

# TLL THE LICENSING LETTER

THE DEFINITIVE SOURCE FOR DATA, ANALYSIS, NEWS AND CONTACTS SINCE 1977

## Up 7.6%, Entertainment/Character Leads 2016 Growth

In 2016, entertainment/character was the fastest-growing of all the major property types *TLL* tracks through its *Annual Licensing Business Survey*. Retail sales of entertainment/character-based licensed merchandise were up a stunning 7.6% to reach almost \$12.8 billion. The rate of growth was slightly down from 2015, when retail sales grew 8.0% to reach almost \$11.9 billion.

Nevertheless, this is the property type's fourth straight year of growth; after five years of decline from 2008 through 2012, the sector posted 3.6% growth in 2013 and a 6% increase in 2014. See the complete breakdown of historical figures through 2008 in the Licensing Data Bank at [www.thelicensingletter.com/ldb](http://www.thelicensingletter.com/ldb).

As was the case in 2015, the narrative of retail sales in 2016 was dominated by A-list properties—namely, Disney's *Star Wars* and Universal's *Minions*. The House of Mouse's dominance seems to be waning, with some respondents pointing out that new properties such as *Moana* underperformed expectations and that interest in *Frozen* and *Star Wars* seems to be waning. But let's put these comments into context—"underperforming" and "waning" simply mean "slightly less profitable."

Entertainment has firmly broken out of its shell, going beyond kids' toys and into nearly every product category imaginable. And as mass-market retailers continue to play it safe, it was still an uphill battle in 2016 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. Power franchises are the name of the game, with a new *Star Wars* or superhero movie from Marvel or DC Entertainment set to launch every year.

The rest of the industry is starting to realize the large boon *Star Wars* granted to the entertainment space. The magic of what Disney did was in forging new partnerships with

retailers and manufacturers who had never done a licensing deal before or only rarely. Now that those parties are not stocking *Star Wars* as feverishly as before, they're opening up to making new partnerships with others. Still, the other 50% of the industry has to tip-toe around the House of Mouse, scheduling film releases and product launches as to not coincide with powerhouse properties.

But for those that can seize on the gaps Disney is leaving behind, business is good. Licensing execs have become increasingly adept at exploiting not-so-new digital opportunities such as ecommerce, social media, streaming, etc.

*Continued on page 3*

### WORLDWIDE

## Worldwide Sales by PT & PC: Entertainment/Toys Drive Growth

Global retail sales of licensed merchandise grew 2.7%—or over \$4 billion—in 2016 to reach \$167.5 billion, according to *TLL's Annual Licensing Business Survey*. On the property side, entertainment/character sales swelled 5.0% in 2016, while on the product side, toys/interactive games led with 3.8% growth.

The major source of growth were brands from the U.S./Canada, which now make up almost 65% of the global market for licensed goods. By comparison, European-based properties account for 15.5% of total share. Blockbuster Hollywood productions, sports teams, and pretty much anything that can be disseminated through the internet are dominating the world stage as consumption and manufacturing become increasingly globalized. Most *Survey* respondents cited social media as a major upcoming trends and sales driver, affecting every property type we track.

*Continued on page 5*

## Inside This Issue

Licensing Ledger.....	2
(Very) Short-Form Entertainment.....	7
Cannabis: A Budding Business .....	8
Celebrities With Licensed Marijuana Products.....	9
Licensing News.....	10
Contacts & Connections .....	14
M&A & New Media .....	18
Experiential Roundup .....	18
What Spinners Spell Out for the Future of Play.....	19
Snacking on Branding.....	19
Who's News .....	20

# ➡ Licensing Ledger

Global private equity firm Eurazeo, which has investments in Moncler, Farfetch, and others, taps Jill Granoff as CEO of **Eurazeo Brands**, a new New York-based division. According to WWD, Eurazeo has allocated \$600–800 million to the division to invest in U.S. and European brands. The firm also expects to write equity checks from anywhere between \$10–600 million, with larger deals co-investments with Eurazeo Capital.

**Jelly Belly** Candy Co. is being sued by a California woman who claims the company misled her into thinking that one of its products, Sport Beans, does not contain sugar. The product, which is marketed as an exercise supplement, lists “evaporated cane juice” on the label instead of sugar.

**Hearst** expands its local news portfolio with the acquisition of the print and digital assets of 21st Century Media Newspaper, a Connecticut-based media group. Hearst’s collection of U.S. newspapers now comes to 22 dailies and 64 weeklies.

**Maxx Marketing** enters into a strategic partnership with **Licensing Matters Global**. Licensing Matters will assist Maxx and its clients to maximize their usage and manage acquisitions of entertainment, sports, art, corporate brand, and celebrity licenses. LM will also direct Maxx’s out-bound licensing efforts.

**Disney’s** annual fan event—D23 Expo 2017—lands this year on July 14–16 at the Anaheim Convention Center. In addition to access to Disney films, television, games, theme parks, and celebrities, fans will be able to purchase exclusive merchandise. The featured franchises include Pixar, Star Wars, Minnie Mouse, Marvel, and Her Universe.

**Time Out Group** acquires Print & Digital Publishing Pty. Ltd., the group’s Australian licensing partner. This follows the addition of Time Out Hong Kong in March 2017 to the group’s network of owned and operated businesses, which now comprises 71 cities in 17 countries.

JLGX, the division of the **Joester Loria Group** that represents manufacturers and retailers, takes on new clients including Fullcube (creator of modern membership models), Modern Gourmet Foods (supplier for retailers of goods and beverages), and PlayMonster (toy and game company).

London-based **Blue Zoo** gets a \$92-million funding injection from Zhong Ze-owned China U.K. Animation Company (CU Animation) to launch a new joint-venture called Lanzu. Lanzu will initially provide non-exclusive funding for the development and production of an animated feature film, as well as at least five additional projects over the next five years.

**Hasbro** launches its first-ever subscription service in April with the Gaming Crate, priced at \$49.99 per crate, plus shipping. Each box includes three curated games that are new to the Hasbro Gaming portfolio. The crates fall into two themes:

Family, which offers games designed to be played together by kids and adults, and Party, which contains games geared towards adult game nights.

*Reuters* reports that French media conglomerate **Vivendi** is looking to expand its video games and advertising capabilities—and is eyeing advertising firm Havas and video game publisher **Ubisoft** for a takeover bid. Ubisoft CEO Yves Guillemot has vocally opposed the takeover.

The **Nordstrom** family is contemplating a buyout of their struggling retailer, according to *WWD*. If the family succeeds in taking Nordstrom private, it would be the biggest retail deal since Federated Department Stores and May Co. merged for \$11.7 billion in 2005 to create Macy’s Inc. They currently own 31.2% of the department store company.

**Nickelodeon** and **(RED)** partner to create (SPONGEBOB)RED, a collaboration enlisting the iconic character to help raise money for the Global Fund to Fight AIDS, Tuberculosis and Malaria. The partnership, which extends through 2018, launches with a fashion apparel collection for adults and children this November.

**Cartoon Network’s** first album release, *Steven Universe Soundtrack: Volume 1*, debuted in the top 10 on five charts, including No. 1 on top of the Billboard independent albums chart. The company is looking to announce other Cartoon Network and Adult Swim albums in coming months.



#### 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

THE LICENSING LETTER (ISSN: 8755-6235) is published 12 times a year by Plain Language Media, LLC. The annual subscription price for THE LICENSING LETTER is \$508.95 per year/\$568.95 outside North America. Low-cost site licenses are available for those who wish to distribute this newsletter to their colleagues at the same firm. Please contact our business development department at randy@plainlanguagemedia.com or 201-747-3737 for details.

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

## Entertainment/Character Leads 2016 Growth

Continued from page 1

### Product Category Trends

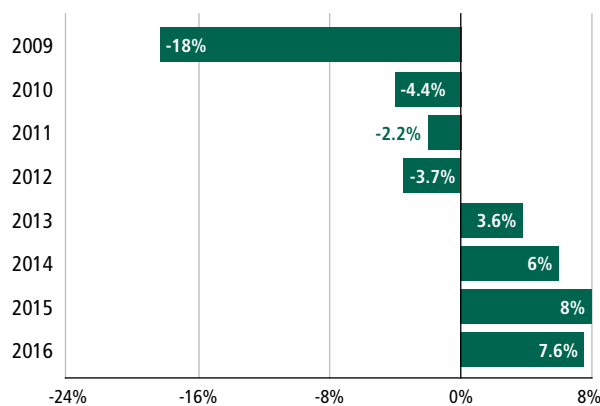
As entertainment/character led all other properties types in growth in 2016, product category performance in the sector also outperformed the overall market. Of the 16 product categories broken out in entertainment/character licensing (not including the grab-bag “other”), 13 performed better than the market as a whole, and five experienced over 10% growth. In some product categories, the 2016 growth of entertainment/character-licensed products was as much as four or five times larger than it was in the general market, such as accessories (1.8% overall vs. 7.6% in entertainment), consumer electronics (2.9% vs. 10.4%), and domestics (2.0% vs. 9.6%). Health and beauty products were flat overall, but grew 6.4% in entertainment.

In four categories, rates of growth were closer, by with less than a percentage point in difference: furniture/home furnishings (2.5% overall vs. 3.3% in entertainment), infant products (0.7% vs. 0.5%), publishing (3.1% vs. 3.8%), and video games/software (2.2% vs. 2.3%).

The fastest-growing categories were gifts/novelties (up 12.8% to reach \$318 million) and food/beverage (up 12.0% to reach \$472 million). These dramatic growth figures are largely a function of the lower dollar amounts—and for gifts/novelties, a comeback from a 6.6% decline in 2015. Food/beverage remains a large growth area for the property type.

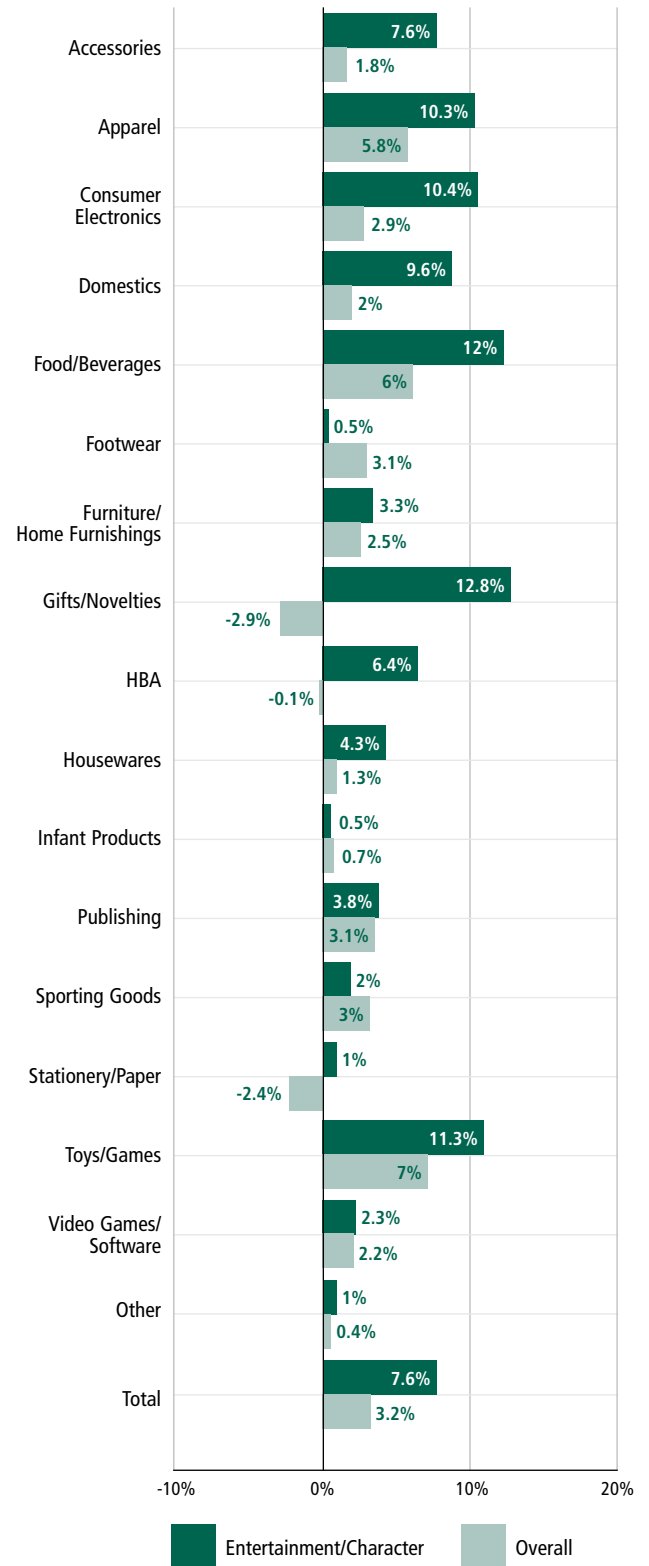
Toys/games was the biggest winner, growing 11.3% to reach \$4,165 million in retail sales. According to the NPD, overall U.S. toy sales grew by 5% in 2016, reaching \$20.4 billion. As in 2015, Star Wars was the top property by sheer dollar amounts, reaching nearly \$760 million in 2016. That’s a bit over 18% of all entertainment/character-based retail sales in toys/games, if we were to make false equivalences.

**RATE OF GROWTH OF RETAIL SALES OF LICENSED MERCHANDISE, BASED ON ENTERTAINMENT/CHARACTER PROPERTIES, U.S. & CANADA, 2009–2016**



SOURCE: THE LICENSING LETTER

**RATE OF GROWTH OF RETAIL SALES OF LICENSED MERCHANDISE, BY PRODUCT CATEGORY, BASED ON ENTERTAINMENT/CHARACTER PROPERTIES V. OVERALL TOTAL, U.S. & CANADA, 2015–2016**



SOURCE: THE LICENSING LETTER

Continued on page 4

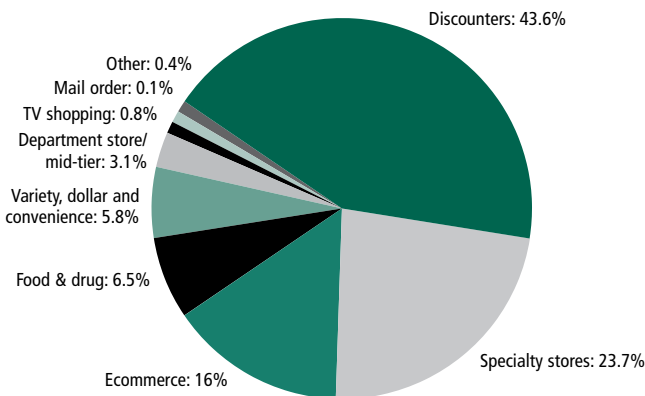
Continued from page 3

We don't crunch the numbers for experiential licensing, but it should be noted that licensing for events like character meet-and-greets, stage shows, and touring experiences is growing at an unprecedented rate. Many respondents who do both types of licensing noted that even if they saw dips in consumer product sales for the year, their experiential licensing programs were profitable, making for a solid balance sheet.

### Distribution Channels

Retail distribution of entertainment licensed products mirrored that of licensed products overall, with sales accelerating in the ecommerce channel while most other retail channels continued in a traditionally steady vein. Ecommerce grew to represent 16.0% of all entertainment/character-based licensed product sales in the U.S. and Canada in 2016, up by one-tenths of a percentage point. Similar increases were seen in the specialty store and department store/mid-tier channels.

**RETAIL SALES OF LICENSED MERCHANDISE BASED ON ENTERTAINMENT/CHARACTER PROPERTIES, BY DISTRIBUTION CHANNEL, U.S. AND CANADA, 2016**



SOURCE: THE LICENSING LETTER

### RETAIL SALES OF ENTERTAINMENT/CHARACTER-LICENSED MERCHANDISE, BY PRODUCT CATEGORY, 2015-2016

(FIGURES IN MILLIONS)

PRODUCT CATEGORY	RETAIL SALES, 2016	RETAIL SALES, 2015	CHANGE, 2015-2016	MARKET SHARE, 2016
Accessories	\$1,188	\$1,104	7.6%	9.3%
Apparel	\$1,190	\$1,079	10.3%	9.3%
Consumer Electronics	\$521	\$472	10.4%	4.1%
Domestics	\$326	\$297	9.6%	2.5%
Food/Beverages	\$472	\$421	12.0%	3.7%
Footwear	\$300	\$299	0.5%	2.4%
Furniture/Home Furnishings	\$294	\$285	3.3%	2.3%
Gifts/Novelties	\$318	\$282	12.8%	2.5%
HBA	\$593	\$557	6.4%	4.6%
Housewares	\$227	\$218	4.3%	1.8%
Infant Products	\$378	\$376	0.5%	3.0%
Publishing	\$815	\$785	3.8%	6.4%
Sporting Goods	\$202	\$198	2.0%	1.6%
Stationery/Paper	\$483	\$478	1.0%	3.8%
Toys/Games	\$4,165	\$3,742	11.3%	32.6%
Video games/Software	\$892	\$872	2.3%	7.0%
Other	\$417	\$413	1.0%	3.3%
<b>Total</b>	<b>\$12,781</b>	<b>\$11,878</b>	<b>7.6%</b>	<b>100.0%</b>

Note: Numbers may not add up exactly due to rounding.

SOURCE: THE LICENSING LETTER

## THE LATEST *EXCLUSIVE* Sports Licensing Report!

Join the winner's circle in the \$19.9 billion worldwide sports and collegiate licensing business.

**At your fingertips you'll have:**

- Key U.S. and International growth opportunities
- Team breakdowns in each league; licensees lists; media profiles, marketing strategy and sales data
- Contacts you need whether you're a seasoned sports licensing player or a rookie
- Best-selling merchandise categories separated by league
- Key manufacturers
- Exclusivity insight for the best return on your investment

Capitalize on this explosive market with a comprehensive analysis of this **\$19.9 billion** business.

**ORDER YOURS TODAY & JOIN THE WINNER'S CIRCLE!**

**\$449 - \$544** Call: **888-729-2315**

## Worldwide Sales by PT & PC

Continued from page 1

But that doesn't mean that the converse is also true to some extent. Local brands from Europe and Asia are realizing similar success stories. European sports teams (i.e., football) and kids' entertainment properties (especially preschool series like Peppa Pig and Masha and the Bear), and mobile game apps (Angry Birds) are some notable areas of growth. Asian character brands (Hello Kitty is ranked No. 4 for entertainment/character sales in the U.S./Canada), video game brands like Pokémon, and anime/manga properties (although those remain more niche areas) are other hot areas. And we admit, the numbers are a bit misleading—and harder to calculate—when taking into account co-productions or ownership for properties that span multiple territories, although we split those gains equally between territories when that is the case.

Sales for properties with their origin in the U.S./Canada grew 3.4% to reach \$108 billion in retail sales. European brands grew 3.6% to \$26 billion, and Asian brands 1.6% to \$18 billion. Other territories, which include Australia/New Zealand, the Middle East and Africa, grew 0.3% to almost \$15 billion.

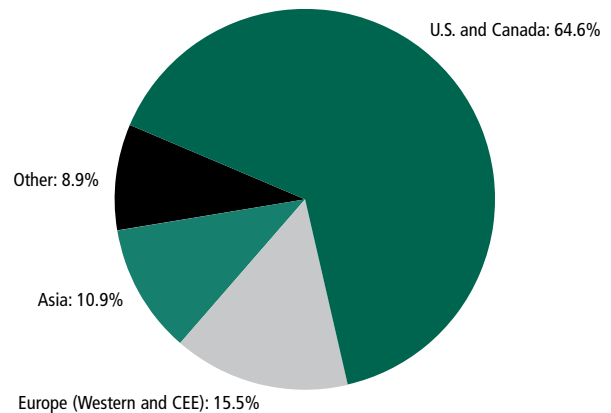
We've also included the five-year rate of growth for each territory below for comparison. While growth of European and Asian-based brands are more "flat" than the U.S./Canada, whose brands have been the leading source of growth for licensing worldwide, their growth represents a combined \$2.5 billion rise in retail sales over five years. The share of sales dominated by North American brands grew 0.3 percentage points over five years, compared to a 0.7 point decline for Europe and a 0.6 point decline for Asia.

RETAIL SALES OF LICENSED MERCHANDISE, BY GEOGRAPHIC SOURCE OF PROPERTY, WORLDWIDE, 2015–2016 (FIGURES IN MILLIONS)					
GEO-GRAPHIC SOURCE OF PROPERTY	RETAIL SALES, 2016	RETAIL SALES, 2015	ONE-YEAR CHANGE, 2015–2016	FIVE-YEAR CHANGE, 2011–2016	SHARE OF MARKET, 2016
U.S. and Canada	\$108,286	\$104,773	3.4%	11.6%	64.6%
Europe (Western and CEE)	\$26,018	\$25,481	2.1%	6.5%	15.5%
Asia	\$18,336	\$18,057	1.6%	5.6%	10.9%
Other	\$14,855	\$14,811	0.3%	24.0%	8.9%
<b>TOTAL</b>	<b>\$167,496</b>	<b>\$163,121</b>	<b>2.7%</b>	<b>11.1%</b>	<b>100.0%</b>

Note: Numbers may not add up exactly due to rounding.

SOURCE: THE LICENSING LETTER

RETAIL SALES OF LICENSED MERCHANDISE, BY GEOGRAPHIC SOURCE OF PROPERTY, WORLDWIDE, 2016



SOURCE: THE LICENSING LETTER

### Property Type Trends

Entertainment/character led the charge with 5.0% growth, accounting for \$30 billion worth of licensed goods sold. The growth is slightly down from 2015 (6.3%), but still moved the category 0.4 percentage points from 17.6% share to a solid 18.0% share worldwide.

As noted above, American entertainment brands like the Disney stable (Star Wars, Marvel, and evergreens like Mickey Mouse) and Universal's Minions dominated growth, and were somewhat supplemented by the success of local properties.

One interesting trend to note globally is the emerging presence of adult TV series, especially in the U.S./Canada and Europe (scripted, "reality" shows are not doing as well). These include American shows like "Game of Thrones" and "Walking Dead," but also European dramas like "Doctor Who," and game shows. While respondents noted that other territories like Asia saw a boom in interest in TV series as pop culture influencers, those do not typically have merchandising programs and did not lead to a direct rise in licensed sales. One more thing to note about Japanese, Chinese, and South Korean serial dramas: they do not typically have multiple seasons, but those with high ratings will release "sequel" films that, while they may have merchandising programs, more often than not rely on ticket sales to earn profits.

The biggest concern with entertainment/character is the dominance of 'A-list' properties as chain retailers remain firm on stocking only "proven" brands. As this strategy is neither nimble nor unique (sorry, buyers), it is unsustainable over time. Consumer fatigue will necessarily result in depressed sales for major properties—a gap that we hoped would be filled with lesser-known, but strong-selling properties. However, major retailers remain

Continued on page 6



Continued from page 5

risk-adverse, even in ecommerce. We're still in early days yet, and major shifts in retail (the closing of brick-and-mortar locations, expansion of ecommerce, and growing familiarity with and reliance on licensed lines) might change this trend. But at least in 2016, any fall in sales for 'A-list' brands meant a fall in sales across the board.

The next-largest category was fashion, at 24.1% share. Sales of fashion-based merchandise grew 2.7% to reach \$40 billion. While other categories took a tiny bite out of apparel and accessories sales, and lower consumer spending power meant that interest in "luxury" items was down, aggressive retailing strategies targeting mass merchandisers and ecommerce platforms largely translated into strong sales. After years of price-cutting following the Great Recession, fashion houses are now looking to shake off any possible devaluations in brand value by tightening their lines and bringing licensed products like eyewear, footwear, and accessories in-house. On the flip side, activity is stable in product categories like furniture, where the houses don't necessarily have manufacturing capabilities. They're also taking a warmer approach towards their own in-house ecommerce operations.

With 21.4% share, corporate trademarks/brands grew 2.7% to reach almost \$36 billion in licensed retail sales. The biggest increases across the board were in home-related goods (goods like kitchenwares, decor, furniture, and tools) and food/beverages—although, naturally, the categories vary depending on the flavor of corporate brand. While the category is beginning to look somewhat undervalued in comparison to entertainment, it is more stable on the whole. One trend some *Survey* respondents noted was increased consumer interest in "vintage" corporate brands with strong history, and by extension, nostalgic pop culture value.

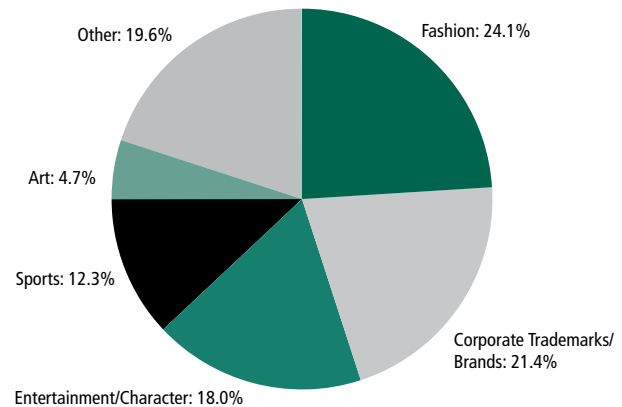
#### RETAIL SALES OF LICENSED MERCHANDISE, WORLDWIDE, BY PROPERTY TYPE, 2015–2016 (FIGURES IN MILLIONS)

PROPERTY TYPE	RETAIL SALES, 2016	RETAIL SALES, 2015	CHANGE, 2015–2016	MARKET SHARE, 2016
Entertainment/Character	\$30,149	\$28,709	5.0%	18.0%
Sports	\$20,602	\$19,901	3.5%	12.3%
Fashion	\$40,367	\$39,312	2.7%	24.1%
Corporate Trademarks/Brands	\$35,844	\$34,908	2.7%	21.4%
Art	\$7,789	\$7,993	-2.6%	4.7%
Other	\$32,745	\$32,298	1.4%	19.6%
<b>TOTAL</b>	<b>\$167,496</b>	<b>\$163,121</b>	<b>2.7%</b>	<b>100.0%</b>

Note: Figures may not add up exactly due to rounding.

SOURCE: THE LICENSING LETTER

#### RETAIL SALES OF LICENSED MERCHANDISE, WORLDWIDE, BY PROPERTY TYPE, 2016



SOURCE: THE LICENSING LETTER

Sports properties based on American and European teams did especially well across the board as teams and leagues increased efforts to sell overseas and in a broader variety of categories. Sales increased 3.5% (a rate second only to entertainment) to reach almost \$21 billion.

Art properties were the worst off, with much of their share being eroded by poor sales in the product categories they are typically licensed into (such as stationery) or supplementation by other property types. Global sales declined by 2.6% (\$204 million) to land at almost \$7.8 billion. That represents a roughly 15.6% decline from 2013. Museum properties fared better than art and design brands.

#### Product Category Trends

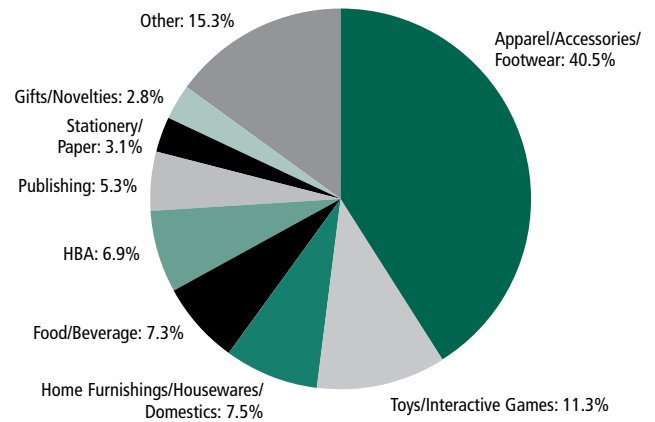
As in 2015, product category performance was influenced by two key factors: property type and retail channel. Products were likely to do best if they were: (1) based on entertainment, fashion, or sports properties; and (2) sold online or via value, dollar/discount, and/or grocery channels. Conversely, products were most likely to struggle if they were: (1) based on art properties; and (2) sold in specialty or department stores.

Apparel/accessories/footwear was up 2.7% to reach almost \$68 billion in sales. At 40.5% share, sales in the category went up in every territory we track. The greatest area of growth was in everyday casualwear at mid-price points, especially in areas like athleisure and caps. Sales are up for licensed adult apparel for property types that have traditionally been thought of as children's (entertainment, video games, publishing) as well as corporate brands. Jewelry sales, which were down for the last couple of years, rebounded.

The year’s strongest product category was toys and games, which grew 3.8% to reach almost \$19 billion in sales. Its share increased by 0.2 percentage points to 11.3% of all sales. This was largely on the strength of entertainment brands, but as interest in traditional games increased, other types of properties licensed in those areas also saw increases.

At 3.4%, the home furnishings/housewares/domestics category enjoyed strong growth, largely thanks to returns in consumer confidence and a wide variety of branded offerings as manufacturers sought to distinguish themselves. Retail played a strong role here, with short seasons and frequent overturn. The category also began moving outside art-based licensing into areas like corporate trademarks, digital brands, and fashion designers.

**RETAIL SALES OF LICENSED MERCHANDISE, WORLDWIDE, BY PRODUCT CATEGORY, 2016**



SOURCE: THE LICENSING LETTER

**RETAIL SALES OF LICENSED MERCHANDISE, WORLDWIDE, BY PRODUCT CATEGORY, 2015–2016 (FIGURES IN MILLIONS)**

PRODUCT CATEGORY	RETAIL SALES, 2016	RETAIL SALES, 2015	CHANGE, 2015–2016	MARKET SHARE, 2016
Apparel/Accessories/Footwear	\$67,836	\$66,064	2.7%	40.5%
Toys/Interactive Games	\$18,843	\$18,155	3.8%	11.3%
Home Furnishings/Housewares/Domestics	\$12,629	\$12,218	3.4%	7.5%
Food/Beverage	\$12,227	\$11,924	2.5%	7.3%
HBA	\$11,591	\$11,288	2.7%	6.9%
Publishing	\$8,911	\$8,596	3.7%	5.3%
Stationery/Paper	\$5,192	\$5,220	-0.5%	3.1%
Gifts/Novelties	\$4,690	\$4,567	2.7%	2.8%
Other	\$25,577	\$25,088	1.9%	15.3%
<b>TOTAL</b>	<b>\$167,496</b>	<b>\$163,121</b>	<b>2.7%</b>	<b>100.0%</b>

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

Food/beverage grew 2.5% to reach \$12 billion in sales, with hot growth areas including corporate and entertainment brands.

Health and beauty products (HBA) was up 2.7%, with strong growth in makeup and skin care. Fragrance licensing remained flat or down in most regions.

Publishing surged 3.7%, largely due to trends in specialty and book retailing, which prioritized stocking of licensed offerings, and expansion by nearly every property type we track into the category. The category increased just 2.1% in 2015.

Stationery/paper shrunk by 0.5%, as digital mediums largely supplanted products like traditional greeting cards and sales in specialty gift retailers continued to slow.

To that point, gifts/novelties was up 2.7% in 2016, after dipping 0.9% in 2015. The increase was in the novelties side—sales of gift merchandise (sole purpose/use is for gifting) were down.

**CONTENT LICENSING**

**(Very) Short-Form Entertainment**

Time Warner—owner of HBO, Turner, and Warner Bros.—will create 10 shows annually for Snapchat as part of a two-year deal reportedly worth \$100 million. According to *The Hollywood Reporter*, the exclusive shows will include scripted dramas and comedies, and potentially franchises like Wonder Woman or Batman. Snap has already signed original content deals with NBC, ABC, and CBS including original series based on existing shows like *The Bachelor* and *The Voice*. The vertically-formatted series are between three and five minutes long per episode.

Lip-synching app Musical.ly partners with Hearst Magazines Digital Media (HMDM; premiering its Seventeen brand), NBCUniversal (E!’s *Crush*), and Viacom (MTV’s Nick Cannon’s *Wild ‘N Out* and *Greatest Party Story Ever*) to launch studio-quality, short-form shows. Programming will invite users to create their own reaction clips using specially designated hashtags and prompts. According to *Variety*, no money is being exchanged as part of these deals.

## CANNABIS

## A Budding Business

The 4th Annual Cannabis World Congress & Business Exposition in New York took place last week, and the buzz is substantially dimmer. Compared to last year, the crowd was more sophisticated, knowledgeable, and connected. But as the cannabis industry becomes more settled, it's also becoming clear that consumer products licensing is not going to be a significant player anytime soon.

TLL estimates that retail sales of licensed cannabis and related accessories was anywhere between \$100–140 million in 2016, compared to \$60–100 million in 2015. That figure is still less than 1% of all retail sales in the cannabis industry. There are no estimates on how much sales of related accessories totaled—and considering the novelties craze we can see in areas like toys and apparel, that is slightly troubling.

While retail sales of Bob Marley and other brands (see the list below) remain strong, there are some other troubling trends. The retail market remains split: head shops that aren't licensed (by their state) to sell cannabis instead stock accessories and CBD-infused goods, while distributors and other licensed retailers sell only THC-infused products. Many attendees mentioned that consumers are increasingly demanding a “one-stop” shopping experience, but that the current distribution breakdown isn't likely to shift anytime soon.

Many smaller players at the show still lacked the basic business sense for branding, merchandising, and distributing. They're getting help from a lot of new service providers, however, including lawyers, accountants, marketing agencies, and even what is dubbed the “Shark Tank of Cannabis,” The Marijuana Show. But we saw no manufacturers eager to profit off one of the biggest and quickest growing political and cultural movements in the last 50 years. It felt like half the attendees were institutional investors, the other half were people vaguely interested in growing, and a tenth were actively, hands-on engaged in the cannabis business.

What is interesting is the highly political (and local) slant the show has taken on. The organizers of the show launched, with the help of Rev. Al Sharpton and other cannabis activists, the Decode Cannabis movement

## Know Your Product

Cannabis product can be divided into three major “types”:

**THC** is the primary psychoactive ingredient in marijuana and the most well-known cannabinoid. Cannabis strains with more than .3 percent of THC are legally regulated.

**CBD** or cannabidiol, which is sold as an extract or purification in health and beauty aids such as pills as well as food and beverages. The ingredient is espoused for its health and wellness applications thanks to its anti-inflammatory, analgesic and seizure reduction properties. Cannabidiol is legal nationwide.

Industrial **hemp**, the non-psychoactive strain of cannabis, is used for food and fiber production. Compared to strains grown for recreational usage, hemp has low concentrations of THC and higher concentrations of CBD. Some companies refer to their products as hemp rather than CBD.

(decriminalization, entrepreneurship, civil rights, opportunity, diversity, education—with the “national campaign coming soon,” according to the website). Other political figures included former Minnesota governor and WWE personality Jesse Ventura, Republican political strategist Roger Stone, and NY State Senator Diane Savino. Savino noted that it's not likely NY will get legalized recreational adult-use cannabis anytime soon.

The rule of thumb? Ten years after medical is legalized. What is happening in NY, and many other states with medical, is that the consumer base is not growing as fast as expected, thanks to bottlenecks with doctors and the licensing process.

What other business is so obviously politicized—coal, maybe? There are real fears that legalizing marijuana use can lower opioid and alcohol consumption. What is clear is that as other countries like Canada step up as the primary source of legal cannabis in the U.S., the first big (as in, on a national level) branding deals might just be happening up north instead.

NEWLY  
UPDATEDRoyalty  
Trends  
Report

Create competitive agreements and graphs from the world's leader in licensing data.

- Back up your negotiations with charts, tables and graphs
- Use 10-year trendlines to formulate fair intellectual property licensing agreements
- Create realistic proposals with royalty rates broken out for 16 key product categories and 9 subcategories

## ORDER TODAY FOR:

- The average royalty across all property types and product categories
- The highest royalty earning and paying properties
- Licensing agreement guarantee ranges
- Average contract lengths by property and product category

ORDER YOUR  
COPY TODAY!  
**\$379.00**

Call: 888-729-2315



CELEBRITIES WITH LICENSED MARIJUANA PRODUCTS	
CELEBRITY	ASSOCIATED MARIJUANA PRODUCT(S)
Bob Marley	Marley Natural products include cannabis flowers and oil; bath and body care products that combine hemp seed oil with Jamaican botanicals; and a collection of smoking, storage and preparation accessories.
Snoop Dogg	Leafs by Snoop (aka LSB) cannabis is available in Colorado and (soon) Canada. He also lends his name to a line of Grenco Double G vape pens and marijuana-infused edibles.
Willie Nelson	Country singer's company, Willie's Reserve, distributes (cannabis flowers, rolls, edibles, vapes, and accessories) into Colorado, Nevada, and Washington.
Wiz Khalifa	The rapper put his name on a strain called Khalifa Kush, infused products, and concentrates. He also has a deal with RAW rolling papers which includes pre-roll tins and smoking accessories. He's also rolling out hemp-infused beer.
The Weeknd (Abel Makkonen Tesfaye)	The singer signed a deal with a company named PAX to lend his name to a line of tobacco and marijuana vaporizers featuring his trademark "XO" logo.
Ghostface Killah	The Wu-Tang Clan rapper's Ghostface Killah's Wu-Goo strain sold exclusively in THC-laden vape cartridges released through Dynamite Stix. The products are available in California.
RiFF RaFF	Rapper who was among the early to have his own strain, a deep purple strain called Jody Highroller.
Freddie Gibbs	Rapper with a strain called Freddie Kane OG, which he worked to develop with the help of Loompa Farms in California.
Kurupt Young Gotti	Rapper with top-selling strain called Kurupt Moonrock known for its extremely high level of THC.
Margaret Cho	Actress and comedian has lent her name to a strain, Cho-G.
Melissa Etheridge	Veteran musician partnered with Greenway Compassionate Relief, a California-based medical marijuana dispensary, for cannabis-infused fine wines ("wine tinctures" to use the legal term).
Whoopi Goldberg	Created the Whoopi & Maya brand with ganjapreneur Maya Elisabeth of Om Edibles, a line sold through California medical dispensaries, which includes a THC-infused bath solution, topical rubs, tinctures, and cannabis edibles.
Tommy Chong	He of the comedy duo Cheech & Chong has released a couple of cannabis-related products, including strain called Chong Star and a line of products called Chong's Choice, which offers pre-rolls, flower jars, oil cartridges and THC strips.
Mindy Segal	Award-winning pastry chef and successful Chicago restaurateur teamed with Cresco Labs to develop line of edibles that Segal actually bakes using THC and ingredients provided by Cresco.

## The Licensing Sourcebook Online

Licensing Letter Exclusive! It's not what you know – it's WHO you know.

Critical licensing contact information at your fingertips! Save valuable time and money with the **ONLY directory of licensing executives you'll need!**

**ORDER YOURS TODAY** for access to:

- **Continuously Updated Database of FULL Contact Information** for Over 7,000 Licensing Professionals
- **12 Monthly Issues of The Licensing Letter**
- **The Latest Deals as They Happen - Stay Ahead of the Curve and on Top of Industry Movers and Shakers**
- **12 Months of The Licensing Letter Membership Online** for Up-to-the-Minute Market Intelligence

**ONLY \$1,014.<sup>95</sup>**

**ORDER YOURS TODAY! Call: 888-729-2315**




**Average Royalty Rates, Guarantees & Adv**  
in the U.S. & Canada Climb Thanks to Ent

# Licensing News

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

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
Little Prince (The)	Classic novella published in 1943, most famous work of Antoine de Saint-Exupéry. Includes use of 75th Anniversary logo for all product celebrating this anniversary in 2018.	Apparel & accessories, consumables, domestics, home decor, stationery & gifts, toys & games	Leslie Levine, Licensing Works!
Smithsonian Institution	Established in 1846 "for the increase and diffusion of knowledge", group of museums and research centers administered by the U.S. government.	Flooring, furniture, home decor, home textiles	Tim Rothwell, All-American Licensing & Management Group (AALMG)
Smithsonian Journeys	Smithsonian Institution's Travel Program, offers 200+ worldwide learning vacations led by experts and experienced guides.	Luggage, travel accessories, travel bags & accessories	Tim Rothwell, All-American Licensing & Management Group (AALMG)
St. John's University	University in New York City, founded in 1868. 17 NCAA Division I teams competing in Big East Conference, and Red Storm team playing home games at Madison Square Gardens.	All	Cory Moss, IMG College Licensing (form. Collegiate Licensing Co./CLC)

## Licenses Recently Granted, U.S.

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
American Gods	Ripple Junction	T-shirts	FremantleMedi
	Rizzoli Intl. Publications	Wall calendars	
	Trends International	Bookmarks, posters	
Atari	AtGames	Retro game consoles	Atari
Betty Boop	Aliz Intl.*	Accessories, bags, luggage, travel accessories	King Features Syndicate
Charles Wysocki	Northcott Silk	Fabric	Mosaic Licensing & Consulting
Daniel Tiger's Neighborhood	Church & Dwight	Oral care products	Out of the Blue Enterprises
	DreamWave div. Bentex Group	Swimwear (children's)	
	Fabric Traditions	Fabric	
	Hallmark Cards	Christmas ornaments, keepsakes	
	Party City	Party goods	
	SCS Direct	Lunch bags, melamine tableware	
	Simon & Schuster Children's Publishing*	Master publishing	
Daredevil	Quantum Mechanics/QMx	Collectible figures	Disney Consumer Products
Dr Pepper	Cafe Valley Bakery	Co-branded cakes	Dr Pepper Snapple Group
Fantastic Beasts & Where to Find Them	Quantum Mechanics/QMx	Plush	Warner Bros. Consumer Products
Goosebumps	Pixowl	Mobile game apps	Scholastic Media
JoJo Siwa	Abrams Books	Books, journals	Nickelodeon & Viacom Consumer Products (NVCP)
	American Greetings	Greeting cards	
	Bendon Publishing Intl.	Activity books	
	Bentex Group	Sportswear, t-shirts	
	FAB Starpoint	Backpacks, bags	
	Freeze	T-shirts	
	GBG Beauty	Cosmetics	
	Just Play	Fashion dolls	
	Rubie's Costume	Costumes	
	SDI Technologies/iHome	Headphones, karaoke machines, microphones, selfie sticks	
Libby Langdon	KAS Rugs	Home & decorative accessories, rugs	Libby Interiors
Marvel	Toy State Marketing (USA)	Toy vehicles	Disney Consumer Products
MLB	Loudmouth Golf	Gym shorts	MLB Properties
Overwatch	J!NX*	Lounge pants, performance apparel, scarves, sweatshirts, windbreakers	Blizzard Entertainment
Pacific Rim: Uprising	Bandai America	Action figures, figures, figurines, model kits	Legendary Entertainment
	Diamond Select Toys & Collectibles	Action figures, collectibles, housewares, mini figures, vinyl figures	
	Isaac Morris	Apparel (boys', juniors', men's)	
	TriForce Sales	Prop replicas, statues	
PJ Masks	Baby Boom div. Betesh Group	Bedding	Entertainment One (eOne)
	Delta Children's Products	Furniture, storage	
	FAB Starpoint	Mugs, piggybanks	
	Franco Manufacturing	Bedding (children's)	
	Idea Nuova Global	Furniture, novelty lighting, slumber, storage, wall decor	

\*Extension or renewal.

Continued on page 11

## Licensing News *Continued from page 10*

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
PJ Masks	Springs Creative Products Group	Fabric	Entertainment One (eOne)
	York Wallcoverings & RoomMates	Wall decals	
	Zak Designs	Drinkware, feeding	
Popeye	Albright (The)/EST. 1977 Group	Apparel, headwear, key chains	King Features Syndicate
	Trau & Loevner Imprinted Apparel*	Apparel	
Sega	AtGames	Retro game consoles	SEGA of America
Sesame Street	SeaWorld Parks & Entertainment*	Theme park attractions	Sesame Workshop
Sports Illustrated	RAJ Swim/RAJ Manufacturing	Swimwear	Time Inc.
Star Trek: The Original Series	Quantum Mechanix/QMx	Collectible figures	CBS Consumer Products
Wonder Woman	A Classic Time Watch Co.	Watches	Warner Bros. Consumer Products
	ALEX AND ANI	Charm bracelets, jewelry	
	Bioworld Merchandising	Accessories, apparel (men's)	
	Hero Within	Apparel (men's)	
	Love and Madness dba Love and Madness, Magic and Madness & Madness Couture	Accessories	
	New Era Cap	Headwear	
	nuyu	Athleisure (women's)	
	Rubie's Costume	Costume accessories, costumes, dress-up	
	UKONIC/Robe Factory	Apparel	

## International Properties Available or Recently Assigned

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
Chic & Love	Spanish lifestyle brand dedicated to creating personalized products for the female market.	All (Worldwide)	Julien Barbier, Consumer Product Connection
'Echo'	Third-person sci-fi adventure game set in an ever changing futuristic neo-classical, infinite palace.	All (Worldwide)	Su-Yina Farmer, Bits + Pixels Licensing Agency Ltd.
Groovy Chick and Friends	Re-launch for the 30th anniversary of the nostalgic 90s brand created by design studio Bang on the Door.	All (U.K.)	Alicia Davenport, DRi Licensing Ltd.
Ingmar Bergman	Swedish director, writer, and producer who worked in film, television, theatre and radio, recognized as one of the most accomplished and influential directors of all time.	All (Worldwide)	Gustav Melin, Bulls Licensing div. Bulls Press
Iron Girl	Promoting women of all ages to come together as a community by offering a supportive, energetic and empowering environment for pursuing a healthy and active lifestyle.	All (Worldwide)	Scott Todd, Graj + Gustavsen (G+G)
Ironkids	Promoting healthy and active lifestyles among youth.	All (Worldwide)	Scott Todd, Graj + Gustavsen (G+G)
Ironman	One of a series of long-distance triathlon races organized by the World Triathlon Corporation.	All (Worldwide)	Scott Todd, Graj + Gustavsen (G+G)
L.O.L Surprise!	Fashion-forward dolls who come packaged in multi-layered balls that, when unwrapped, reveal various accessories for the doll found at its core.	All (U.K., Ireland)	Jack Allen, Point.1888 (The)
		All (Argentina, Uruguay, Paraguay)	Lucila Barrenechea, Character Mix
Little Tikes	American-based manufacturer of children's toys and furniture for indoor and outdoor use.	All (U.K., Ireland)	Jack Allen, Point.1888 (The)
		All (Argentina, Uruguay, Paraguay)	Lucila Barrenechea, Character Mix
Num Noms	Food-based miniature scented character toys, targeting girls ages 5-9 years.	All (U.K., Ireland)	Jack Allen, Point.1888 (The)
		All (Argentina, Uruguay, Paraguay)	Lucila Barrenechea, Character Mix
		All (Italy)	Maria Giovanna Gurrieri, CPLG Southern Europe (Copyright Promotions Licensing Group)
Paddington Bear	Lovable bear from deepest, darkest Peru, who loves marmalade and wears a duffel coat, and carries a suitcase that holds more than it would appear.	All (U.S., Canada)	Alex Mitchell, Bravado Intl. Group div. Universal Music Group
Revolution Studios	Studios' film and TV library, including titles such as; Black Hawk Down, White Chicks and Daddy Day Care. As well as recently acquired titles; Ace Ventura: Pet Detective, Major League, and The Tourist.	All (Worldwide)	Stephanie Marlis Kupperman, Creative Licensing Corp.

## International Licenses Recently Granted

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Activision	Concept One Accessories	Accessories, backpacks, bags, cold weather accessories, headwear, wallets (U.S., Canada, Mexico)	Activision
American Gods	Brand Access	E-commerce (U.S., Canada)	FremantleMedia
	Brands In Ltd.	Apparel (U.K., Ireland)	
	Chronicle Books	Books (Worldwide)	
	Danilo Promotions Ltd.	Calendars, journals (Europe)	

\*Extension or renewal.

*Continued on page 12*

## Licensing News *Continued from page 11*

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
<b>American Gods</b>	Dark Horse Comics	Collectibles, novelty items (Worldwide)	FremantleMedia
	Forbidden Planet	Accessories, apparel (U.K., Ireland)	
	Danilo Promotions Ltd.	Calendars, journals (Europe)	
	Dark Horse Comics	Collectibles, novelty items (Worldwide)	
	Forbidden Planet	Accessories, apparel (U.K., Ireland)	
	Funko	Vinyl figures (Worldwide)	
	National Entertainment Collectibles Association (NECA)	Action figures, foam replicas, scalers (Worldwide)	
	Pyramid Intl.	Mugs, posters, stickers, wall art (Europe)	
	Rittenhouse Archives	Digital trading cards, trading cards (Worldwide)	
	Trademark Products Ltd.	Apparel (U.K., Ireland)	
<b>Ancient Aliens</b>	Franco Manufacturing	Bath products, beach accessories, bedding (U.S., Canada)	A&E Television Networks
<b>Arty Mouse</b>	MarketJS	Mobile games (Worldwide)	Edutainment Licensing
<b>Beano (The)</b>	Kings Road Publishing div. Bonnier Publishing	Books (U.K.)	David Riley Consulting Ltd.
<b>Beat Bugs</b>	My Gym Children's Fitness Center	Fitness classes & programs (U.S., Canada, U.K., Australia)	Centa IP
<b>Beatrix Potter</b>	Enesco Ltd.	Accessories (adults) (Worldwide)	Silvergata Media
<b>Beauty and the Beast</b>	Sentiments	Pet products (U.S., Canada)	Disney Consumer Products
<b>Bendy and the Ink Machine</b>	PhatMojo	Master toy (Worldwide)	TheMeatly Games
<b>Betty Boop</b>	Cappini Fashion S.A. de C.V.*	Apparel (Mexico)	King Features Syndicate
	Comic Studio S.L.	Nightwear, outerwear (Spain, Portugal)	
	E-Vitta Innova S.L.*	Laptop bags, mobile phone covers, tablet covers (Spain, Portugal)	
	FNG Group N.V.	Dresses, sweatshirts, t-shirts (Benelux)	
	Moschino SpA	Accessories, apparel (Worldwide)	
<b>Beyblade Burst</b>	D'arpéje	Wheeled toys (France)	Sunrights
	Jeux Ravensburger	Puzzles (France)	
	Leomil NV	Footwear (France)	
	Livres du Dragon d'Or & Grund div. Edi8/ groupe Editis	Publishing (France)	
	Sun City	Apparel, gifts (France)	
<b>Bring It!</b>	Franco Manufacturing	Bath products, beach accessories, bedding (U.S., Canada)	A&E Television Networks
<b>British Museum (The)</b>	Alfilo Brands	Apparel (women's) (China)	British Museum Co. (The)
<b>Casamigos Tequila</b>	Sugarfina	Co-branded candy (North America)	Casamigos Spirits Co.
<b>Charles Wysocki</b>	Thos Holdsworth & Sons Ltd./Leisure Dynamics NZ Ltd.	Puzzles (ANZ)	Mosaic Licensing & Consulting
<b>Chudleigh's</b>	Brick Brewing Co.	Cidar (Canada)	Chudleigh's Ltd.
<b>CUBAVERA</b>	Wolf Company S.A. de C.V	Accessories (men's), apparel (men's) (Mexico)	Perry Ellis Intl./PEI Licensing
<b>Curse of Oak Island (The)</b>	Franco Manufacturing	Bath products, beach accessories, bedding (U.S., Canada)	A&E Television Networks
<b>Day Henry Met (The)</b>	O'Brien Press (The)	Publishing (U.K., Ireland)	Monster Entertainment
<b>Despicable Me 3</b>	Build-A-Bear Workshop	Plush, plush accessories (U.S., Canada, U.K.)	NBCUniversal Brand Development
	MEGA Brands	Construction block sets (U.S., Canada)	
<b>Destiny &amp; Destiny 2</b>	Concept One Accessories	Backpacks, bags, cold weather accessories, headwear, luggage, wallets (U.S., Canada, Mexico)	Bungie Studios
<b>Disney</b>	Sentiments	Pet products (U.S., Canada)	Disney Consumer Products
<b>Disney Cars 3</b>	Topps Europe Ltd.	Trading cards (U.K.)	
<b>Doctor Who</b>	Brand Alliance Ltd.	Leisurewear, t-shirts (U.K.)	BBC Worldwide
	Finsbury Food Group Plc	Celebration cakes (U.K.)	
	Kokomo Ltd.	Healthcare products, skin care products (men's) (U.K.)	
<b>Duck Dynasty</b>	Franco Manufacturing	Bath products, beach accessories, bedding (U.S., Canada)	A&E Television Networks
<b>Emoji Movie (The)</b>	Just Play	Master toy (Worldwide)	Sony Pictures Consumer Products
<b>Flossy and Jim</b>	MarketJS	Mobile games (Worldwide)	Edutainment Licensing
<b>Garfield</b>	Arrow Intl.	Game tickets (U.S., Canada, U.K., Australia, Philippines)	King Features Syndicate
	Freeze Tag Inc.	Mobile social games (U.S., Canada, Australia)	Paws, Inc.

\*Extension or renewal.

*Continued on page 13*



## Licensing News Continued from page 12

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Gotcha	ECCSA S.A./Ripley Corp.	Accessories, apparel, footwear, sportswear (Chile)	Perry Ellis Intl./PEI Licensing
Guns N' Roses	Cooking Brands	Apparel (Netherlands)	Bravado Intl. Group div. Universal Music Group
Heidi Klum	Lidl Stiftung & Co. KG	Apparel (Germany)	Full Picture
Help for Heroes	Otter House Ltd.	Christmas cards, jigsaw puzzles, key rings, magnets, mugs, stationery (U.K.)	Help for Heroes (H4H)
JACHS NY	Loungehouse div. Bentex Group	Robes, slippers, underwear (North America)	Merchant Factors
Jackie	Kings Road Publishing div. Bonnier Publishing	Books (U.K.)	David Riley Consulting Ltd.
JoJo Siwa	ABG Accessories	Cold weather accessories, headwear (U.S., Canada)	Nickelodeon & Viacom Consumer Products (NVCP)
	Accessory Innovations	Backpacks, bags, cold weather accessories, headwear (U.S., Canada)	
	Accutime Watch	Watches (U.S., Canada)	
	Spin Master	Arts & crafts kits (U.S., Canada)	
Justice League	Mattel	Action figures (Worldwide)	DC Entertainment
Karl Lagerfeld x ModelCo	ModelCo Pty. Ltd.	Cosmetics (Worldwide)	Karl Lagerfeld
Knightfall	Franco Manufacturing	Bath products, beach accessories, bedding (U.S., Canada)	A&E Television Networks
Lexi & Lottie	Penguin Random House (Australia)	Books (Australia)	SLR Productions
Liverpool FC	Evode Group Ltd./Merchmaker.com	Print-on-demand products (Worldwide)	Liverpool Football Club
Marvel	Sentiments	Pet products (U.S., Canada)	Disney Consumer Products
McDonald's/Golden Arches	Beams Co., Ltd.	Accessories, apparel, novelties (Japan)	McDonald's
Mega Man	JAKKS Pacific	Master toy (Worldwide (excluding Asia))	CPLG North America (Copyright Promotions Licensing Group)
Mickey Mouse	Sentiments	Pet products (U.S., Canada)	Disney Consumer Products
Minnie Mouse	Sentiments	Pet products (U.S., Canada)	Disney Consumer Products
Moon and Me	Scholastic Media	Master publishing (Worldwide)	Sutikki div. Bento Box
Motorhead	Haemimont Games	Video games (Worldwide)	Global Merchandising Services
NBA	Panini America*	Stickers, trading cards (Worldwide)	NBA Entertainment (National Basketball Association)
Nickelodeon	PercyVites/Percy 3DMedia	Personalized e-cards, personalized invitations (Worldwide)	Nickelodeon & Viacom Consumer Products (NVCP)
Olive Oyl	Moschino SpA	Accessories, apparel (Worldwide)	Premium S.r.l.
Overwatch	Good Smile Company, Inc.	Collectible figurines (Japan)	Blizzard Entertainment
Pacific Rim: Uprising	River Horse	Board games, role playing games (U.K.)	Legendary Entertainment
Popeye	Crown Creative Co. Ltd.	Apparel, bags, caps (Japan)	King Features Syndicate
Prostokvashino	Danone Waters	Dairy products (Russia)	Soyuzmultfilm
Queen	Winning Moves U.K. Ltd.	Board games (Worldwide)	Bravado Intl. Group div. Universal Music Group
Rafaella	i-deal Optics Holding	Eyewear, sunwear (U.S., Canada, Mexico)	Perry Ellis Intl./PEI Licensing
Rainbow Rangers	Bentex Group	Master apparel (Worldwide)	Genius Brands Intl.
	H.E.R. Accessories	Accessories (girls'), hair accessories, jewelry, watches (Worldwide)	
	Jay Franco & Sons	Bath accessories, bath home textiles, bedding, room decor (Worldwide)	
SIX	Franco Manufacturing	Bath products, beach accessories, bedding (U.S., Canada)	A&E Television Networks
Smiley	Brekka S.r.l.	Accessories, apparel, festival fashion (U.K., Europe)	SmileyWorld
Spider-Man	Sentiments	Pet products (U.S., Canada)	Disney Consumer Products
Street Fighter	Skillz	Mobile games (Worldwide)	Beeline Interactive (sub. Capcom)
Stride Rite	Vida Group Intl.	Footwear (children's) (Worldwide)	Wolverine Worldwide
Super 4	Laboratorios Kin S.A.	Dental care products (Spain, Portugal)	Nottingham Forest
TapouT	Elizabeth Arden	Body mist & spray (North America)	Authentic Brands Group (ABG)
Teletubbies	Bobby Abley	Daywear (men's, women's), loungewear (adults') (Worldwide)	CPLG U.K. (Copyright Promotions Licensing Group)
Tim Burton's The Nightmare Before Christmas	Sentiments	Pet products (U.S., Canada)	Disney Consumer Products
World of Dinosaur Roar! (The)	Macmillan Publishing	Master publishing (Worldwide)	Nurture Rights
ZAFARI	Ultimate Source/Hijinx	Master toy (Worldwide (excluding Chins, MENA, Japan))	INK Global

\*Extension or renewal.



## contacts & connections

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

**A Classic Time Watch Co.**, Juan Dela Rosa, Director New Business Development, 212-947-7600, j.delarosa@classictime.com, P. 8.

**A&E Television Networks**, Jill Tully, Chief Marketing Officer, 212-210-1400, jill.tully@aenetworks.com, P. 9,10.

**ABG Accessories**, Jolene Cappadona, VP Licensing, 908-558-1200 x144, jolene@abgnyc.com, P. 10.

**Abrams Books**, Veronica Wasserman, Director Brands, 212-519-1212, vwasserman@abramsbooks.com, P. 7.

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

**Accutime Watch**, Maya Assis, Director Licensing, 212-686-9220 x112, maya@accutimewatch.com, P. 10.

**Activision**, Ashley Maily, VP & Head Global Licensing/Partnerships, 310-255-2058, ashley.maily@activision.com, P. 9.

**Albright (The)/EST. 1977 Group**, Grep Morena, President, 310-394-9683, P. 8.

**ALEX AND ANI**, Colleen Fugere, VP Licensing & Sponsorships, 401-633-1486, colleen@alexandani.com, P. 8.

**Aliz Intl.**, Rosanne Tran, VP, 407-438-8816, info@alizhandbags.com, P. 7.

**All-American Licensing & Management Group (AALMG)**, Tim Rothwell, Partner, 818-262-6001, marc@aalmg.com, P. 7.

**American Greetings**, Charlotte Bean, Manager Business Development & Licensing Integration, 216-252-7300 x2829, charlotte.bean@amgreetings.com, P. 7.

**Arrow Intl.**, John Gallagher, Director Corporate Development, 216-961-3500, jgallagher@arrowinternational.com, P. 10.

**Atari**, Casandra Brown, Senior Licensing Manager, 212-726-6533, casandra.brown@atari.com, P. 7.

**AtGames**, Ping-Kang Hsiung, CEO, info@atgames.net, P. 7,8.

**Authentic Brands Group (ABG)**, Nick Woodhouse, President & CMO, 212-760-2411, nwoodhouse@abg-nyc.com, P. 10.

**Baby Boom div. Betesh Group**, Paulina Rey, Licensing, 212-686-4666, prey@beteshgroup.com, P. 7.

**Bandai America**, Liz Grampp, Senior Director Brand Management, 714-816-9500, elizabethg@bandai.com, P. 7.

**Beeline Interactive (sub. Capcom)**, Midori Yuasa, CEO, 310-943-5470, midori.yuasa@beeline-i.com, P. 10.

**Bendon Publishing Intl.**, Casey Cooke, Licensing & Brand Managing, 419-207-3600 x245, ccooke@bendonpub.com, P. 7.

**Bentex Group**, Susan Peia, EVP Licensing, 212-594-4250 x2825, susan@bentex.com, P. 7,10.

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

**Blizzard Entertainment**, Matt Beecher, VP Global Consumer Products, 949-955-1380 x14262, mbeecher@blizzard.com, P. 7,10.

**Brand Access**, Craig Walsey, CEO, 877-302-22377, craig@brandaccess.com, P. 9.

**Build-A-Bear Workshop**, Jennifer Kretchmar, Chief Product Officer, 314-423-8000, jennk@buildabear.com, P. 9.

**Bungie Studios**, Ondrau Jenkins, Chief Business Officer, 425-440-6800, ojenkins@bungie.com, P. 9.

**Cafe Valley Bakery**, Amy Armstrong, VP Marketing, 602-278-2909, amyarmstrong@cafevalley.com, P. 7.

**Casamigos Spirits Co.**, Olivier Bugat, VP, info@casamigos.com, P. 9.

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

**Centa IP**, Rebekah Belzer, VP Licensing & Sales North America, 310-403-0026, rebekah.belzer@centaip.com, P. 9.

**Chronicle Books**, Sarah Malarkey, Executive Editorial Director, 415-537-4200, sarah\_malarkey@chroniclebooks.com, P. 9.

**Church & Dwight**, Tammy Talerico-Payne, Director Licensing, 609-806-1495, tammy.talerico@churchdwight.com, P. 7.

**Concept One Accessories**, Freda Anzaroot-Louzon, Licensing Manager, 212-868-2590 x196, fanzaroot@concept1.com, P. 9.

**CPLG North America (Copyright Promotions Licensing Group)**, Ted Larkins, SVP & GM, 818-261-8262, tlarkins@cplg.com, P. 10.

**Creative Licensing Corp.**, Stephanie Marlis Kupperman, Director Business Development, 310-562-7868, stephanie@creativelicensingcorporation.com, P. 8.

**Danone Waters**, Olivia Sanchez, VP Marketing, 914-872-8545, olivia.sanchez@danone.com, P. 10.

**Dark Horse Comics**, Nick McWhorter, VP Media Licensing, 503-905-2386, nickm@darkhorse.com, P. 9.

**DC Entertainment**, Diane Nelson, President & COO Warner Bros. Consumer Products, 212-636-5400, diane.nelson@dcertainment.com, P. 10.

**Delta Children's Products**, Jennifer Snyder, VP Licensing, 646-884-6565, jsnyder@deltanyc.com, P. 7.

**Diamond Select Toys & Collectibles**, Zach Oat, Marketing Supervisor, 443-318-8336, ozach@diamondselecttoys.com, P. 7.

**Disney Consumer Products**, Josh Silverman, EVP Global Licensing, 818-544-0567, josh.silverman@disney.com, P. 9,10,11.

**Disney Consumer Products**, Paul Gitter, SVP Licensing Marvel, 818-544-1950, paul.gitter@disney.com, P. 7,10.

**Dr Pepper Snapple Group**, Megan May, Brand Licensing Manager, 972-673-7000, megan.may@dpsg.com, P. 7.

**DreamWave div. Bentex Group**, David Grazi, President, 212-594-4250, david@bentex.com, P. 7.

**Elizabeth Arden**, Ron Rolleston, EVP Global Fragrance Marketing, 212-261-1000, ron.rolleston@elizabetharden.com, P. 10.

**Entertainment One (eOne)**, Joan Grasso, VP Licensing North America, 212-353-8800 x5219, jgrasso@entonegroup.com, P. 7,8.

**FAB Starpoint**, James Stocker, VP Licensing, 212-947-9001, james.stocker@fabny.com, P. 7.

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

**Franco Manufacturing**, Stacey Sobin, VP Licensing, 732-494-0500, stacey.sobin@franco-mfg.com, P. 7,9,10.

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

**Freeze Tag Inc.**, Craig Holland, CEO, 714-210-3850 x11, info@freezetag.com, P. 10.

**FremantleMedia**, Andrea Brent, SVP Licensing & Franchise Management, 818-748-1387, andrea.brent@fremantlemedia.com, P. 7,9.

**Full Picture**, Hilla Narov, VP Brand Management & Licensing, 212-627-0001, hnarov@fullpic.com, P. 10.

**Funko**, Lauren Winarski, Licensing & Brand Manager, 425-783-3616, lauren@funko.com, P. 9.

**GBG Beauty**, Michael Kaplan, President, 646-745-3025, michaelkaplan@globalbrandsgroup.com, P. 7.

*Continued on page 15*

**contacts & connections** *Continued from page 14*

**Genius Brands Intl.**, Stone Newman, President Global Consumer Products, Worldwide Sales & Marketing, 310-499-2405, stone@gnusbrands.com, P. 10.

**Graj + Gustavsen (G+G)**, Scott Todd, SVP Licensing & Strategic Partnerships, 212-387-0070, scott@ggny.com, P. 8.

**H.E.R. Accessories**, Hymie Anteby, CEO & President, 212-271-2444, hymiea@heracc.com, P. 10.

**Hallmark Cards**, Karen Mitchell, Product Development & Licensing Director, 816-274-3639, kmitch1@hallmark.com, P. 7.

**Hero Within**, Tony B. Kim, Founder & CEO, 949-679-7370, tony@herowithinstore.com, P. 8.

**i-deal Optics Holding**, Michael Feldman, President, 248-548-7289, feld23@i-dealoptics.com, P. 10.

**Idea Nuova Global**, Colleen Hexamer, Director Licensing, 212-643-0680, colleenh@ideanuova.com, P. 7.

**IMG College Licensing (form. Collegiate Licensing Co./CLC)**, Cory Moss, SVP & MD, 770-956-0520, cmoss@clc.com, P. 7.

**Isaac Morris**, Milin Shah, VP Licensing & General Counsel, 646-827-0096, mshah@isaacmorris.com, P. 7.

**JINX**, Zac Scuffhan, Director Licensing & Business Development, 858-457-5469, zac@jinx.com, P. 7.

**JAKKS Pacific**, Tara Hefter, SVP Global Licensing, 424-268-9549, thefter@jakks.net, P. 10.

**Jay Franco & Sons**, Joseph Franco, VP, 212-679-3022, joea@jfranco.com, P. 10.

**Just Play**, Geoffrey Greenberg, Co-President, 215-953-1208, ggreenberg@justplayproducts.com, P. 7,10.

**KAS Rugs**, Santhi Yarlagadda, VP Business Development, 800-967-4254, info@kasrugs.com, P. 7.

**King Features Syndicate**, Carla Silva, VP, GM & Global Head Licensing, 212-969-7582, csilva@hears.com, P. 7,8,9,10.

**Laboratorios Kin S.A.**, Javier Sanchez, Commercial Director Iberia, 34 933003914, jsanchez@kin.es, P. 10.

**Legendary Entertainment**, Jamie Kampel, VP Licensing & Partnerships, 818-688-7589, jkempel@legendary.com, P. 7,10.

**Libby Interiors**, Libby Langdon, owner & Designer, 212-501-0785, info@libbylangdon.com, P. 7.

**Licensing Works!**, Leslie Levine, Owner & Founder, 702-485-5677, leslie@licensingworks.us, P. 7.

**Loudmouth Golf**, Cassie Kovacevich, Global Marketing Director, 800-390-5116, cassie@loudmouth.com, P. 7.

**Loungehouse div. Bentex Group**, Irv Safdieh, President, 646-524-2965, sbetesh@bentex.com, P. 10.

**Love and Madness dba Love and Madness**, Magic and Madness & Madness Couture, Heather McAvoy, Founder & Creative Director, heather@theloveandmadness.com, P. 8.

**Macmillan Publishing**, Stephanie Barton, Publisher Children's Books, 646-307-5151, stephanie.barton@macmillan.com, P. 11.

**Mattel**, Tanya Mann, VP Consumer Products, 310-252-4409, tanya.mann@mattel.com, P. 10.

**McDonald's**, Erik Hess, SVP Global Consumer & Brand Strategy, 630-623-3000, erik.hess@us.mcd.com, P. 10.

**MEGA Brands**, Wendy Martin, Director Puzzles/Games & Senior Manager Brand Marketing/Design, 765-447-2151, wmartin@megabrands.com, P. 9.

**Merchant Factors**, Josh Solowiejczyk, VP Licensing, 646-336-4991, jsolow@merchantfactors.com, P. 10.

**MLB Properties**, Greg Sim, VP Consumer Products On-field, Fashion Apparel & Headwear, 212-931-7500, greg.sim@mlb.com, P. 7.

**Mosaic Licensing & Consulting**, Val Adams, President, 925-934-0889, val@mosaiclicensing.com, P. 7,9.

**My Gym Children's Fitness Center**, Mary Mueller, Head Global Alliances, 310-387-7722, mary.m.mueller@gmail.com, P. 9.

**National Entertainment Collectibles Association (NECA)**, Joel Weinshanker, President, 908-686-3300 x206, joelw@necaonline.com, P. 9.

**NBA Entertainment (National Basketball Association)**, Lisa Piken Koper, VP Global Partnerships, 212-407-8000, lpiken@nba.com, P. 10.

**NBCUniversal Brand Development**, Manuel Torres, EVP Worldwide NBCUniversal Consumer Products, 818-777-1000, manuel.torres@nbcuni.com, P. 9.

**New Era Cap**, Christopher Koch, CEO, 716-549-0445, chrisk@neweracap.com, P. 8.

**Nickelodeon & Viacom Consumer Products (NVCP)**, Julie McKenzie, SVP Global Consumer Products Licensing, Apparel, Accessories, Home & Consumer Packaged Goods, 212-846-8018, julie.mckenzie@nick.com, P. 10.

**Nickelodeon & Viacom Consumer Products (NVCP)**, Pam Kaufman, President Consumer Products & CMO, 212-846-8000, pamela.kaufman@nick.com, P. 7,10.

**nuyu**, Tracy Buescher, Founder & CEO, 212-628-6898, tracy@wearnuyu.com, P. 8.

**Out of the Blue Enterprises**, Kyra Halperin, VP Licensing & Marketing, 212-764-0266 x316, kyra@outofthebluenyc.com, P. 7.

**Panini America**, Tone Stakes, Licensing Acquisitions Manager, 817-662-5300, tstakes@paniniamerica.net, P. 10.

**Party City**, Bill Furtkevic, VP Marketing, 914-784-4171, bfurtkevic@partycity.com, P. 7.

**Paws, Inc.**, Kim Campbell Beasley, Director Public Relations, 765-287-2364, kim@pawsinc.com, P. 10.

**Perry Ellis Intl./PEI Licensing**, Pamela Fields, VP Intl. Development & Licensing, 212-536-5602, pamela.fields@perry.com, P. 9,10.

**PhatMojo**, Shawn McCarthy, CEO, 716-795-6656, shawn@phatmojo.com, P. 9.

**Pixowl**, Sebastian Borget, COO & Co-founder, seb@pixowl.com, P. 7.

**Quantum MechaniX/QMx**, Jack Westerkamp, Director Sales & Marketing/PR, Category Manager, Softlines, Print, 310-464-6226 x108, jack.westerkamp@quantummechanix.com, P. 7,8.

**RAJ Swim/RAJ Manufacturing**, Brenda West, President, 714-838-3110, bwest@rajman.com, P. 8.

**Ripple Junction**, Scott Morton, Licensing Director, 513-559-3900, smorton@ripplejunction.com, P. 7.

**Rittenhouse Archives**, Steven Charendoff, President, 215-884-2410, steve@scifihobby.com, P. 9.

**Rizzoli Intl. Publications**, Robb Pearlman, Associate Publisher Universe Books, Calendars, & Licensing, 212-387-3400, rpearlman@rizzoliusa.com, P. 7.

**Rubie's Costume**, Felicia Palumbo, Director Licensing, 516-326-1500 x135, fpalumbo@rubies.com, P. 7.

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

**Scholastic Media**, Gary Hymowitz, VP Consumer Products, 212-389-3934, ghymowitz@scholastic.com, P. 7.

**Scholastic Media**, Lynn Smith, Director Global Licensing, 212-343-6151, lsmith3@scholastic.com, P. 10.

**SCS Direct**, Kristin Kery, Director Product Development, 203-870-4867 x113, kristin@scsdirectinc.com, P. 7.

**SDI Technologies/iHome**, Marcos Zalta, VP Business & Legal Affairs, 732-574-9000 x269, mzalta@sditech.com, P. 7.

**SeaWorld Parks & Entertainment**, Joel Manby, President & CEO, 407-226-5011, joel.manby@seaworld.com, P. 8.

**SEGA of America**, Anoulay Tsai, Director Licensing, 747-477-3703, anoulay.tsai@segaamerica.com, P. 8.

**Sentiments**, Sherry Samani, CEO, 323-843-2080, sherry@sentimentsinc.us, P. 9,10,11.

**Sesame Workshop**, Stephanie Patrucco, VP Strategic Partnerships & Development, 212-595-3456, stephanie.patrucco@sesameworkshop.org, P. 8.

**Silvergata Media**, Ron Allen, SVP Consumer Products Americas & Global Television, 646-395-5750, ronallen@silvergatamedia.com, P. 9.

*Continued on page 16*

**contacts & connections** *Continued from page 15*

**Simon & Schuster Children's Publishing**, Valerie Garfield, VP, Publisher, Novelty & Licensed Publishing, 212-698-7000, valerie.garfield@simonandschuster.com, P. 7.

**Skillz**, Andrew Paradise, CEO & Founder, 415-762-0511, aparadise@skillz.com, P. 10.

**Sony Pictures Consumer Products**, Stacey Kerr, SVP Global Licensing, 310-244-4000, stacey.kerr@spe.sony.com, P. 10.

**Springs Creative Products Group**, Dannielle Heinrichs, Licensing Manager, 803-324-6300, dannielle.heinrichs@springscreative.com, P. 8.

**Sugarfina**, Josh Resnick, Co-founder, 855-784-27354, sales@sugarfina.com, P. 9.

**Sunrights**, Daizo Suzuki, President, 646-284-9801, daizo.suzuki@sunrights-inc.com, P. 9.

**Sutikki div. Bento Box**, Andrew Kerr, Partner, 818-333-7742, andrew.kerr@sutikki.com, P. 10.

**Time Inc.**, Bruce Gersh, SVP Strategy & Business Development, 212-522-1212, bruce.gersh@timeinc.com, P. 8.

**Toy State Marketing (USA)**, Andy Friess, President, 781-349-1000 x15, afriess@toystate.com, P. 7.

**Trau & Loevner Imprinted Apparel**, Sam Loevner, Licensing Director, 412-361-7700, samloevner@trau-loevner.com, P. 8.

**Trends International**, Jeff Loeser, SVP Licensing, 317-388-4068, jloeser@trendsinternational.com, P. 7.

**TriForce Sales**, Matthew Marone, VP Business Development, 718-384-3023, sales@projecttriforce.com, P. 7.

**UKONIC/Robe Factory**, Martin Butler, CEO, 702-331-6182, martin@ukonic.com, P. 8.

**Ultimate Source/Hijinx**, Jeff Jarka, 630-861-2126, jeff.jarka@ultimatesource.com, P. 11.

**Vida Group Intl.**, John Licata, Director Sales & Brand Development, 212-246-1900, john@vidagroup.com, P. 10.

**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. 8.

**Warner Bros. Consumer Products**, Karen McTier, EVP Domestic Licensing & Worldwide Marketing, 818-954-3008, karen.mctier@warnerbros.com, P. 7.

**Wolverine Worldwide**, Irene Lau, Director Apparel & Accessory Licensing, 616-866-5566 x3003802, irene.lau@wwwinc.com, P. 10.

**York Wallcoverings & RoomMates**, Nicole Zeigler, Licensing Manager, 717-846-4456, zeiglern@yorkwall.com, P. 8.

**Zak Designs**, Reggy Thomas, VP Global Licensing & Marketing, 509-244-8644, thomas@zak.com, P. 8.



## 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.

**Alfilo Brands**, Yizan He, Co-founder & Managing Partner, 86 21 60 400 968 x804, yzh@alfilo.com, P. 9.

**BBC Worldwide**, Rikesh Desai, Director Licensing, 44 20 8433 2000, rikesh.desai@bbc.com, P. 9.

**Beams Co., Ltd.**, Kyoko Shitara, EVP, 81 3367 4518, P. 10.

**Bits + Pixels Licensing Agency Ltd.**, Su-Yina Farmer, Director, 44 7889 196 113, su-yina@bitsandpixels.agency, P. 8.

**Bobby Abley**, Bobby Abley, Designer, contact@studioabley.co.uk, P. 11.

**Brand Alliance Ltd.**, Adam Aarons, Director, 44 113 244 8549, info@retrofreds.com, P. 9.

**Brands In Ltd.**, Sue Stanley, Licensing Director, 44 20 8452 4795, sue.stanley@brandsin.co.uk, P. 9.

**Bravado Intl. Group div. Universal Music Group**, Alex Mitchell, Licensing & Partnership Manager, 44 3305 871 192, alexander.mitchell@bravado.com, P. 8,10.

**Bravado Intl. Group div. Universal Music Group**, David Boyne, MD, 44 330 587 1234, david.boyne@bravado.com, P. 10.

**Brekka S.r.l.**, Nicola Battaglia, Collection Manager, 39 248958158, info@brekka.it, P. 10.

**Brick Brewing Co.**, George Croft, President & CEO, 519-742-2732, georgec@brickbeer.com, P. 9.

**British Museum Co. (The)**, Craig Bendle, Manager Product Licensing, 44 20 3073 4989, cbendle@britishmuseum.co.uk, P. 9.

**Bulls Licensing div. Bulls Press**, Gustav Melin, Licensing Director & Head Intl. Licensing, 46 8 555 206 32, gustav@bulls.se, P. 8.

**Cappini Fashion S.A. de C.V.**, Isaac Ezban, CEO, 52 55 5387 4444, iezban@cappini.com, P. 9.

**Character Mix**, Lucila Barrenechea, Licensing, 54 1143813115, lucila.barrenechea@charactermix.com, P. 8.

**Chudleigh's Ltd.**, Joel Chudleigh, Assistant Manager Business Development, 905-699-1735, feedback@chudleighs.com, P. 9.

**Comic Studio S.L.**, Jesus Urrutia San Anton, MD, 34 93 498 8025, attclientes@comic-studio.com, P. 9.

**Consumer Product Connection**, Julien Barbier, CEO, 34 678 56 23 79, jbarbier@cpconnection.es, P. 8.

**Cooking Brands**, Henny Ph. de Wolf, Sales & Product Manager, henny@cookiecompany.nl, P. 10.

**CPLG Southern Europe (Copyright Promotions Licensing Group)**, Maria Giovanna Gurrieri, MD Italy, Greece & Turkey, 39 02 8546 300, cplginfo@it.cplg.com, P. 8.

**CPLG U.K. (Copyright Promotions Licensing Group)**, John Taylor, Commercial Director, 44 20 8563 6153, jtaylor@cplg.com, P. 11.

**Crown Creative Co. Ltd.**, Satoko Sakakibara, Senior Manager Overseas Marketing, 81 3 6807 0128, sakakibara@cfg.co.jp, P. 10.

**D'arpéje**, Ilan Kabalo, MD, 33 4 78 79 60 50, ilan@darpeje.com, P. 9.

**Danilo Promotions Ltd.**, Dan Grant, Licensing Director, 44 1992 702 903, dgrant@danilo.com, P. 9.

**David Riley Consulting Ltd.**, David Riley, Director, info@davidrileyconsulting.co.uk, P. 9,10.

**DRI Licensing Ltd.**, Alicia Davenport, Licensing Director, 44 20 3757 2170, alicia@drilicensing.com, P. 8.

**E-Vitta Innova S.L.**, Pedro Ara Foj, Founder & CEO, 34 936823375, P. 9.

**ECCSA S.A./Ripley Corp.**, Raimundo Halabí Berardi, Brand Manager Corporate, 56 992324968, rhalabib@ripley.com, P. 10.

**Edutainment Licensing**, Denise Deane, Founder, 44 207 985 0310, denise@edutainmentlicensing.com, P. 9,10.

**Enesco Ltd.**, Helen Shield, Director Marketing, 44 1228 404040, helen.shield@enesco.co.uk, P. 9.

**Evode Group Ltd./Merchmaker.com**, Charlotte Clisby, 44 20 7112 9340, charlotte@evodegroup.com, P. 10.

**Finsbury Food Group Plc**, Daryl Newlands, Category & Brand Licensing Manager, 44 1698 285227, daryl@finsburyfoods.co.uk, P. 9.

**FNG Group N.V.**, Dieter Penninckx, MD, 32 15 293 444, info@fng.eu, P. 9.

**Forbidden Planet**, Omar Khan, Licensing & Special Projects Manager, 44 207 803 1900, omar.khan@forbiddenplanet.com, P. 9.

*Continued on page 18*



**contacts & connections** *Continued from page 17*

**Global Merchandising Services**, Jens Drinkwater, Licensing Manager, 44 207 384 6467, jens@globalmerchservices.com, P. 10.

**Good Smile Company**, Inc., Asako Mochizuki, Sales & Marketing Div. Intl. Sales, 81 3 5209 3115, a\_mochizuki@goodsmile.jp, P. 10.

**Haemimont Games**, Bisser Dyankov, Producer & Game Designer, 359 2 809 0340, info@haemimontgames.com, P. 10.

**Help for Heroes (H4H)**, Marcus O'Shea, Head Brand Partnerships, 44 207 283 9268, marcus.oshea@helpforheroes.org.uk, P. 10.

**INK Global**, Annalisa Woods, 45 3355 6100, aw@ink-brands.com, P. 11.

**Jeux Ravensburger**, Michel Schuller, MD, 33 389 50 65 00, michel.schuller@ravensburger.fr, P. 9.

**Karl Lagerfeld**, Pier Paolo Righi, CEO & President, 31 203 31 46 66, pier.paolorighi@karllagerfeld.com, P. 10.

**Kings Road Publishing div. Bonnier Publishing**, Perminder Mann, CEO, 44 20 3770 8888, perminder.mann@templarco.co.uk, P. 9,10.

**Kokomo Ltd.**, Gary Little, Senior Partner & Creative Director, 44 1235 828288, contact@kokomostudio.com, P. 9.

**Leomil NV**, Maureen Craye, Licensing & Marketing Manager, 32 55 30 54 20, maureen.craye@leomilgroup.com, P. 9.

**Lidl Stiftung & Co. KG**, Juergen Achenbach, VP Intl. Marketing, 49 7132 94 2000, juergen.achenbach@lidl.de, P. 10.

**Liverpool Football Club**, Christina Kilkenny, Licensing Executive, 44 151 237 5966, licensing@liverpoolfc.com, P. 10.

**Livres du Dragon d'Or & Grund div. Edi8/ groupe Editis**, Yannick Lemonnier, Director

Commercial & Marketing, 33 1 44 16 09 01, yannick.lemonnier@grund.fr, P. 9.

**MarketJS**, Ben Chong, CEO, ben@marketjs.com, P. 9,10.

**ModelCo Pty. Ltd.**, Shelley Sullivan, Founder & CEO, 612 8354 6700, shelleysullivan@modelco.au, P. 10.

**Monster Entertainment**, Ian Shipley, Head Licensing, 353 8 61608330, licensing@monsterentertainment.tv, P. 9.

**Moschino SpA**, Roberta Colombo, Licensing Manager, 39 026 787 731, roberta.colombo@moschino.it, P. 9,10.

**Northcott Silk**, Deborah Edwards Northcott, Design Director, 905-760-0072, deborah.edwards@northcott.net, P. 7.

**Nottingham Forest**, Laura Garcia Ortega, Commercial Director, 34 914 467 300, laura.garcia@nottinghamforest.es, P. 10.

**Nurture Rights**, Peter Curtis, Director, 44 203 574 4170, peter@nurturerights.com, P. 11.

**O'Brien Press (The)**, Michael O'Brien, Publisher, 353-1-4923333, rights@obrien.ie, P. 9.

**Otter House Ltd.**, Martin Rees-Davies, Group Financial & Commercial Director, 44 7971 155 127, mrees-davies@otterhouse.co.uk, P. 10.

**Penguin Random House (Australia)**, Holly Toohey, Publisher Brands & Partnerships, 61 3 9811 2675, htoohey@penguinrandomhouse.com.au, P. 10.

**PercyVites/Percy 3DMedia**, Jadyne Rosario, Director Licensing, 416-642-4304, jadyne@percy3d.com, P. 10.

**Point.1888 (The)**, Jack Allen, Brand Executive, 44 7778 547 153, jack.allen@thepoint1888.com, P. 8.

**Premium S.r.l.**, Giancarlo Fergnani, President, 39 0523 955024, premium@premiumlicensing.it, P. 9,10.

**Pyramid Intl.**, Mordy Benaiah, Licensing Director, 44 116 284 3671, mordy.benaiah@pyramidinternational.com, P. 9.

**River Horse**, Alessio Cavatore, MD, 44 115 9244462, info@riverhorse.eu, P. 10.

**SLR Productions**, Suzanne Ryan, CEO & Executive Producer, 61 2 9356 4911, info@slrproductions.com, P. 10.

**SmileyWorld**, Margherita Vecchio, Intl. Licensing Manager, 44 20 7378 8231 x9288, margherita@smiley.com, P. 10.

**Soyuzmultfilm**, Nikolai Makovsky, Creative Director, 7 4999784778 , info@souzmult.ru, P. 10.

**Spin Master**, Adam Beder, EVP Global Licensing & Business Affairs, 416-364-6002 x2256, adamb@spinmaster.com, P. 10.

**Sun City**, Sandy Cosimi, Licensing & Marketing, 33 1 49 89 72 72, sandy.cosimi@sun-city.fr, P. 9.

**TheMeatly Games**, Mike (Desjardins) Mood, Co-founder & Lead Programmer, themeatlygames@gmail.com, P. 9.

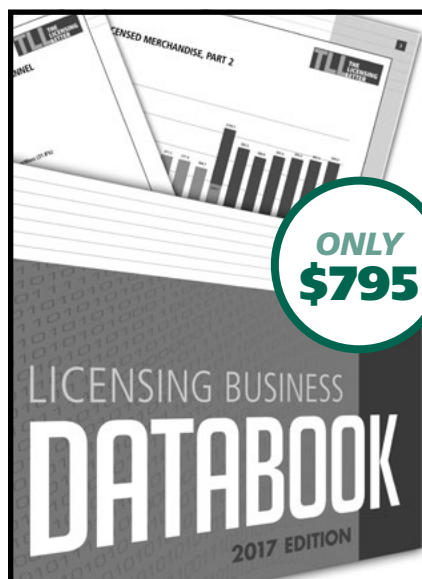
**Thos Holdsworth & Sons Ltd./Leisure Dynamics NZ Ltd.**, Simon Holdsworth, MD, 64 9 828 7159, simon@holdson.co.nz, P. 9.

**Topps Europe Ltd.**, Louise Ramplin, Head Entertainment Marketing, 44 1908 800 100, lousieramplin@topps.co.uk, P. 9.

**Trademark Products Ltd.**, Phil King, MD, 44 1883 653 580, phil@trademarkproducts.co.uk, P. 9.

**Winning Moves U.K. Ltd.**, Mark Hauser, Commercial Director, 44 20 7262 9696, mark.hauser@winningmoves.co.uk, P. 10.

**Wolf Company S.A. de C.V.**, Jose Enrique Aguilar Gonzales, Brand Manager, 52 01 999 981 5842 x118, enrique.aguilar@guayabera.com.mx, P. 9.



## Licensing Letter Exclusive! Instant access to hundreds of charts, tables, graphs and retail sales history you can use for budgeting, business plans, investor proposals and more!

- Hundreds of charts, graphs and tables you can drop right into your presentations
- Visual representation of the full spectrum licensing activity
- FREE JPEG image of every exhibit for use in presentations

### PLUS

- Retail sales of licensed merchandise for 35 property types and 38 product categories
- Results by product category for Trademark/Brand, Entertainment/Character, Sports, Fashion, and Art properties
- Sales results of licensed merchandise by distribution channel for key property types
- Selected international data by territory, property type, and product category

**ORDER YOUR PDF COPY NOW! Call: 888-729-2315**

## TOYS &amp; GAMES

## M&amp;A &amp; New Media

**Time Warner**—owner of HBO, Turner, and Warner Bros.—will create 10 shows annually for **Snapchat** as part of a two-year deal reportedly worth \$100 million. According to *The Hollywood Reporter*, the exclusive shows will include scripted dramas and comedies, and potentially franchises like Wonder Woman or Batman. Snap has already signed original content deals with NBC, ABC, and CBS including original series based on existing shows like *The Bachelor* and *The Voice*. The vertically-formatted series are between three and five minutes long per episode.

Lip-synching app **Musical.ly** partners with **Hearst** Magazines Digital Media (HMDM; premiering its Seventeen brand), **NBCUniversal** (E!'s *Crush*), and **Viacom** (MTV's *Nick Cannon's Wild 'N Out* and *Greatest Party Story Ever*) to launch studio-quality, short-form shows. Programming will invite users to create their own reaction clips using specially designated hashtags and prompts. According to *Variety*, no money is being exchanged as part of these deals.

In an announcement made by Sir Richard Branson, **Virgin Mobile** will become the first iPhone-only mobile carrier this summer. The company will transition from its current Android-focused pre-paid business sold in retail stores to the new, no-contract, iPhone-only Inner Circle model. Customers who sign up within the first 30 days get 12 months of service for \$1.

**Hasbro** launches its first-ever subscription service in April with the Gaming Crate, priced at \$49.99 per crate, plus shipping. Each box includes three curated games that are new to the Hasbro Gaming portfolio. The crates fall into two themes: Family, which offers games designed to be played together by kids and adults, and Party, which contains games geared towards adult game nights.

## EXPERIENTIAL

## Experiential Roundup

**Nickelodeon** and **Spin Master** take Paw Patrol to **Visionworks** locations as part of a back-to-school initiative. Kids who have completed their annual eye exam get a free gift, which includes a Paw Patrol activity sheet, crayons, stickers, and a character mask. Beginning this July, the retailer will also debut its first-ever kids' line of Paw Patrol frames, designed and distributed by **Nouveau Eyewear**.

Organic dairy brand **Horizon** partners with **Crayola** for a back-to-school campaign. The partnership includes branded packaging and online games from Horizon. Fans will have the chance to win a cheesy mac party as well as art supplies for a classroom of their choice through a "Create and Win" drawing.

**Hello Kitty** heads to **Topshop**'s global flagship store in London with a new pop-up store featuring Hello Kitty-inspired goods including apparel and customizable accessories.

Ice cream brand **Häagen-Dazs** teams up with sportswear company **Björn Borg** for a new tennis-themed collaboration. The deal includes new bespoke packaging for a limited edition ice cream bar as well as giveaways of the sweet at Björn Borg's London showroom, where visitors will be able to buy the company's new tennis whites.

**Acamar Films** brings Bing and Flop to U.K. shopping centers and toy stores in an experiential tour in partnership with **The Entertainer** and **Toys 'R' Us** this fall. The tour will travel to 13 locations offering Bingsters the opportunity to meet Bing and Flop while interacting in a themed play area with fun and games. Fans will also take home a pair of Bing ears and stickers.



**NEWLY UPDATED**

# Royalty Trends Report

**Create competitive agreements and graphs from the world's leader in licensing data.**

- Back up your negotiations with charts, tables and graphs
- Use 10-year trendlines to formulate fair intellectual property licensing agreements
- Create realistic proposals with royalty rates broken out for 16 key product categories and 9 subcategories

**ORDER TODAY FOR:**

- The average royalty across all property types and product categories
- The highest royalty earning and paying properties
- Licensing agreement guarantee ranges
- Average contract lengths by property and product category

**\$379.00**

**ORDER YOURS TODAY! Call: 888-729-2315**

## TOYS &amp; GAMES

## What Spinners Spell Out for the Future of Play

Fidget spinners are blowing up around the world, but they're not here to stay. We predict that they will go quietly into the night by the end of the year. Case in point, at Licensing Expo in Vegas, the general mood on the floor was unimpressed.

We're not likely to see officially licensed options appear on shelves, although there is no indication that they would fare poorly. This last month, we just heard about some serious safety concerns, which include children swallowing small parts and unsafe levels of lead in the toys. That led to the Toy Association issuing new safety guidelines for spinners. Some schools have banned the spinners in classrooms already.

The "traditional" spinner has three spokes, other variants include just two or no spokes. Some variants glow in the dark, others have flashing lights. On Kickstarter, Fidget Cubes are a big hit—they include flicks, switches, buttons, and more. The cubes are expected to hit retail this summer.

Moose Toys is releasing Flipslide, a hand-held electronic pattern and color memorization game with a twist-and-slide feature where players can compete against themselves and each other. Four unique game modes include Speed Mode, Level Mode, Memory Mode, and Multiplayer Mode.

Zing Toys also is aiming to expand the craze with new fidget-inspired products including Tumbstix (a fidget toy that challenges players to balance and catch the cylinder during 360 degree rolls and 180 degree flicks), The Zing Dama (a coordination game with a ball on a string and a catcher ring), and Klixx (a fidget toy featuring a chain link of colored widgets that snap together).

And U.K. firm Peterkin is convinced they have the next wave of the craze with Mokuru, a flipping toy. Mokuru has sold well in Japan and Hong Kong, and is expected to hit the U.K. and Ireland this summer.

One thing we can take away from this fad is the increased interest in tactile play, expected to be a strong trend over the next couple of years. Licensed sales of traditional toys and games grew 3.8% worldwide in 2016, and are only expected to increase. The challenging part of this trend (for the licensing business) is the fact that so many of the best-selling traditional toys—like Hasbro's Pie Face—are not licensed. But there are obvious exceptions such as action figures, dolls with realistic elements, and LEGO sets that don't necessarily fit the mold but break out of tired play patterns.

## FOOD AND BEVERAGES

## Snacking on Branding

A Parisian-themed, limited-time pop-up shop—Shopkins Macaron Café—opened in New York City last month. Fans were able to snack on **Shopkins** macarons, enjoy a Shopkins manicure, play with their favorite characters, check out the full European line in Shopkins World Vacation, enjoy photo opportunities, and more.

Ice cream brand **Häagen-Dazs** teams up with sportswear company **Björn Borg** for a new tennis-themed collaboration. The deal includes new bespoke packaging for a limited edition ice cream bar as well as giveaways of the sweet at Björn Borg's London showroom, where visitors will be able to buy the company's new tennis whites.

**MegaMex Foods**, manufacturer of the **Wholly Guacamole** brand, launches the first-ever touring guacamole-themed lounge, called The Guac Stop. The lounge features a customizable guacamole bar and a series of ongoing "happenings"—ranging from iPhone photo workshops to fitness classes led by local experts—that will spotlight the brand's key values. The Guac Stop is slated to visit Chicago, (June 14–18), Atlanta, (June 27–July 2), Philadelphia, (July 12–16), Los Angeles (July 27–31), and Seattle (Aug. 9–13).

**Ferrero Int.** completes its acquisition of **Fannie May** Confections Brands and the **Harry London** chocolate brands from 1-800-Flowers.com. Fannie May continues to operate as a standalone entity under the Ferrero Group. Ferrero

also enters into a separate commercial partnership agreement including selected Ferrero and Fannie May products in 1-800-Flowers gift baskets, towers and on ecommerce sites.

In Chicago, **Ferrero** opens its first Nutella cafe near Millennium Park in Chicago. The permanent cafe is the first restaurant owned and operated by Ferrero. Exclusive menu items include grilled baguettes with Nutella, fresh-roasted hazelnut and blueberry granola with yogurt and Nutella, as well as Italian specialties like "Panzanella" fruit salad and Gelato Affogato. The cafe also offers a number of dishes available without the famous hazelnut spread, including a wide selection of savory dishes such as paninis, salads and other unique specialties.

Organic dairy brand **Horizon** partners with **Crayola** for a back-to-school campaign. The partnership includes branded packaging and online games from Horizon. Fans will have the chance to win a cheesy mac party as well as art supplies for a classroom of their choice through a Create and Win drawing.

**Tastykake** marks the debut of *Transformers: The Last Knight*, with a redesign of its packaging for limited edition snacks to honor individual characters. Tastykake's classic line of Minis, classic Butterscotch Krimpets, and Peanut Butter Kandy Kakes will all feature the packaging for fans to collect.

## Who's News

Nickelodeon promotes **Tara Gartman Shaw** to VP Retail Development Walmart, reporting to Ken Mantel; and **Alana Visco** to VP Retail Development Specialty & Value Channels, reporting to Jose Castro. Cisco covers channels like Hot Topic, Forever 21, Macy's, Nordstrom, Bloomingdale's, Urban Outfitters, Dollar General, Family Dollar, and Five Below.

Sony Pictures Entertainment's consumer products division is establishing a Shanghai-based licensing office with **Sabrina Gu** leading direct deals in the territory as Director Consumer Products China. Gu continues to dual-report to **Joseph Liao**, CMO Beijing, and **Jamie Stevens**, EVP Worldwide Consumer Products.

Disney Chairman & CEO **Robert Iger** resigns from the White House business advisory council after President Trump announced that he is withdrawing the U.S. from the Paris climate accord. Iger was the only entertainment executive in the council.

**Smith Holland**, Crayola's President & CEO, joins the Toy Association's board of directors.

USPA Global Licensing signs **J. Michael Prince** as COO. The licensing arm manages the U.S. Polo Assn. brand, the USPA's \$1.5 billion apparel brand.

Positive lifestyle brand Life is Good names **Karen Lyon** VP Marketing and **Linne Kimball** VP Strategic Partnerships.

Reebok appoints **Chris Froio** as GM America.

West Elm President **Jim Brett** leaves the home furnishings retailer to become CEO of J.Crew Group in July. Brett is succeeded by **Alex Bellos**, head of Williams Sonoma Inc.'s Rejuvenation and Mark & Graham brands.

Rooster Teeth Games hires **David Eddings** as Head Game Publishing.

Tory Sport names **Ayub Mohamed** as President.

**Gabriella Forte** resigns as CEO of fine jewelry and timepiece company David Yurman. **David Yurman**, Chairman, will serve as interim CEO. The company's board of directors has initiated the search process for a new CEO.

Ikea Group names **Jesper Brodin** its new President & CEO, effective in September.

**Carline Jorgensen** joins Fanology as CMO. She is charged with building work in the automotive, consumer electronics, entertainment, health and wellness, and lifestyle categories.

Children's digital entertainment service Azoomie hires **Jess Butcher** as its non-executive Director.

Fiskars—parentco of luxury tabletop brands including Waterford, Royal Doulton and Royal Albert—appoints **Jaana Tuominen** President & CEO. **Teemu Kangas-Kärki** will continue acting as Interim President & CEO until Tuominen starts.

Gen Z-leaning media company Awesomeness hires **Brad Buchanan** to head its business and legal affairs department, overseeing negotiation, deals, litigation, and other corporate legal matters for the company's four key divisions: AwesomenessTV, Awesomeness Films, Awestruck, and DreamWorksTV.

kathy ireland Worldwide partners with Formula Four Beverages to have its Chair, CEO & Chief Designer **Kathy Ireland** serve as OXiGEN's Chief Branding Advisor, brand ambassador, and business consultant.

Digital media unit Endemol Shine Beyond USA shuts down, and five employees are let go.



ORDER ONLINE BY VISITING [WWW.THELICENSINGLETTER.COM](http://WWW.THELICENSINGLETTER.COM). FAX YOUR ORDER TO 855-649-1623, OR MAIL YOUR ORDER TO THE ADDRESS BELOW, OR PHONE 888-729-2315.

- THE LICENSING LETTER:** one-year subscription (12 issues, shipping & handling included): \$508.95. For rates outside North America contact [jen@plainlanguagemedia.com](mailto:jen@plainlanguagemedia.com)
- TLL's LICENSING BUSINESS DATABOOK:** \$795; \$695 for subscribers.
- INTERNATIONAL LICENSING: A STATUS REPORT:** \$2,995; \$2,695 for subscribers.
- THE LICENSING SOURCE BOOK**
  - PRINT REPORT: \$795  ONLINE: \$1,014.95
- 2016 SPORTS LICENSING REPORT:** \$449

Check enclosed in the amount of \$ \_\_\_\_\_

Bill me/my company: PO # \_\_\_\_\_

Please charge my credit card:  Visa  MasterCard  AmEx

Card number \_\_\_\_\_

Exp. date \_\_\_\_\_

Signature \_\_\_\_\_

NAME \_\_\_\_\_

TITLE \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE \_\_\_\_\_

FAX \_\_\_\_\_

E-MAIL \_\_\_\_\_

Plain Language Media, LLLP (PLM)  
 PO Box 509, New London, CT, 06320  
 Phone: 888-729-2315, Fax: 855-649-1623  
[customerservice@plainlanguagemedia.com](mailto:customerservice@plainlanguagemedia.com); [www.TheLicensingLetter.com](http://www.TheLicensingLetter.com)