires of a 51% stake in Frye, the iconic American heritage brand, from **Global Brands Group**. This is the first time ABG and Global Brands co-own a brand, although the companies have partnered on growing APG-owned brands in years past. The buy, along with the purchase of the Greg Norman brand earlier this year, propels ABG’s portfolio to over \$5 billion in global retail sales.

**PetSmart** acquires online pet retailer Chewy, which will largely operate as an independent subsidiary under current CEO Ryan Cohen.

**Shop Direct** is reportedly seeking £3 billion to buy out the online department store, which includes brands Very and Littlewoods. The retailer has received interest from a “clutch” of private equity firms, according to *Retail Week*.

**J.C. Penney** is expanding with a new B2B strategy, offering solutions for the hotel and lodging industry and the multi-unit industry.



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## Top Trends from Licensing Expo 2017

*Continued from page 1*

This should be an obvious step for everyone in the branding business, but even when consumer engagement is high, buyers will snub that which they do not understand.

Another point of difficulty is that most of these properties currently enjoy digital distribution in North America, rather than air time on traditional linear television. And while some properties like *Masha* will soon air on the small screen, others are currently facing tough realities.

### Retailers & Digital-first

Properties whose reach is exclusively through digital mediums such as streaming, YouTube, and social media, aren't the most attractive option for retailers, who are looking for a sure thing. Just two years ago, getting a mass retailer to stock merchandise based on a YouTube series was unthinkable.

But the mood is shifting, with reports on the floor that even mass buyers like Toys 'R' Us and Target appear more open to digital-first properties. I predict that within five years, most retailers will get their heads on straight, and the linear/digital distinction won't matter. The learning curve might be larger for Cannes audiences (who booed Netflix's and Amazon's film offerings at the festival).

Amazon Studios graced the Expo floor for the first time—albeit with a disappointingly small acreage—for its preschool and children's properties (Tumble Leaf, Wishenproof, etc.). YouTube was noticeably absent, after what appeared to be a disappointing showing at its pavilion last year (admittedly, in a terrible location). But other digital entertainment platforms like Crunchyroll and BuzzFeed were out in full swing with older-skewing properties.

One of the most appealing factors about working with digital-first properties is the detailed level of statistics production companies have on hand to track consumer engagement, and even purchases of merchandise. And of course, digital engagement is second only to the high level of dedication consumers show by buying—and then wearing, eating, or otherwise surrounding themselves with—branded merchandise.

And then there are the brands with strong multi-platform engagement getting into the game. We're familiar with children's toy and entertainment brands expanding with short-form YouTube videos, for example. But for the older crowd, one of the strongest players in the social media space is National Geographic, which is aggressively pushing its revamped licensing program.

### Virtual Reality (VR) is Getting Real

Last year, we saw a slew of releases for top-of-the-line VR consoles. Adoption, however, remains low. Few consumers are eager to cash in on the higher-priced tech, especially with so few games available (at least, in comparison to "traditional" consoles).

Major game production companies commented that there is little impetus to develop VR-enabled versions of even their most popular titles for this very reason. The noticeable exception on the floor was Sony, which showed off its *Ghostbusters VR: Now Hiring* for the PlayStation VR.

But that doesn't mean that production companies aren't developing VR content. While there is no news fit to print (yet), media companies of every size are staffing up on VR development teams.

One low-cost VR console option is coming this fall from a former Mattel exec with VR Entertainment. While the eyewear resembles Google Cardboard (you bring your own phone), it's a higher-quality plastic and comes with a steering wheel or fishing rod. The company is expected to sign licensing deals for 2018.

### Mini-trends for 2017 & Beyond

Unicorns, rainbows, and princesses are a top trend this year—but next year looks to have a horror slant. Think cute, but in a creepy way.

Live touring shows, character appearances, conventions, and other types of experiential content are back in a very big way. Even as consumers are increasingly accessing brands through digital means, they are excited about experiencing them live. Comic book and anime brands have conventions already baked into their fan culture, but licensors like A+E Networks and Hasbro are also creating their own, to great success.

The hottest trend of Q1 2017—the fidget spinner—seems to be dead before any licensed products will manage to land on shelves.

### Notes from the Floor

If you didn't attend the show, or didn't get to leave your booth for very long, here are some general notes from the field.

Traffic on Wednesday resembled that of Thursday from yesteryear. While part of the reason was that many exhibitors and attendees took off for the last day on Wednesday afternoon (as they do every year), others explained the difference away by the move of major exhibitors like Disney and Mattel off the main show floor. Despite the slow showing, exhibitors reported brisk foot traffic all-around.

The top "give-away" trend this year was coffee, a welcome shift from last year's deluge of t-shirts. Most of the major booths were stocked with baristas serving up quality beans. Of the few "giveaways", there were fewer USBs and more pens, notebooks, and bottles.

And of course, at the *TLL* booth we were giving away free three-month digital subscriptions to the newsletter (new faces only). Know someone who might want one—either a colleague in your office, or a business partner? Email us to sign them up.

## EXPERIENTIAL LICENSING

## Theme Parks, Video Games & Touring Shows

**Hong Kong Disneyland Resort** unveils a \$1.4 billion expansion plan with new themed areas, attractions, and entertainment that will launch almost every year at the park from 2018 through 2023, including:

- ▶ A transformed castle with new daytime and nighttime spectaculars;
- ▶ A Frozen-themed area;
- ▶ A Marvel-themed area with attractions including the new Iron Man Experience ride, which opened last January;
- ▶ An entertainment venue, Moana's Village Festival in Adventureland, which will feature an all-new stage show.

The **LEGO Group** launches a three-day U.S. interactive experience tour in the form of the LEGO World of Creativity Tour. The tour will feature a variety of build and play experiences such as The Big City (where families can build custom LEGO vehicles and test them down race ramps), The Ocean (sand castles on a LEGO brick beach), and Outer Space (where customized LEGO creations are put to the gravity test).

**Cartoon Network** continues to partner with the **LEGO Group**, this time on TV series *Unikitty!*, a spinoff series produced by **Warner Bros. Animation**, starring the main character from global blockbuster *The Lego Movie*. The leader of her kingdom, Princess Unikitty, uses her energy and creativity to make sure everyone is happy—but she morphs into Angry Kitty when displeased.

**Cartoon Network EMEA** will release a new original comedy, *The Heroic Quest of the Valiant Prince Ivanhoe*, across the region later this year. Produced in partnership with Copenhagen's **Sun Creature Studio**, the 10 x three-minute series will be released in conjunction with an online interactive game. As players advance through the game, they unlock new episodes of the show—a first in this type of multi-platform release for Cartoon Network.

## SOCIAL MEDIA

## Let's Get Social

**Sanrio** joins forces with **Snapchat** to bring over 30 character stickers to the app, including Hello Kitty, My Melody, Badtz-Maru, Chococat, and Keroppi. The month-long partnership coincides with Sanrio Character Ranking 2017, an annual competition where fans get the chance to vote for their favorite Sanrio character. Each sticker used will count as a vote for the chosen character. It's not clear if this is a sponsored ad (Sanrio paid for the stickers), a licensing deal (Snap is paying royalties—this is not likely, but it's the first time Snap is doing this kind of partnership), some mix of both, or none of the above. In the past, Snap has had two lenses for Sanrio (one for Hello Kitty, and one for Little Twin Stars).

**Snap's** Q1 financial results revealed poorer-than-expected revenue and user growth, causing its stock to fall over 20% the next day (making its net losses for the quarter drop down to \$2.2 million). To attract more advertising dollars, it began allowing users to make their posts survive beyond the usual 10 seconds—in other words, a complete re-invention of the way the social media network works.

**YouTube** has its own font now, courtesy of brand consultancy firm **Saffron**. "Youtube Sans" will be featured across YouTubeTV and includes a glyph of YT's logo; the font is "quirky and expressive, yet simple and bold."

This is a small move, but one that indicates a shift in YT's greater strategy. The drastic decline in ad revenue for individual creators (#Adpocalypse) is not going away, and the primary avenue available to digital brands today is a TV-like model—one supported by advertisers, who get the last say on what airs. This means that the new digital distribution model looks more like traditional TV than ever; giants like YT, Facebook, and Twitter are partnering with giants like Disney, Time Warner, and Viacom.

But consumers are still seeking out homegrown, original content (and having their posts expire in 10 seconds)—and that means we'll be seeing no lack of new digital platforms cropping up over the next couple of years.



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## EXPERIENTIAL LICENSING

## The Wild World of Emoji

We're issuing a correction for a description we printed in the January 2017 issue, regarding the emoji® brand from the Emoji Co. The amended brand description is below—as well as an overview of all the emoji-related properties we could find.

Note that the emoji described below aren't the icons you see on your phone—Apple and Google don't usually make their icons available for merchandising. Typically, licensors and manufacturers design their own custom icons. One example is PepsiCo's 2016 PepsiMoji campaign, curated by the The Joester Loria Group where limited-edition merchandise launched concurrently with the advertising campaign.

We also list several licensees in Licensing Source Book Online that make custom emoji for brands (listed alphabetically below). Usually the icons are available through custom messaging apps or keyboards that require both parties to have the program installed, since they aren't part of the official Unicode Consortium.

- |                            |               |
|----------------------------|---------------|
| ▶ Bare Tree Media          | ▶ Quan Inc.   |
| ▶ Moji                     | ▶ Swyft Media |
| ▶ PicCollage/Cardinal Blue | ▶ Twitter     |
| ▶ PicoCandy                | ▶ Whalerock   |
|                            | ▶ Zapexa      |

First, let's explore Emoji Co. GmbH, which describes its property as the “official emoji® brand.” The licensor has registered “emoji” as an official trademark around the world, including the U.S. and EU (in a bunch of categories). The company offers over 5,000 copyrighted icons for use in merchandising, and has more than 280 licensees

worldwide. The company purchased “emojiville” from Saban Brands earlier this year. It also has several other trademarks like “the emojis” and “emojiplanet.”

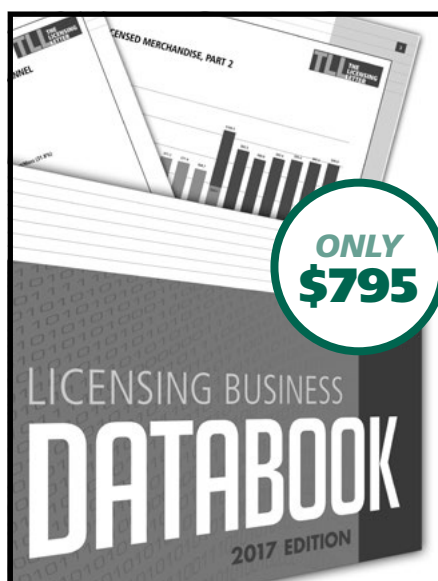
Sony Pictures Animation has permission from the Emoji Co. to use “emoji” in connection with its worldwide merchandising program in conjunction with film *The Emoji Movie*. Sony offers distinct sets of emoticons and characters from the original film.

Accessory Innovations owns the trademark for “Emoji-nation,” an AI-created brand that aims to capitalize on the licensed accessories manufacturer's icons and phraseology. Current partners include Mad Engine, Komar Sleepwear, and Zak Designs.

EmojiOne offers open-source emoji for developers (the licenses for merchandising are, of course, not free). Licensees include Bioworld and Walls360.

The spiritual predecessor of the emoji, the Smiley®, is owned by SmileyWorld and trademarked in over 100 countries. The company offers different sets (Couture, Sports, Baby, etc.) of emoticons (3,000+) and graphics available for licensing. The company claims over 230 licensees worldwide.

And we're not even touching digital stickers (still or animated graphics designed to be shared via virtual photos or text messages), which are in a unique class. The first company to popularize these stickers was the Japanese social media app Line, but their use has spread to other platforms like Facebook and Snapchat over the years. And many of the licensees listed above, which make custom emoji, also have a hand in creating custom digital stickers.



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- Selected international data by territory, property type, and product category

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## Licensed Retail Sales Worldwide

Continued from page 1

The fastest-growing countries were concentrated in Asia:

- ▶ India's retail sales ballooned 9.5% to reach \$811 million in sales, making it the hottest region for licensing in 2016. Licensed sales greatly outpaced GPD (7.6%), but compared to the overall retail market (12%, according to the India Brand Equity Foundation) growth is slightly slower.
- ▶ Vietnam grew 8.0% to reach \$12 million in sales. It's the smallest (No. 49) market for licensed sales amongst the countries we track.
- ▶ The Chinese market grew 7.0% to reach \$6.7 billion in sales, a faster rate of growth than in 2015 (6.0%).
- ▶ The Philippines was up 4.3% to reach \$85 million in retail sales.

**ON THE OTHER SIDE OF THE SPECTRUM,  
RUSSIA AND GREECE ENJOYED A SLOWER RATE  
OF DECLINE COMPARED TO 2015.**

Other countries with notable growth include Mexico (4.0%—the bright spot of Latin America) and the U.K. (3.6%)—the latter which, despite the political uncertainties surrounding Brexit, enjoyed great success in licensed sales. 2017 will be a different story, as current reports about Q1 retail sales indicate a steep plunge in retail activity.

On the other side of the spectrum, Russia and Greece enjoyed a slower rate of decline compared to 2015. Russia's licensed market shrank 5.6%, compared to 18.9% in 2015. Greece has one of the most dramatic drops in 2015 (-25.6%) but rebounded slightly this year with -5.0% growth. Part of the story is that there is only so much the market can shrink—the other part is success in aggressive retail strategies.

Hong Kong, South Korea, and Japan were biggest exceptions to the Asian success story, with their markets declining 4.5%, 1.9%, and 0.3%, respectively. Hong Kong was hard hit with an 8.0% drop in overall retail sales (according to government figures), attributed to a weak yuan and subsequent drop in mainland visitors. South Korea was hit with political instability, lowered consumer spending, and lowered consumer confidence—all of which resulted in fewer feet in stores. And Japan's flat economy (boasting a 0.5% GPD) hasn't improved over the last couple of years—placing the country at real risk of being bumped out of the top ranking by China in the next several years.

While countries in the Middle East generally had depressed GPD figures compared to 2015, consumers declined to reduce spending on luxury and "status" items (in contrast, spending on food went down). Egypt was the exception, with a strong GPD (3.8%) outpacing licensed sales (3.5%).

**TOP COUNTRIES, RANKED BY TOTAL RETAIL SALES  
OF LICENSED MERCHANDISE, 2015–2016**

RANK, 2016	COUNTRY	RETAIL SALES, 2016	RETAIL SALES, 2015	CHANGE, 2015–2016	MARKET SHARE, 2016
1	U.S.	\$97,031	\$93,826	3.4%	58.7%
2	Japan	\$10,125	\$10,155	-0.3%	6.1%
3	Canada	\$9,508	\$9,449	0.6%	5.8%
4	U.K.	\$7,593	\$7,329	3.6%	4.6%
5	China (mainland)	\$6,736	\$6,295	7.0%	4.1%
6	France	\$6,521	\$6,425	1.5%	3.9%
7	Germany	\$5,507	\$5,368	2.6%	3.3%
8	Italy	\$4,390	\$4,368	0.5%	2.7%
9	Brazil	\$2,067	\$2,133	-3.1%	1.3%
10	Australia	\$2,035	\$2,029	0.3%	1.2%
11	Spain	\$1,716	\$1,679	2.2%	1.0%
12	Mexico	\$1,520	\$1,462	4.0%	0.9%
13	Netherlands	\$1,340	\$1,316	1.8%	0.8%
14	Belgium	\$861	\$857	0.5%	0.5%
15	India	\$811	\$741	9.5%	0.5%
16	Sweden	\$764	\$753	1.5%	0.5%
17	Taiwan	\$542	\$533	1.7%	0.3%
18	Turkey	\$523	\$521	0.5%	0.3%
19	South Africa	\$522	\$506	3.2%	0.3%
20	Austria	\$495	\$495	0.0%	0.3%
21	Switzerland	\$450	\$452	-0.5%	0.3%
22	Denmark	\$441	\$436	1.0%	0.3%
23	South Korea	\$413	\$422	-1.9%	0.3%
24	Finland	\$312	\$316	-1.2%	0.2%
25	Hong Kong	\$287	\$301	-4.5%	0.2%
26	Portugal	\$287	\$284	0.9%	0.2%
27	New Zealand	\$285	\$279	1.9%	0.2%
28	Norway	\$284	\$286	-1.0%	0.2%
29	Greece	\$220	\$232	-5.0%	0.1%
30	Russia	\$214	\$226	-5.6%	0.1%
31	Saudi Arabia	\$208	\$202	3.0%	0.1%
32	Chile	\$196	\$193	1.1%	0.1%
33	Argentina	\$157	\$158	-1.0%	0.1%
34	Ireland/Eire	\$151	\$146	3.1%	0.1%
35	Poland	\$126	\$123	2.1%	0.1%
36	Singapore	\$94	\$93	0.5%	0.1%
37	Philippines	\$85	\$82	4.3%	0.1%
38	Malaysia	\$64	\$64	-0.4%	0.0%
39	Czech Republic	\$63	\$62	3.0%	0.0%
40	Indonesia	\$63	\$62	1.0%	0.0%
41	Macau	\$59	\$64	-7.5%	0.0%
42	Hungary	\$58	\$56	2.2%	0.0%
43	UAE	\$51	\$50	2.5%	0.0%
44	Qatar	\$41	\$40	3.0%	0.0%
45	Iceland	\$40	\$39	2.5%	0.0%
46	Thailand	\$23	\$22	3.2%	0.0%
47	Luxembourg	\$20	\$20	1.0%	0.0%
48	Egypt	\$18	\$17	3.5%	0.0%
49	Vietnam	\$12	\$12	8.0%	0.0%
—	Others Asia	\$1,021	\$1,001	2.0%	0.6%
—	Others Western Europe	\$419	\$415	1.0%	0.3%
—	Others Latin America	\$135	\$137	-1.5%	0.1%
—	Others Middle East and Africa	\$117	\$114	2.6%	0.1%
—	Others Central and Eastern Europe	\$86	\$85	1.0%	0.1%
<b>Total</b>		<b>\$165,329</b>	<b>\$162,734</b>	<b>1.6%</b>	<b>100.0%</b>

SOURCE: THE LICENSING LETTER

# Licensing News

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

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
Airheads	Fruity, chewy popular American candy brand.	Beverages, food, housewares, lifestyle furniture	Stu Seltzer, Seltzer Licensing Group
Angry Birds	Mobile game franchise about multi-colored birds who try to save their eggs from hungry pigs by launching themselves at their nests.	All (excluding food & beverage)	Travis J. Rutherford, Evolution USA
Barbasol	One of the top selling men's' shave cream brands for nearly 100 years.	Grooming products, health & beauty aids, home decor, housewares	Ricky Yoselevitz, Seltzer Licensing Group
Bible bb's	Faith-based preschool brand that aims to create a new animated world for the classic Bible characters while staying true to the scripture.	All	Ross Misher, Brand Central
Debbie Macomber	Best-selling author with over 200 million books in print, brings to life compelling relationships that embrace family and enduring friendships.	All, apparel, crafts, gardening accessories, home furnishings, stationery	Stu Seltzer, Seltzer Licensing Group
Endemol Shine North America	Entertainment properties include Fear Factor, Wipe Out, and Deal or No Deal.	Apparel, food, games, publishing, toys	Cynthia Modders, Firefly Brand Management
Feisty Pets	Dual personality plush pets that appear adorable and sweet, then turn into fang-bearing-scary feisty pets.	All	Elan Freedman, Surge Licensing
Kung Fu Pork Choppers	Based on one of the most popular boys action brands and TV series in China, adapted for outside of Asia.	All	Alfred Kahn, CraneKahn
Mofy	TV series for ages 2-5, featuring stop-motion, cotton animation.	All	Alfred Kahn, CraneKahn
Motor Kids Club	Animated children's television series based on the childhood life, friends, passions and adventures of global master artist of rock music, automobiles, motorcycle and just a motor head, Marc Lacourciere.	All	Janice Hamlin, Marketing Immersion
Overwatch	Highly stylized team-based shooter game set on a near-future earth, with multiplayer showdowns pitting a diverse cast of characters against each other in a globe-spanning conflict.	All	Matt Beecher, Blizzard Entertainment
Pure Silk	One of the top selling women's' shave cream brands.	Grooming products, health & beauty aids, home decor, housewares	Ricky Yoselevitz, Seltzer Licensing Group
Wonderballs	New twist on teaching kids arts, crafts and music, each Wonderball comes alive with a new art, crafts or musical instrument.	All	Alfred Kahn, CraneKahn
Word World	Series on PBS, endorsed by the Department of Education, teaches kids to read with eye-catching illustrations.	All	Alfred Kahn, CraneKahn
World of Warcraft	Multiplayer online role-playing game, characters must save their world from annihilation by unlocking mysteries, mastering weapons and making pacts with Demon Hunters.	All	Matt Beecher, Blizzard Entertainment

## Licenses Recently Granted, U.S.

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Arty Mouse	Jessami	Mobile educational apps	Edutainment Licensing
Audrey Jeanne Roberts	Dickson's Gifts	Garden flags, mailbox covers	MHS Licensing + Consulting
Baywatch	Forever 21	Accessories, apparel	FremantleMedia
	Spencer's/Spirit Halloween	Costumes	
	Tipsy Elves	Apparel	
Betty Boop	FiveLo Sports*	Arm warmers, boot liners, headwear, leg warmers, scarves, socks	King Features Syndicate
Bible bb's	Beverly Hills Teddy Bear	Blind packs, master toy, mini plush, plush	Brand Central
Big Trouble in Little China	Molecule8	Collectible figures	Sony Pictures Consumer Products
Billy Goat Tavern	Devanco Foods	Frozen burgers	Joester Loria Group (JLG)
Bob Marley	Sector 9 Skateboard Co.*	Skateboards	Hope Road Merchandising/Bob Marley Group of Comanies
Buddy Thunderstruck	Funko	Accessories, apparel, plush, vinyl figures	American Greetings Entertainment
Catalina Estrada	Hallmark Cards	Accessories, gift products, stationery	Jewel Branding & Licensing
Craig Morgan	LINE-X	Spray-on bedliner	Red Light Management
Dark Crystal	BOOM! Entertainment/BOOM! Studios, Inc.*	Publishing	Jim Henson Co.
	McFarlane Toys	Figures	
Dinosaur Roar!	M&Co.	Apparel (children's)	Nurture Rights
Ducktales	Funko	Vinyl figures	Disney Consumer Products
Fraggle Rock	BOOM! Entertainment/BOOM! Studios, Inc.*	Publishing	Jim Henson Co.

\*Extension or renewal.

Continued on page 8

## Licensing News *Continued from page 7*

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Ghostbusters	Molecule8	Collectible figures	Sony Pictures Consumer Products
GoldieBlox	Random House Children's Books	Books	GoldieBlox
H. Hargrove	Dickson's Gifts	Garden flags, mailbox covers	MHS Licensing + Consulting
Hanazuki	IDW Publishing	Comics	Hasbro
Harry Potter	Molecule8	Collectible figures	Warner Bros. Consumer Products
Hatchimals	Rubie's Costume	Costumes	Spin Master
Hello Kitty	Viz Media*	Coloring books	Sanrio
Hey Duggee	Children's Apparel Network	Apparel (children's), layette, outerwear (children's), swimwear (children's)	BBC Worldwide North America
	Jay Franco & Sons	Bath products, beach products, bedding, storage	
Hobbit	Molecule8	Collectible figures	Warner Bros. Consumer Products
Iron Man	Quantum Mechanics/QMx	Dioramas	Disney Consumer Products
John Lennon	Molecule8	Collectible figures	Epic Rights
Labyrinth	BOOM! Entertainment/BOOM! Studios, Inc.*	Publishing	Jim Henson Co.
	McFarlane Toys*	Figures	
LaurDIY	Sleep Riot/Kersheh Group (The)	Sleepwear (juniors')	Brand Liaison (The)
Lolli, Sugar Coast by Lolli	ACI International	Footwear	Marketing Immersion
	Moret Group	Intimate apparel, loungewear, sleepwear	
Lord of the Rings (The)	Molecule8	Collectible figures	Warner Bros. Consumer Products
MasterChef Junior	Blue Apron	Meal kits	Endemol Shine North America
NASCAR	704Games form. Dusenberry Martin Racing	Mobile game apps	NASCAR
	YETI Coolers	Coolers, soft-sided coolers, stainless steel drinkware	
National Geographic	Eagle Creek div. VF	Bags, travel accessories, travel gear	National Geographic Partners
NBA	Mo's Bows Memphis	Neckwear	NBA Entertainment (National Basketball Association)
Ninjak Vs	Overworld Games	Card games	Valiant Entertainment
Num Noms	Menchie's	Collector's cards	MGA Entertainment
Overwatch	Jay Franco & Sons	Bedding	Blizzard Entertainment
Pirates of the Caribbean 5	Funko	Vinyl figures	Disney Consumer Products
PJ Masks	Choco Treasure	Chocolate surprise eggs	Entertainment One (eOne)
	Frankford Candy & Chocolate	Chocolate, confectionery, gift sets	
	GBG Beauty	Bath, personal care	
	Primary Colors	Candy, cookies, gummies	
	Pure Growth	Biscuits, breakfast bars	
	Tin Box	Tin boxes	
Poison	Impact Merchandising	Accessories, apparel	Epic Rights
Poo-nicorn	Intimo	Sleepwear	Fun2Play Toys
Robert Rauschenberg	Williams-Sonoma	Home decor, home furnishings, plates, textiles	Robert Rauschenberg Foundation
Shopkins	Culture Fly	Subscription service	Moose Toys
slither.io	Fifth Sun Apparel	Apparel	Tie-In Pro
Snoop Dogg	Puck Hcky	Hockey apparel	WME/IMG Worldwide Licensing
Splatoon	Dark Horse Comics	Art books	Nintendo of America
	Viz Media	Manga	
Stephanie Ryan	Development Solutions Global	Planners	MHS Licensing + Consulting
Storyteller (The)	BOOM! Entertainment/BOOM! Studios, Inc.*	Publishing	Jim Henson Co.
Super Geek Heroes	Jessami	Mobile educational apps	Edutainment Licensing
Timberland	Global Brands Group	Accessories, baseball caps, cold weather accessories, socks	Timberland
Turtle Wax	Lifeworks Technology Group	Automotive accessories, cargo mats, cleaning products, mobile device cases, vehicle cases	2020Brands
	Lifeworks Technology Group	Automotive accessories	
	Rally Manufacturing	Automotive floor mats	
	Rally Manufacturing	Automotive accessories	
Twin Peaks	Bif Bang Pow!/Entertainment Earth	Journals, tin totes	CBS Consumer Products
	BoxLunch	Apparel, figures, stationery	
	Fifth Sun Apparel	Accessories, apparel	

\*Extension or renewal.

*Continued on page 9*



## Licensing News *Continued from page 8*

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Twin Peaks	Funko	Figures	CBS Consumer Products
	Habitat Skateboards	Accessories, skateboard decks, t-shirts	
	Hot Topic	Accessories, dresses, t-shirts	
	RockLove	Jewelry	
	Treco	Apparel	
Valiant Universe	FanSets	Pins, wall decor	Valiant Entertainment
	InLightz	Illuminated collectibles	
	Vans Warped Tour/4fini	Touring shows	
Vera Bradley	CID Resources	ID holders, medical uniforms, tote bags	Vera Bradley
Willy Wonka and the Chocolate Factory	Molecule8	Collectible figures	Warner Bros. Consumer Products
World of Eric Carle (The)	PercyVites/Percy 3DMedia	Personalized e-cards	Joester Loria Group (JLG)

## International Properties Available or Recently Assigned

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
Animal Jam	Multiplayer online virtual world of Jamaa, launched in 2010 by WildWorks in partnership with National Geographic.	All (LATAM)	Ximena Duque, Exim Licencias y Promociones Colombia SAS
Archie Comics	American comic book publisher for over 75 years, known for its many titles featuring fictional teenagers including Archie Andrews, Betty Cooper, and Veronica Lodge.	All (U.S., Canada)	Carla Silva, King Features Syndicate
Billy Squier	Recording artist, musician and songwriter with a string of arena rock hits: "The Stroke" "Everybody Wants You" "Lonely Is The Night" "Rock Me Tonight" and others.	Accessories, automotive accessories, electronics, software (Worldwide)	Terri DiPaola, Kirby Organization (The, TKO)
Blue Oyster Cult	Over 24 million records sold worldwide and famous for hit songs: "Burnin For You"; "Don't Fear) The Reaper" and "Godzilla". Continuously on tour, performing upwards of 100 shows worldwide per year.	All (Worldwide)	
Caesars Entertainment	Global leader in gaming and hospitality, operates resorts and casinos on three continents, brands include; Harrah's, Caesars, and Horseshoe, as well as the London Clubs International family of casinos.	All (Worldwide)	Gary Krakower, WME/IMG Worldwide Licensing
Call of Duty	Video game franchise seeks to expand into lifestyle products. First person shooter pits gamers in historical and modern war zones.	All (Europe)	Daniel Amos, Tinderbox div. Beanstalk (U.K.)
Cartoonist Group	"Internet's most diverse cartoon art database; cartoon brands include editorial cartoonists Joel Pett, Ann Telnaes, Signe Wilkinson, and Matt Wuerker as well as the cartoons of Frank and Ernest and Speed Bump."	All (Worldwide)	Gillian Murrell, Cartoonist Group Licensing
Chip & Pepper	Original pioneers of the denim market, apparel brand is synonymous with a free-spirited lifestyle. Cross between California lifestyle and premium vintage denim.	Apparel, denim, footwear, hosiery (Worldwide)	Sara Fernstrom, Lyft Brands Group
Chip & Pepper Wetwear	Active lifestyle brand balances California surf culture with design practicality that emphasize style, fit, and quality.	Accessories, beanies, board shorts, casualwear, footwear, surfboards (Worldwide)	
Dan Tana's	Legendary 53-year-old West Hollywood, Italian restaurant whose iconic entryway has welcomed generations of Hollywood's most glamorous.	All (Worldwide)	Daniel Levin, Prominent Brand + Talent
Einstein2	Brand that embodies Einstein's energy with three collections, each translating Einstein and his science into exciting prints and graphics for a broad range of apparel and lifestyle product.	Accessories, apparel, sporting goods (Worldwide)	Tamra Knepper, Greenlight div. Branded Entertainment Network (BEN)
Ella Fitzgerald Charitable Foundation	Charity founded in 1993 to help those in need—of all races, cultures, and beliefs—by singer Ella Fitzgerald.	All (Worldwide)	Travis J. Rutherford, Evolution USA
FIFA World Cup, FIFA Confederations Cup	International association football competition and International association football tournament for national teams. Includes the production of official licensed products and the opening of official fan shops in the host country.	All (Russia)	Anton Grishin, Megalicense
Flipz	Best-selling chocolate covered pretzels in North American market, using only the finest ingredients to make sweet and crunchy treats.	All (North America)	Frances Alvarez, Beanstalk
Fruit Ninja	Mobile game app will see a new game launch as well as an animated YouTube Red series and live-action family film. Also covers mobile game "Jetpack Joyride."	All (Greater China)	David Colley, Interactive Licensing Management (ILM) Asia
Godiva	Manufacturer of premium fine chocolates and related products, founded in Belgium in 1926.	All (U.S., Canada, Europe, Japan, China)	Frances Alvarez, Beanstalk
Hamsta World	Character brand features a family of plucky hamsters with a Japanese-inspired design. Each critter is characterized by humorous catch phrases.	All (Italy)	Maurizio Distefano, Maurizio Distefano Licensing (MD Licensing)
Heidi, Bienvenida a Casa	Live-action teen series, a reinterpretation of the classic children's novel; Heidi, adding humour, music and some modern twists.	All (U.S., Canada)	Elan Freedman, Surge Licensing
Hello Neighbor	Video game franchise of PC stealth horror game with Artificial Intelligence as an opponent, has garnered over 600 million combined views on YouTube.	All (Worldwide)	Travis J. Rutherford, Evolution USA
I Love LV	Tourism brand for Las Vegas, one of the most iconic destination brands in the world boasting over 45 million visitors each year.	All (Worldwide, excl. North America)	Sondra Contino, Lawless Entertainment

\*Extension or renewal.

*Continued on page 10*

## Licensing News *Continued from page 9*

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
<b>Iggy Pop</b>	Considered the godfather of punk and a punk rock pioneer; singer, songwriter and lead vocalist of Iggy and The Stooges.	All (Worldwide)	Ashley Austin, Artist Legacy Group (ALG)
<b>iLuv</b>	Lifestyle brand featuring mobile devices, mobile device accessories and evolving into a new line up of smart home products connect your life with products in your home.	All excl. food (Worldwide)	Jason Park, iLuv Creative Technology
<b>Imperial War Museum</b>	British museums include authentic military ships, aircraft, vehicles, and equipment along with wartime posters, photographs, correspondence, and more.	All (North America)	Carole Postal, Spotlight Licensing & Brand Management
<b>Ironman, Ironkids, Iron Girl</b>	One of a series of long-distance triathlon races organized by the World Triathlon Corporation.	All (Worldwide)	Scott Todd, Graj & Gustavsen
<b>Joan Kelley Walker</b>	Canadian reality TV personality, TV host, humanitarian and model.	Accessories, apparel (Canada)	Julie Campaña, Benchmark Licensing
<b>Joe Wicks</b>	The Body Coach; best-selling author of a cookbook, fitness DVD, and fat loss plan was named the 2nd most influential figure in the food industry by Telegraph Hill.	All incl. activewear, food, sporting goods (Worldwide)	Jens Drinkwater, Global Merchandising Services
<b>Jukin Media</b>	Viral video clip properties include The Pet Collective, FailArmy, People Are Awesome, and Poke My Heart.	All (North America)	Andrea Brent, FremantleMedia
<b>King Features</b>	Properties include Betty Boop, Popeye, Beetle Bailey, Flash Gordon, and more..	All (Brazil) All (Canada) All (China, Hong Kong, Singapore, Taiwan, Thailand, Indonesia) All (Israel) All (South Korea) All (Middle East) All (Peru) All (Mexico, LATAM)	Alexandre Volpi, Vertical Licensing Stuart Pollock, Segal Licensing Noletta Chiu, Medialink (Far East) Ltd. Yossi Fox, Licensing Dynamics Intl. Ltd. (LDI) Jina Han, Asiana Licensing Inc. (ALI) Hussein Ftouni, Copyright Licensing Agency Veronica Crespo, AMV Licensing MON Film Entertainment
<b>L.O.L. Surprise!</b>	Fashion-forward dolls who come packaged in multi-layered balls that, when unwrapped, reveal various accessories for the doll found at its core.	All incl. accessories, fashion apparel, sleepwear (Worldwide)	Juli Boylan, MGA Entertainment
<b>Little Gym (The)</b>	Internationally recognized program that helps children build the development skills and confidence needed at each stage of childhood.	All (Worldwide)	Ricky Yoselevitz, Seltzer Licensing Group
<b>Maggie &amp; Bianca Fashion Friends</b>	Tween-skewing live-action series focused on fashion, music, and friendship. Licensed for master toy and publishing.	All (German-speaking regions)	Robert Merkel, ProSiebenSat.1 Licensing GmbH
<b>Mary Evans Picture Library</b>	New additions from Weldon's and Leach's (1920's fancy dress catalogues), Murray's Cabaret Club (late 1940's and early 1950's costume designs), and the Everett Collection in New York (1920's and 1930's photos of silly situations).	All (Worldwide)	Luci Gosling, Mary Evans Picture Library
<b>Massive Monster Mayhem</b>	Original show for kids 6–11 that combines live action and CGI animation with real competition and comedy.	Consumer products (Worldwide)	Tom Roe, DHX Brands
<b>McVitie's</b>	UK's leading biscuit brand, offers a range of delicious biscuits and cakes, which have been passionately baked for generations.	All (Europe)	Sheelagh Cullinan, Beanstalk (U.K.)
<b>Nadiya Hussain</b>	British baker, columnist, author, and television presenter. Rose to fame after winning the sixth series of BBC's The Great British Bake Off in 2015.	Bakeware, food, gifts, housewares (U.K.)	Ian Downes, Start Licensing
<b>Oggy &amp; the Cockroaches</b>	French animated comedy series about an anthropomorphic blue cat, who would prefer to spend his days watching TV and eating - if not for the three roaches in the household: Joey, Dee Dee and Marky.	Back-to-school, collectibles, promotional products, publishing, stationery, toys & games (LATAM (excluding Mexico)) Back-to-school, collectibles, promotional products, publishing, stationery, toys & games (Russia) Back-to-school, collectibles, promotional products, publishing, stationery, toys & games (Germany)	Carla Dearing, Intl. Merchandising Consultants (IMC) Denis Kulakov, brand4rent Anita Van Esch, Active Merchandising
<b>Peanuts</b>	One of the world's greatest entertainment brands for almost 70 years, with a tremendous global legacy of comics, animated content and consumer products.	All (Worldwide)	Steven DeNure, DHX Media
<b>Periwinkle's Journey</b>	From the creator of Suzy's World; children's book property features a little blue penguin as she journeys to Antarctica. Coming to TV.	All (Worldwide)	Sondra Contino, Lawless Entertainment
<b>PJ Masks</b>	Animated children's series about three 6-year-olds who lead normal lives by day, but at night become a crime-fighting superhero team.	All (India) All (China, Hong Kong, Taiwan, South East Asia) All (South Korea) All (Canada)	Chitra Johri, Bradford License India Noletta Chiu, Medialink (Far East) Ltd. Hong-Sik Kim, Dianos Entertainment Co., Ltd. Pam Westman, Corus Entertainment/Nelvana Enterprises
<b>Poo-nicorn</b>	A cross between a poo emoji and a unicorn.	All (Worldwide)	Jacqueline Vong, Fun2Play Toys
<b>Queer Eye</b>	Re-launched unscripted series featuring the "Fab Five" bursting into straight guy's homes and into viewers' living rooms across the globe, changing perceptions and lives with humor and heart.	All (Worldwide)	Travis J. Rutherford, Evolution USA
<b>San Diego Zoo Global</b>	Catalogue includes wildlife and natural habitat photographic images and video footage.	All (Worldwide)	Monica Michel, San Diego Zoo Global

\*Extension or renewal.

*Continued on page 11*

## Licensing News *Continued from page 10*

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
Smiley World	Over 40 year-old graphic brand has shaped the way we share happiness and express ourselves through iconic and creative products found all over the world.	All (Greater China, exclusive)	Maggie Yau, Walton Brown
Speed Stacks	Worldwide leader in Sport Stacking, a sport of fitness, agility, concentration and quickness. Programs in 54 countries and over 45,581 schools and organizations.	All (Worldwide)	Ashley Mady, Brandberry
Strawberry Shortcake	Over 35 years, a multi-generational brand that continues to resonate with young girls and their mothers who grew up with the beloved dolls.	All (Worldwide)	Steven DeNure, DHX Media
Sunny Bunnies	Non-dialog Belarusian preschool series features five beaming balls that can appear anywhere there is a source of light, from sunshine to moonlight.	All (North America)	Travis J. Rutherford, Evolution USA
Swizzels Matlow	Confectionery; Love Hearts, Drumsticks, Refreshers, Palma Violets, and more.	All (U.K.)	Natasha Dyson, Blonde Sheep Licensing
Thunderbirds Are Go!	Remake of the 1960s science fiction series; follows the exploits of International Rescue, a secret life-saving organisation equipped with technologically-advanced rescue crafts for sea, land, air and space rescue.	All, master toy (China)	Winy Lin, Huawei Century
Transport for London	British transport system with strong design heritage of logos, art, and vehicles includes the London Underground roundel, Tube map, Routemaster Bus, and Johnston font.	All incl. apparel, housewares (Worldwide; 5 yrs.)	Ian Mallalue, TSBA
Turtles	Original caramel nut clusters.	All (North America)	Sherikay Chaffee, Beanstalk
U.S. Postal Service	Over 240 years of history in connecting people and binding a nation with assets and content.	All (Worldwide)	Bill McClinton, Global Icons
Victoria	British historical drama series that draws on real-life events and Queen Victoria's own diaries to tell the dramatic and surprising story of one of Britain's most beloved monarchs.	All (North America)	Carole Postal, Spotlight Licensing & Brand Management
Victoria & Albert Museum	British museum of art, design and performance. ZenWorks to focus on business development only.	All (Japan)	Roger Berman, ZenWorks Co. Ltd.

## International Licenses Recently Granted

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Aerosmith	Sahinler SAS	Sweatshirts, t-shirts (Belgium, Netherlands)	Epic Rights
	Zynga	Mobile games (Worldwide)	
Al Agnew	Manual Woodworkers & Weavers (MWW)	Bedding, pillows (U.S., Canada)	MHS Licensing + Consulting
Amylee Weeks	Creative Tops	Mugs (U.K.)	
Animal Jam	TCG (form. The Canadian Group)	Playmats (U.S., Canada)	WildWorks
Audrey Jeanne Roberts	DesignScapes	Gift bags (U.S., Canada)	MHS Licensing + Consulting
Beetle Bailey	Okuhara Shoji Co. Ltd.	Apparel, key chains, mugs, stickers, tote bags (Japan)	King Features Syndicate
Betty Boop	Acco Brands*	Wall calendars (U.S., Canada, Asia Pacific)	
	Daiwabo Advance Co., Ltd.*	Apparel (Japan)	
	DeNA*	Digital content, mobile apps, virtual goods (Japan)	
	PortAventura World*	Accessories, apparel, novelty & gift items, strollers (Spain)	
	Taeyang	Mobile accessories (South Korea)	
Billy Joel	Sahinler SAS	Sweatshirts, t-shirts (Belgium, Netherlands)	Epic Rights
Bing	Rainbow Productions*	Character costumes (U.K.)	CAA-GBG Global Brand Management Group
	Ravensburger AG*	Games, puzzles (U.K.)	
	Redan Publishing Ltd.	Magazines (U.K.)	
Blaze & the Monster Machines	TCG (form. The Canadian Group)	Playmats (U.S., Canada)	Nickelodeon & Viacom Consumer Products (NVCP)
Bloodshot	Creative Comics & Collectibles	Action figures (U.S., Canada, U.K.)	Valiant Entertainment
British Motor Heritage	Licence Brand Stockage*	Apparel, luggage (France)	Licensing Management Intl.
	Sicem Intl. Srl*	Apparel (Italy)	
BSA	Bioworld Merchandising Europe*	Apparel, headwear, phone cases, small leather goods (Europe)	
	Sicem Intl. Srl*	Apparel (Italy)	
Buck Wear	Gerson Co.	Ceramic containers (U.S., Canada)	MHS Licensing + Consulting
	Thirstystone Resources	Stone coasters (U.S., Canada)	
	Willow Creek Press	Calendars (U.S., Canada)	
Cadbury	Premier Foods*	Cakes (Canada, U.K., China, Japan, India, South Africa Middle East, Caribbean, UAE, Australia, Ireland)	Mondelez Intl.
Calvin Klein	Delta Galil	Underwear (children's) (U.S., Canada)	PVH

\*Extension or renewal.

*Continued on page 12*

## Licensing News *Continued from page 11*

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Christine Adolph	Transpac Imports	Coasters, pillows, placemats, tabletop items, tree skirts, wall decor (Worldwide)	MHS Licensing + Consulting
Chupa Chups	Cosnova Beauty GmbH/Catrice/essence/ L.O.V.	Scented cosmetics (Worldwide)	Perfetti Van Melle (PVM)/PVM Licensing
Collin Bogle	Plaid Enterprises	Paint-by-number kits (Worldwide)	MHS Licensing + Consulting
Cranston Collection	Laural Home	Shower curtains (U.S., Canada)	
	Wally Packaging/Dream Work Design	Gift boxes (U.S., Canada)	
Darrell Bush	Gerson Co.	Ceramic containers (U.S., Canada)	
	Stony Creek	Lanterns, lighted glass (U.S., Canada)	
Darren Gygi	Manual Woodworkers & Weavers (MWW)	Pillows, throws, wall hangings (U.S., Canada)	
DC Comics Super Heroes	DK Publishing	Books, sticker books (U.K.)	Warner Bros. Consumer Products (U.K. & Ireland)
Disney Cars	TCG (form. The Canadian Group)	Playmats (U.S., Canada)	Disney Consumer Products
Disney Princess	TCG (form. The Canadian Group)	Playmats (U.S., Canada)	Disney Consumer Products
Emoji Movie (The)	Aymax sprl	Bedding, home decor (Benelux)	J&M Brands
	Global Industry B.V.	Giftware, inflatables, lighting, storage (Benelux)	
	Hallmark Belgium N.V.	Calendars, greeting cards (Benelux)	
	Hoomark B.V. div. Intl. Greetings	Gift wrap, gift wrap accessories (Benelux)	
	Little Concepts B.V.	Hair accessories, jewelry (Benelux)	
	Rosti Mepal	Lunch boxes, travel mugs (Benelux)	
	Speelgoedland B.V.	Games, toys (Benelux)	
	Stationery Team Europe B.V.	Back-to-school, bags, stationery (Benelux)	
	TM Essentials B.V.	Arts & crafts (Benelux)	
	Topbrands Europe B.V.	Personal care products (Benelux)	
	Uitgeverij De Leeuw	Publishing (Benelux)	
	Van der Erve N.V.	Apparel (Benelux)	
Faith	Creative Comics & Collectibles	Action figures (U.S., Canada, U.K.)	Valiant Entertainment
	Elhoffer Designs	Apparel (Worldwide)	
	Keep A Breast Foundation	Non-profit (Worldwide)	
	Skelton Crew Studio	Mini busts (Worldwide)	
Family Circus (The)	Vernon Co. (The)*	Calendars (U.S., Canada, Mexico, Australia)	King Features Syndicate
Fast & Furious	Anki	Robotic cars (U.S., Canada, U.K., Germany, Nordics)	Universal Brand Development
H. Hargrove	Gerson Co.	Ceramic containers (U.S., Canada)	MHS Licensing + Consulting
Harbinger	Hero Within	Performance apparel (Worldwide)	Valiant Entertainment
Hautman Brothers	Gerson Co.	Ceramic containers (U.S., Canada)	MHS Licensing + Consulting
Heronim/Harry Wysocki	TCG (form. The Canadian Group)	Puzzles (U.S., Canada)	D. Parks & Associates
Hobgoblin	Poeticgem/Poetic Brands Ltd.	Hoodies, sweatshirts, t-shirts (U.K., Eire)	Licensing Management Intl.
Hot Wheels	TCG (form. The Canadian Group)	Storage (U.S., Canada)	Mattel
International Space Archives	New Era Caps Korea	Headwear (South Korea)	Licensing Management Intl.
James Meger	Key Street Clothing Co.	Apparel (U.S., Canada)	MHS Licensing + Consulting
	Willow Creek Press	Fabric (U.S., Canada)	
Jeff Renner	Design Works Crafts	Sequined calendar craft kits (Worldwide)	
	Downeast Concepts/Cape Shore	Christmas cards (U.S., Canada)	
Kim Norlien	Legacy Publishing	Greeting cards (Worldwide)	
KISS	Koton Ma azacilik	Accessories, bottoms, swimwear, tops, underwear (Europe, Middle East, CIS; selected territories incl. U.K.)	Epic Rights
Louise Carey	Transpac Imports	Wall decor (Worldwide)	MHS Licensing + Consulting
Malibu	Isaac Morris	Apparel (North America)	Dimensional Branding Group (DBG)
Marcie St. Clair	Thirstystone Resources	Coasters (U.S., Canada)	MHS Licensing + Consulting
Mentos	Yes I Am/Cristiano Rinaldi	Swimwear, windbreakers (Italy)	Perfetti Van Melle Italia (PVM)
Mickey and the Roadster Racers	IMC Toys Deutschland GmbH	Toys (U.K., Ireland)	Walt Disney Co. EMEA

\*Extension or renewal.

## Licensing News *Continued from page 12*

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
<b>Mickey and the Roadster Racers</b>	Just Play	Toys (U.K., Ireland)	Walt Disney Co. EMEA
	Posh Paws Intl. Ltd.	Toys (U.K., Ireland)	
<b>Mickey Mouse</b>	TCG (form. The Canadian Group)	Playmats (U.S., Canada)	Disney Consumer Products
<b>Miraculous: Tales of Ladybug &amp; Cat Noir</b>	Canenco B.V.	Arts & crafts, dress-up (Benelux)	J&M Brands
	Global Industry B.V.	Gifts, inflatables, outdoor toys, tents (Benelux)	
	Lannoo Graphics	Back-to-school stationery (Benelux)	
	Vadobag Europe B.V.	Backpacks, shoulder bags (Benelux)	
<b>Molang</b>	Blueprint Collections	Gift items, stationery & bags (U.K.)	Licensing Link Ltd.
	Roy Lowe & Sons Ltd.	Socks (U.K.)	
<b>Ninjak</b>	Creative Comics & Collectibles	Action figures (U.S., Canada, U.K.)	Valiant Entertainment
<b>Northern Promotions</b>	Evergreen Enterprises	Decorative flags (U.S., Canada)	MHS Licensing + Consulting
	Stony Creek	Lanterns, lighted glass, wall decor (U.S., Canada)	
<b>Num Noms</b>	Bensons Trading Co.	Accessories (Australia)	MGA Entertainment
	Branded Clothing Intl. (BCI)	Apparel (ANZ)	
	Danawares	Accessories (Canada)	
	DC Thomson	Publishing (Australia)	
	Heys	Accessories (Canada)	
	RMS Intl. Plc	Arts & crafts, toys (ANZ, Latin America)	
	Stor S.L.	Furniture, home decor (EMEA, selected territories)	
<b>Pat Gamby</b>	Stony Creek	Lanterns, lighted glass, wall decor (U.S., Canada)	MHS Licensing + Consulting
	TCG (form. The Canadian Group)	Playmats, storage (U.S., Canada)	
<b>Paw Patrol</b>	TCG (form. The Canadian Group)	Playmats, storage (U.S., Canada)	Nickelodeon & Viacom Consumer Products (NVCP)
<b>Peanuts</b>	Zara U.K. div. Inditex	Accessories, apparel (Worldwide)	CPLG Iberia & MENA (Copyright Promotions Licensing Group)
<b>Peppa Pig</b>	TCG (form. The Canadian Group)	Storage (U.S., Canada)	Entertainment One (eOne)
<b>Pet Collective (The)</b>	Represent.com	Hoodies, mugs, on-demand merchandise, sweatshirts, t-shirts, tank tops, tote bags (North America)	FremantleMedia
<b>PEZ Candy</b>	Undiz	Loungewear, underwear (Worldwide)	Licensing Management Intl.
<b>Pinterest</b>	Michaels Companies (The)	DIY crafts (Worldwide)	Pinterest
<b>PJ Masks</b>	Amscan	Party goods (Canada)	Corus Entertainment/Nelvana Enterprises
	Amscan Asia Pacific	Partyware (Australia)	Entertainment One (eOne) Australia
	Amscan Intl.	Dress-up (U.K.)	Entertainment One (eOne) U.K.
	Caprice Australia	Apparel (children's) (Australia)	Entertainment One (eOne) Australia
	Disguise	Halloween costumes (Canada)	Corus Entertainment/Nelvana Enterprises
	Dreamtex Ltd.	Bedding, bedroom accessories (U.K.)	Entertainment One (eOne) U.K.
	Franco Manufacturing	Bath, bedding (Canada)	Corus Entertainment/Nelvana Enterprises
	Heys	Backpacks, luggage, lunch bags (Canada)	
	Hot Topic (Australia)/Zak Australia	Tableware (children's) (ANZ)	Entertainment One (eOne) Australia
	Hunter Products	Art products, wheeled toys (Australia)	
	JCorp	Apparel (children's), swimwear (children's) (Canada)	Corus Entertainment/Nelvana Enterprises
	Jelli Fish Kids/Kersheh Group (The)	Sleepwear (children's) (Canada)	
	Just Play	Master toy (LATAM)	Entertainment One (eOne) U.K.
	Kinnerton Confectionery	Confectionery (U.K.)	
	MJM Australia	Games, puzzles, stationery (Australia)	Entertainment One (eOne) Australia
	MV Sports & Leisure	Wheeled toys (U.K.)	Entertainment One (eOne) U.K.
	Parragon Publishing Pty Ltd. div. D.C. Thomson Consumer Products	Publishing (Australia)	Entertainment One (eOne) Australia
	Sambro Intl.	Stationery (U.K.)	Entertainment One (eOne) U.K.
	Simon & Schuster Children's Publishing	Publishing (Canada)	Corus Entertainment/Nelvana Enterprises
	Spearmark Intl. Ltd.	Lighting (U.K.)	Entertainment One (eOne) U.K.

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## Licensing News *Continued from page 13*

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
PJ Masks	TCG (form. The Canadian Group)	Playmats, storage (U.S., Canada)	Entertainment One (eOne)
	VMC Accessories	Accessories (U.K.)	Entertainment One (eOne) U.K.
	Worlds Apart	Housewares (U.K.)	
Poison	Sahinler SAS	Sweatshirts, t-shirts (Belgium, Netherlands)	Epic Rights
Pokémon	Wicked Cool Toys	Master toy (Worldwide)	Pokémon Company Intl.
Poo-nicorn	AnimangaPLUS div. Skunkworks Intl.	Mobile comic apps, video games (Worldwide)	Fun2Play Toys
Popcorn the Bear	Twizler Ltd.	Greeting cards (Worldwide)	Licensing Management Intl.
Popeye	Euro Prosem S.L.	Sweatshirts, t-shirts (men's) (Worldwide (except U.S., Canada))	King Features Syndicate
	Okuhara Shoji Co. Ltd.	Apparel, key chains, mugs, stickers, tote bags (Japan)	
Powerpuff Girls (The)	Hachette Children's Books	Master publishing (U.K.)	Cartoon Network Enterprises EMEA
	Kinnerton Confectionery	Confectionery (U.K.)	
	Zak Designs U.K.	Lunchware (U.K.)	
Quantum and Woody	Wydawnictwo Fantasmagorie	Publishing (Poland)	Valiant Entertainment
Robin Roderick	StyleCraft Home Collection	Wall decor (U.S., Canada)	MHS Licensing + Consulting
Scorpions	Sahinler SAS	Sweatshirts, t-shirts (Belgium, Netherlands)	Epic Rights
slither.io	Just Toys Intl. (North America)	Fun packs, posters, sticker books, stickers (Worldwide)	Tie-In Pro
Smiley	Crocs	Charms (Worldwide)	SmileyWorld
	Pretty Green	Parkas, patches, polo shirts, t-shirts, waterproof outerwear (U.K.)	
	VF Corp.	Denim (Asia)	
Something Special	Trends U.K. Ltd.	Electronic learning toys (U.K.)	BBC Worldwide
Star Wars	Build-A-Bear Workshop*	Custom plush (U.S., Canada, U.K.)	Disney Consumer Products
Stephanie Ryan	Creative Tops	Mugs (U.K., Europe)	MHS Licensing + Consulting
	Enchante Accessories	Dinnerware, paper products (Worldwide)	
	Evergreen Enterprises	Canisters, cups, infusers, tea pots (U.S., Canada)	
	Laural Home	Bedding, rugs, shower curtains (U.S., Canada)	
Super Wings	TCG (form. The Canadian Group)	Games, playmats, puzzles (U.S., Canada)	Corus Entertainment/Nelvana Enterprises
Terry Doughty	Stony Creek	Lanterns, lighted glass, wall decor (U.S., Canada)	MHS Licensing + Consulting
Thomas & Friends	TCG (form. The Canadian Group)	Storage (U.S., Canada)	Mattel
Tina Higgins	Design Design	Greeting cards, note cards (Worldwide)	MHS Licensing + Consulting
	Transpac Imports	Ceramic mugs, ceramic plates, coasters, pillows, wall decor (Worldwide)	
Tracy Reese	ThinOPTICS	Glasses (Worldwide)	T.R. Designs
Trane	Lifan Holdings U.S.	Generators (U.S., Canada)	Leveraged Marketing Corp. of America (LMCA)
UEFA	Elmo & Montegrappa SpA	Leather goods, pens (Europe)	CAA Eleven
Valiant Universe	Big Viking Games	Mobile games (Worldwide)	Valiant Entertainment
	Hut Group (The, THG)	On-demand merchandise (Europe)	
	Jambo Editoria	Publishing (Brazil)	
	Jay Franco & Sons	Bed & bath products (U.S., Canada)	
	Lezhin Entertainment	Publishing (Japan, South Korea)	
	Medusa div. Editorial Hydra	Publishing (Spain)	
	Quidd	Digital trading cards (Worldwide)	
	Silent Legends	Digital card games (Worldwide)	
	TapStar Interactive	Mobile games (Worldwide)	
Victoria Schultz	Design Works Crafts	Cross-stitch kits (Worldwide)	MHS Licensing + Consulting
	Evergreen Enterprises	Garden flags, mailbox covers (U.S., Canada)	
Wild Kratts	LightHeaded Beds	Beds (children's) (U.S., Canada)	Kratt Brothers Co.
Wild Kratts	Topix Media Lab Publishing	Bookazines, books (U.S., Canada)	Kratt Brothers Co.
Wild Kratts	Whole Foods Market	Juice, snacks (U.S., Canada)	Kratt Brothers Co.
World of Warcraft	Ju-Ju-Be	Diaper bags, smart bags (Worldwide)	Blizzard Entertainment
X-O Manowar	Creative Comics & Collectibles	Action figures (U.S., Canada, U.K.)	Valiant Entertainment
Zorro	Playtech	Online casino games, slot machines (Worldwide)	Licensing Management Intl.
ZZ Top	Revell	Model kits (North America)	Epic Rights



# contacts & connections

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**LICENSING EXPO 17****Congrats to the 2017 LIMA Award Winners**

Warner Bros. won big this year, grabbing three honors for its key brands at the 2017 LIMA International Licensing Awards. Hot Topic was another big winner, snagging Retailer of the Year for the second year in a row. They, and the rest of the 20 winners, were chosen from a record 461 submissions this year. Here's the full list.

**Licensing Program**

- ▶ **Art/Design:** V&A's Victoria and Albert Museum
- ▶ **Celebrity/Fashion:** Open Hearts by Jane Seymour from Jane Seymour Designs/Licensing Matters
- ▶ **Character/Toy Brand:** DC Super Hero Girls from Warner Bros. Consumer Products
- ▶ **Corporate Brand:** Girl Scouts of the USA from Girl Scouts of the USA/The Wildflower Group
- ▶ **Digital:** Five Nights at Freddy's from Scottgames/Striker Entertainment
- ▶ **Film/TV/Entertainment-Animated:** PAW Patrol from Spin Master
- ▶ **Film/TV/Entertainment-Live-Action:** Rogue One: A Star Wars Story from Disney Consumer Products & Interactive Media
- ▶ **Food & Beverage/Restaurant:** Corona from Constellation Brands/The Joester Loria Group
- ▶ **Sports:** NFLPA
- ▶ **Licensed Promotion:** Batman v Superman Dawn of Justice & Turkish Airlines from Warner Bros. Consumer Products/Lisans A.S.

- ▶ **Location-Based or Experiential Initiative:** The Wizarding World of Harry Potter – Hogsmeade at Universal Studios Hollywood from Warner Bros. Consumer Products
- ▶ **Retailer:** Hot Topic for its Suicide Squad licensing program

**Licensed Products**

- ▶ **Apparel/Footwear/Accessories:** Coach for its Mickey & Minnie Mouse/Disney Coach Collection
- ▶ **Appliances/Automotive/Electronics/Hardware/Housewares/Paint:** Select Brands for its Disney/Pixar – Pixar Collection Slow Cooker
- ▶ **Digital:** NextGames – AMC's The Walking Dead: No Man's Land Mobile Game
- ▶ **Food/Beverage (Tie):** Finsbury Foods for its Shopkins Cupcake Queen Cake; The J.M. Smucker Company for its Pillsbury Girl Scout Cookie Inspired Baking Mixes
- ▶ **Health & Beauty Aids:** Clinique for its Crayola Limited Edition Chubby Stick Lip Balm
- ▶ **Home Décor:** Jay Franco & Sons for its Star Wars Back-to-College & Adult Bedding
- ▶ **Publishing/Social Expression/Back-to-School:** Scholastic Five Nights at Freddy's: The Silver Eyes from Scholastic
- ▶ **Toys/Games/Novelties/Role-Play:** Mattel for its DC Super Hero Girls Action Figures



## BUSINESS

## M&amp;A &amp; Partnerships

**Zuru** files a new lawsuit against telemarketing firm **Telebrands** to protect its Bunch O Balloons product. Bed Bath and Beyond (which stocked the allegedly infringing Easy Einstein balloons from Telebrands) has also been included in the lawsuit. The action is currently playing out in the U.S. District Court for The Eastern District of Texas.

**Whoop** and the National Football League Players Association (**NFLPA**), via its newly formed athlete-driven accelerator, the OneTeam Collective, partner up to make Whoop the Officially Licensed Recovery Wearable of the NFLPA. The Whoop Strap 2.0 will be distributed to every current and incoming NFL player to allow them to monitor (and potentially sell) their health and performance data.

Mobile-centric kids media company **MarcoPolo Learning** secures \$8.5 million in funding in a round led by **Boat Rocker Media**, Horizons Ventures (Asia), Seedcamp (Europe), and the managing partners of DST Global. The company will use the money to fund its premium animated long-form preschool content for linear and digital platforms and early childhood education apps. Boat Rocker will handle global distribution for all of the new content.

**The Company** acquires the assets of science and nature exploration products manufacturer **Uncle Milton**. The Company was formed in February, when Florida-based consumer products marketer **The Bridge Direct** merged with Canadian toy developer **Tech 4 Kids**. Uncle Milton's brands include The Original Ant Farm, In My Room, Ever Wonder, and Star Wars Science. The Company will continue to operate Uncle Milton from its L.A. office, and a number of staff and senior leaders will stay on.

The **Polaroid** brand and related IP has a new owner in a group of investors led by the Smolokowski family. The new owners have purchased 100% of the shares from **PLR IP Holdings**, which is jointly owned by the Pohlad family, Gordon Brothers, Hilco Global, and others. Polaroid's headquarters and management team will remain in Minnesota.

The Collegiate Licensing Co. (CLC) is rebranding as **IMG College Licensing**.

**Maurizio Distefano Licensing** and **Biplano Licensing** join forces to form **BMD Licensing Partners**, a strategic alliance for jointly managed brands within Continental Europe. Licensors will be able to take advantage of a 'one-stop-shop' for all licensing-related activities, from brand development, TV placement, retail management, marketing support and promotional activities to production and premium supply, master toy management, and events.

Chinese internet giant **Tencent** continues its investment in U.S.-based game studio **Pocket Gems** to the tune of \$90 million, bringing its equity up to 38%, according to the *Wall Street Journal* and *TechCrunch*, reporting separately. It reportedly put \$60 million in Pocket Gems in 2015 for a

20% stake. The game company is on track to \$200 million in sales this year. The money raised will be spent scaling the business outwards to territories like China and up significantly from its current size of 220 staff.

**Lionsgate** is ordered to pay roughly \$5.8 million to **Jillian Michaels**, fitness entrepreneur and former star of "The Biggest Loser." Michaels signed a deal with the entertainment studio in 2007 to distribute fitness programming via physical DVDs and VOD channels. As part of the deal, she had the right to consult on distribution prior to any releases. But she filed a claim in 2015 after she noticed in 2010 that Lionsgate was featuring her videos on its BeFit YouTube channel. Although she was compensated \$85,000, an arbitrator awarded her damages based on plummeting DVD sales and lowered brand value. The sum compensates Michaels for both past and future losses.

The **Cartoonist Group**, the Internet's most diverse cartoon art database, expands its business capabilities with the launch of Cartoonist Group Licensing. Cartoon brands include editorial cartoonists Joel Pett, Ann Telnaes, Signe Wilkinson, and Matt Wuerker as well as the cartoons of Frank and Ernest and Speed Bump.

Forty rookies from the 2017 NFL Draft class met to learn the business of football at the 23rd annual **NFL Players Association** (NFLPA) Rookie Premiere. Over 20 NFLPA business partners were on site to create unique brand content, secure endorsement deals, and promote licensed products through group player rights.

**Coach** is buying handbag competitor **Kate Spade** for \$2.4 billion, but CEO Victor Luis intends for its brands to remain so independent, shoppers don't know the luxury fashion company owns Kate Spade and footwear brand **Stuart Weitzman** (purchased for \$574 million in 2015).

According to CNBC, Coach estimates that there is only a 10% shopper overlap between its brand and the new buy. While there are no immediate plans to close Kate Spade's full-priced or outlet stores, the brand's presence on flash sale sites like Gilt, and in department stores that Coach says have become too promotional, will lessen. Prices will remain as they are, with Coach seeking to capitalize on the brand's "whimsical, fun and fashionable positioning" to a younger, millennial audience.

Coach believes it will save \$50 million within three years of closing the deal thanks to back-house synergies, according to another interview Luis had with WWD. The CEO says that his company is also looking to learn from Kate Spade's broader licensing profile—after acquiring Stuart Weitzman, for example, Coach took its footwear in-house, away from licensee Jimlar. While Coach may eventually expand its licensing program, the opposite may also come to pass—Kate Spade might see fewer licensees on its roster.

## Who's News

Rovio names **Simo Hämäläinen** as the new head of its brand licensing business.

Universal Brand Development appoints five new managers for its EMEA territories:

- ▶ **Kathrin Brandhorst** is Country Director Germany, Switzerland, and Austria;
- ▶ **Virginie Kleinclaus** is Country Director France;
- ▶ **Karen Argos** is Country Director Iberia;
- ▶ **Mariella Almasio** is Country Director Italy; and
- ▶ **Jean-Francois Auquier** is Country Director Benelux.

The news follows three new appointments for Universal's gaming business—SVP Production **James Molinets**, VP Creative **Timothy FitzRandolph**, and SVP Technology & Operations **Fabian Schonholz**.

Xilam Animation appoints **Morgann Favennec** as EVP Development & Global Sales. She is tasked with developing commercial activities as well as searching for potential acquisitions and co-productions.

Otis Eyewear appoints **Scott Lewis** to the newly created role of Global Brand Manager.

Firefly Brand Management promotes **Pamela Harris** to VP.

Nickelodeon U.K. & Ireland appoints **Katharina Feistauer** VP Programming.

**Jordan Levin** is AwesomenessTV's new CEO.

**Jennifer Dodge** returns to Spin Master as EVP Entertainment.

Golden Bear's Senior Licensing & Marketing Manager, **Katherine Pierce**, leaves the firm to pursue interests outside of toys and licensing. In the interim, licensing will be managed by **Barry Hughes**, MD, and **Val Garland** is L'Oréal Paris' new Global Makeup Director, Vice Chairman & Director Product Development.

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U.K. firm Larkshhead Media establishes Dublin-based partner company Larkshhead Media Ireland to be led by **Eamon McElwee**. The new branch will work on development, strategy, investment, licensing, merchandising and distribution for kids' content in the U.K. and Europe.

Ralph Lauren appoints **Patrice Louver**, formerly of Procter & Gamble, as its new CEO and member of the board of directors. The individual **Ralph Lauren** remains as Executive Chairman & CCO. Louver's successor at P&G hasn't been named yet.

Adidas appoints **Alain Porcello** as Managing Director Western Europe (succeeding **Gil Steyaert**) and **Martin Shankland** as Managing Director Emerging Markets (succeeding **Osman Ayaz**).

Trends Intl. Group's Founder & CEO, **Phil St. Jean**, retires after 30 years. **Bruce Morrison**, currently President & COO, resumes all CEO responsibilities.

Brand Central launches a trend intelligence service named Brand Central Insights. The new division will be led by **Mark Otero** as Managing Director.

Multi-platform digital content studio Gunpowder & Sky taps **Randel Bryan** to serve as the Managing Director of its brand new international division.

RH appoints **Sandra Stangl** as President New Business Development.

**Cathy Prowde** joins IMC Toys as Marketing Manager.

Penguin Random House Children's Creative Director, **Ronnie Fairweather**, will retire after 30 years.

Columbia Sportswear's President & COO, **Bryan Timm**, steps down. Timm's responsibilities will be handled by other members of the senior management team.

Netflix is expanding its operations in Europe by creating 400 jobs at a new Amsterdam customer service hub.

**Stanley Weston**, inventor of the GI Joe action figure, passes away.

# TLL

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