

THE LICENSING LETTER

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Art Licensing Up 1.6%; Commercial Growth Steady

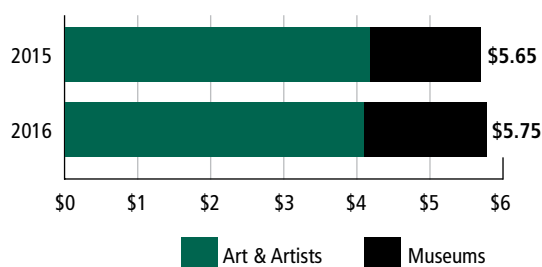
Sales of licensed art merchandise grew 1.6% from \$5.67 to \$5.75 billion in 2016, according to *The Licensing Letter's Annual Licensing Business Survey*. While 2015 was a bright spot with 2.1% growth from 2014—after years of sluggish or flat growth—this year's sales were slower. The sector's steady growth was largely thanks to strong performance of commercial art properties, with a small boost from museum licensing programs.

Compared to the industry-wide growth rate of 3.2%, sales of art-based merchandise were sluggish. All told, art properties accounted for 5.4% of the total licensing business in 2016, down one-tenth of a percentage point from 2015. The sector continues to have its share eroded by other property types such as entertainment/character, sports, and corporate trademark/brands.

The share of retail sales from art and artist properties (approximately 75% of all art-based retail sales) relative to museum properties (25%) continues to hold steady. Following a years-long trend, retail sales of museum-licensed merchandise exhibited stronger growth than products tied to artists and their works (2.7% vs. 1.9% in 2015, compared to 1.0% vs. -2.5% growth in 2014).

Not all museum merchandise is licensed; some is sourced by the museum for sale in its own and other retail channels. But *Survey* respondents attributed the increase to a

RETAIL SALES OF ART-LICENSED MERCHANDISE, U.S./CANADA, 2015–2016 (Figures in Billions)



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

Continued on page 3

PRESCHOOL

Top 20 Preschool Properties in the \$12.8 Billion Industry

The preschool market is one of the most stable we track, compared to other property types and product categories. In 2016, licensed retail sales of preschool brand-based, preschool-oriented merchandise grew 6.7% to reach almost \$12.8 billion. Although all-ages brands like sports-based properties and Star Wars have made inroads into licensed preschool merchandise, preschool-based brands still made up the bulk of extensions on shelves in 2016.

Please note that all numbers include only products for preschoolers (e.g., older-skewing products for My Little Pony are not included). The data includes only licensed and not in-house-produced merchandise (e.g., merchandise sourced by a Disney division for theme parks or Disney-owned stores is not included; toys tied to Hasbro-owned My Little Pony or Mattel-owned Thomas are not included). Unlike our other data sets, these figures include retail sales for DVDs, apps, and other digital content, if not in-house-produced.

Continued on page 5

Inside This Issue

- Licensing Ledger..... 2
- Walmart Steady as Top Retailer in the U.S. 4
- Preschool Properties with Licensed Sales of \$100+ Million, Worldwide..... 5
- The Decision-makers (And What to Call Them) 6
- What's So Special About Food? 7
- Licensing News..... 9
- Contacts & Connections 14
- M&A, Legal & New Partnerships..... 18
- Where in the World are the Licensing Execs? 19
- Who's News 20

RETAIL SALES OF ART-LICENSED MERCHANDISE, U.S./CANADA, 2015–2016 (Figures in Millions)

PRODUCT CATEGORY	RETAIL SALES, 2016	RETAIL SALES, 2015	CHANGE, 2015–2016	SHARE OF MARKET, 2016
Art and Artists	\$4,289	\$4,226	1.5%	74.6%
Museums	\$1,464	\$1,438	1.8%	25.4%
Total Art	\$5,753	\$5,665	1.6%	100.0%

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

➡ Licensing Ledger

EXPERIENTIAL

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.

In a multi-year partnership negotiated by **IMG**, **Legends Hospitality** will manage **UFC's** retail shops at all events and fan experiences worldwide.

HBO Global Licensing's *Game of Thrones* launches a touring exhibition filled with images and artifacts from the TV series. Global events provider **GES** is designing the 10,000 sq. ft. experience and will tour the exhibition to worldwide destinations starting this autumn.

Hasbro's first-ever family convention **HASCON** (Sept. 8–10) will feature brand experience activities for **Transformers**, **My Little Pony**, **Nerf**, **Magic: The Gathering**, **Dungeons & Dragons**, **G.I. Joe**, **Star Wars**, **Marvel**, and **Play-Doh**. The activities include meet-and-greets, improv shows, themed cafés, and sneak peeks at upcoming toys.

The open source **Webster** dictionary adds "ponify" (v.) to its lexicon. The official definition: "to bestow the harmonious qualities relating to the magic of friendship (such as loyalty, generosity, kindness, laughter, and honesty) as featured in **Hasbro's** animated show, *My Little Pony: Friendship is Magic*, upon a person, creature, fictional figure, or inanimate object by converting into the likeness of an animated **My Little Pony** character."

Cartoon Network's Asian waterpark **Amazon** is named one of the top waterparks in Asia by the **TripAdvisor** Travelers Choice

Awards 2017. The park's attractions include **Jake's Jump**, **Johnny Bravo's Banana Bowl Spin**, **Alien Attack Super speed water slide**, and **Ben 10's Humungaslide**.

The **BBC** pledges to invest an additional \$44 million in kid-friendly digital content over the next three years, including interactive and live shows, blogs, vlogs, podcasts, quizzes, guides, games, and apps. The total spend on children's will reach \$161 million by 2020, up from \$142 million today.

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.

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.

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 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.



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Art Licensing Up 1.6%

Continued from page 1

handful of museums with robust licensing programs that are bulking up their commercialization game in the face of funding cuts and increased tourism from Asia.

Product Category Trends

Every product category in the sector beat out the overall art-based licensing growth rate of 1.6%—with the exception of gifts/novelties, declining 6.0% and \$69 million in value. Because the category is the second-largest, at 18.9% share of all art-licensed merchandise sales, it single-handedly sunk performance for the sector.

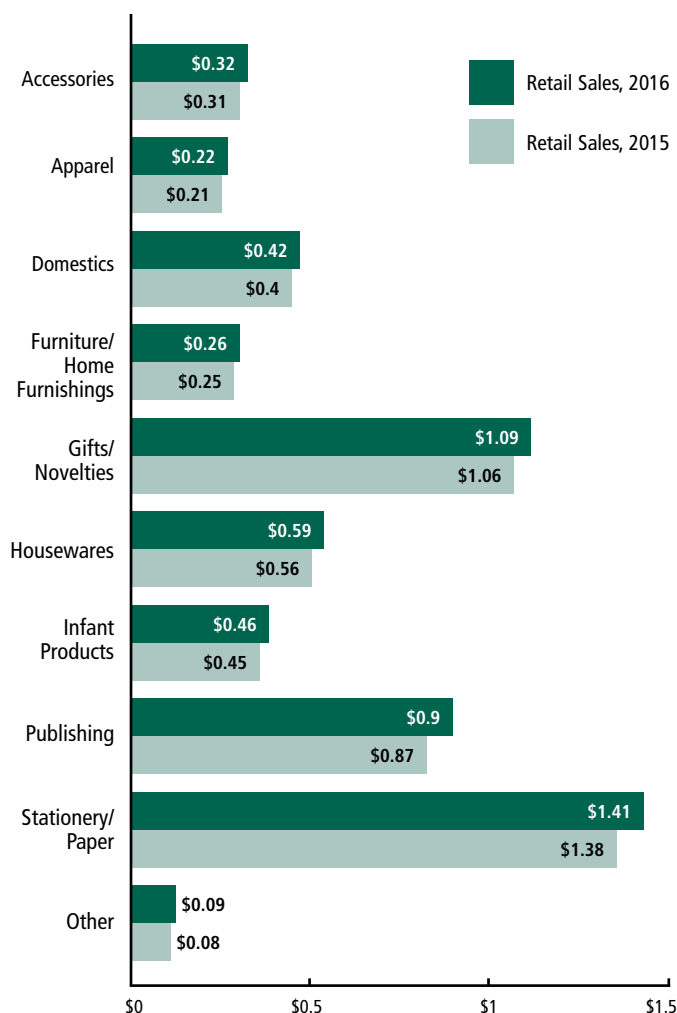
Overall, sales of gifts/novelties declined 2.9% in 2016. Losses were offset by growth in entertainment/character, sports, and other assorted property types that took over art’s market share.

RETAIL SALES OF ART-LICENSED MERCHANDISE, BY PRODUCT CATEGORY, 2015–2016 (Figures in Millions)				
PRODUCT CATEGORY	RETAIL SALES, 2016	RETAIL SALES, 2015	CHANGE, 2015–2016	SHARE OF MARKET, 2016
Accessories	\$318	\$305	4.2%	5.5%
Apparel	\$223	\$212	5.2%	3.9%
Domestics	\$419	\$404	3.6%	7.3%
Furniture/Home Furnishings	\$259	\$247	4.7%	4.5%
Gifts/Novelties	\$1,087	\$1,156	-6.0%	18.9%
Housewares	\$586	\$562	4.3%	10.2%
Infant Products	\$457	\$445	2.6%	7.9%
Publishing	\$904	\$873	3.6%	15.7%
Stationery/Paper	\$1,414	\$1,377	2.7%	24.6%
Other	\$87	\$84	4.1%	1.5%
Total	\$5,753	\$5,665	1.6%	100.0%

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

SOURCE: THE LICENSING LETTER

RETAIL SALES OF ART-LICENSED MERCHANDISE, BY PRODUCT CATEGORY, 2015–2016 (Figures in Billions)



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

SOURCE: THE LICENSING LETTER

Continued on page 4



NEWLY UPDATED

Royalty Trends Report

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Continued from page 3

The number one category by share, at 24.6%, was stationery/paper. Growing 2.7% from \$1.38 to \$1.41 billion in 2016, stationery/paper is a steady revenue stream. While demand for quality greeting cards, calendars and stationery remains stable, printing costs are declining.

Publishing rounds out the top three with 15.7% market share (up three-tenths of a percentage point). The category grew 3.6% in 2016, slowing down from 4.3% growth in 2015 after the adult coloring book trend became less prominent.

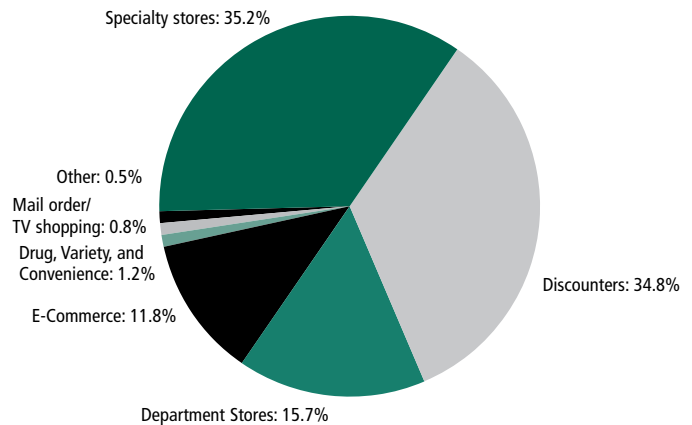
Furniture/home furnishings (up 4.7%), domestics (3.6%), and housewares (4.3%) represent a strong growth area, especially for commercial artists. While royalty rates are flat and competition is intensifying, retail sales are brisk as consumers increasingly demand more variety and style in designs.

Sales by Distribution Channel

As always, the bulk of sales emerge from specialty stores (35.2%; down five-tenths of a percentage point from 2016) and discounters (34.8%; up one-tenth). Although growth in the department store channel (15.7%) was flat, e-commerce (11.8%) has gradually increased its share as retailers seek out new merchandise to differentiate themselves from the competition and keep stock fresh. Dollar,

drug, and grocery (1.2%) continues to remain a destination for licensed art as consumers demand more sophisticated design in basic goods.

RETAIL SALES OF LICENSED MERCHANDISE BASED ON ART PROPERTIES, BY DISTRIBUTION CHANNEL, U.S. AND CANADA, 2016



SOURCE: THE LICENSING LETTER

RETAILERS

Walmart Steady as Top Retailer in the U.S.

Walmart remained steady in its No. 1 spot as the top retailer based on sales, while Amazon climbed and Target dropped, according to Stores Magazine's annual Top 100 Retailers list, released by National Retail Federation (NRF) and Kantar Retail.

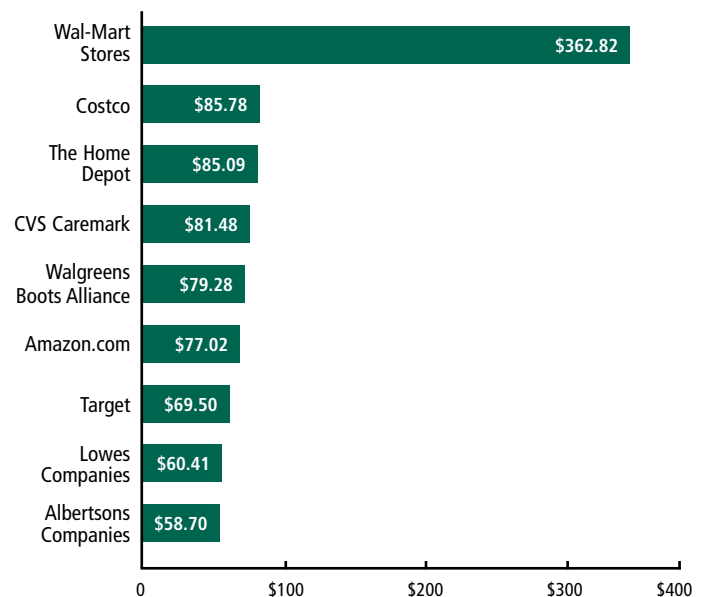
Innovation in shopping options is key to remaining on top, with Stores Magazine citing "creative disruption" and "reinventing physical stores as places for brand experiences" as key factors for success. Dollar and discount stores made significant jumps in the rankings overall.

All of the Top 10 stores on this year's list are the same as last year, and the order of the top four remains the same: Walmart, Kroger, Costco, and The Home Depot.

All of the retailers on the list except for Target experienced sales growth, which contributed to the retailer's fall in the rankings (down 2 slots from No. 6 last year). Among the other notable shifts:

- ▶ CVS Caremark moved up to No. 5 up from 7 last year,
- ▶ No. 6 Walgreens Boots Alliance was down from 5,
- ▶ Amazon climbed from No. 8 to 7,
- ▶ Lowe's also moved up one slot (No. 10) to 9,
- ▶ No. 10 Albertsons was down from 9, and
- ▶ Dollar General, previously No. 22 spot, made the Top 20 for the first time.

TOP U.S. RETAILERS, BY RETAIL SALES, 2016
(Figures in Millions)



SOURCE: Stores Magazine's Top 100 Retailers list, released by National Retail Federation and Kantar Retail; THE LICENSING LETTER

Top 20 Preschool Properties

Continued from page 1

Subscribers to the **Licensing Databank** can access these charts and more data at www.thelicensingletter.com. Contact Jen at 888-729-2315 to get the raw data for all 201 of the preschool properties we tracked in calculating the 2016 data (including retail sales from 2013–2016) in .xlsx format.

Most preschool properties make less than \$5 million in sales a year, at 46.8% share. Just 10%, or 20 properties, are part of the top list below.

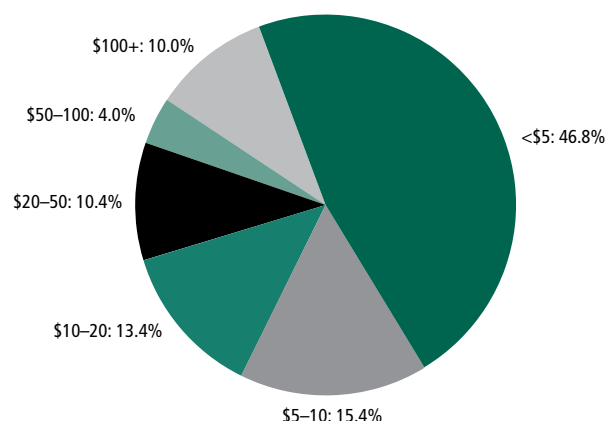
Top 20 Preschool Properties Worldwide

The top preschool property based on global retail sales of licensed preschool products is once again Disney's Winnie the Pooh at \$1,275 million—the only property to make over \$1 billion in 2016. The property commands a full 10% of the total market.

Frozen nabbed the No. 2 spot at \$994 million, growing at a slightly more relaxed pace of 5% growth from 2015. At No. 3 is Nickelodeon's Dora the Explorer, growing 2% to reach \$933 in global retail sales in 2016.

Most of the properties on this list are older and more established, but several up-and-comers have joined the list in the last couple of years. These include Peppa Pig (No. 6) and Paw Patrol (No. 11).

SHARE OF PRESCHOOL PROPERTIES BASED ON AMOUNT OF LICENSED RETAIL SALES, 2016 (Figures in Millions)



SOURCE: THE LICENSING LETTER

PRESCHOOL PROPERTIES WITH LICENSED SALES OF \$100+ MILLION, WORLDWIDE, 2015–2016 (Figures in Millions)

RANK	PROPERTY	LICENSOR	RETAIL SALES, WORLDWIDE, 2016	RETAIL SALES, WORLDWIDE, 2015	CHANGE, 2015-2016	SHARE OF WORLD-WIDE SALES, 2016
1	Winnie the Pooh	Disney	\$1,275	\$1,250	2%	10.0%
2	Frozen	Disney	\$994	\$946	5%	7.8%
3	Dora the Explorer	Nickelodeon	\$933	\$915	2%	7.3%
4	Sesame Street	Sesame Workshop	\$925	\$907	2%	7.3%
5	World of Beatrix Potter/Peter Rabbit	Penguin Random House	\$920	\$893	3%	7.2%
6	Peppa Pig	eOne	\$841	\$794	6%	6.6%
7	Doraemon	Shogakukan-Shueisha Productions Co.	\$557	\$551	1%	4.4%
8	Miffy & Friends	Mercis	\$489	\$480	2%	3.8%
9	Doc McStuffins	Disney	\$360	\$349	3%	2.8%
10	My Little Pony	Hasbro	\$359	\$332	8%	2.8%
11	Paw Patrol	Nickelodeon	\$356	\$270	32%	2.8%
12	Galinha Pintadinha	Bromelia	\$320	\$308	4%	2.5%
13	Patati Patatá	Rinaldi Productions	\$232	\$228	2%	1.8%
14	Masha and the Bear	Animaccord	\$223	\$180	24%	1.7%
15	Minnie's Bow-Toons	Disney	\$187	\$184	2%	1.5%
16	Strawberry Shortcake	Iconix Brand Group	\$167	\$158	6%	1.3%
17	Mickey Mouse Clubhouse	Disney	\$155	\$153	1%	1.2%
18	World of Eric Carle	Eric Carle	\$144	\$136	6%	1.1%
19	Sofia the First	Disney	\$111	\$143	-22%	0.9%
20	Wiggles	The Wiggles Pty. Ltd.	\$105	\$104	1%	0.8%
	Worldwide Total	—	\$12,758	\$11,957	7%	100.0%

Note: Numbers include only products for preschoolers (e.g., older-skewing products for My Little Pony are not included). Includes only licensed and not in-house-produced merchandise (e.g., merchandise sourced by a Disney division for theme parks or Disney-owned stores is not included; toys tied to Hasbro-owned My Little Pony or Mattel-owned Thomas are not included). Includes DVDs, apps, and other digital content, if not in-house-produced.

SOURCE: THE LICENSING LETTER

PEOPLE

The Decision-makers (And What to Call Them)

Who are the decision-makers behind the deal? We parsed the data behind the **Licensing Sourcebook** to find out. It turns out, you're most likely to be talking to a Licensing Director when making an agreement.

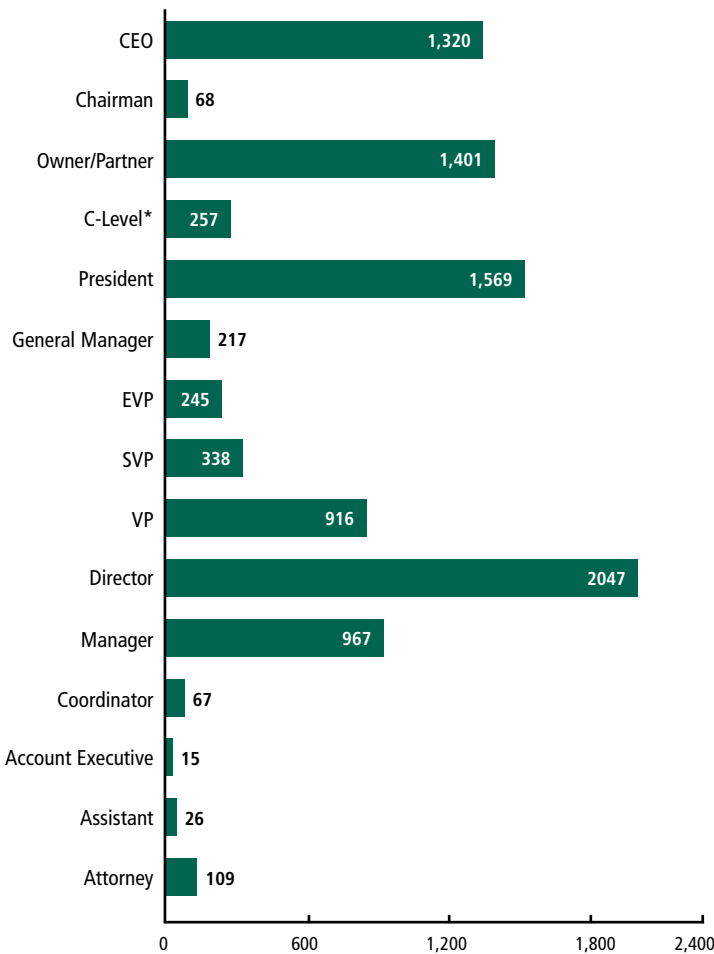
With almost 10,000 listees, the data available is not a representative image of the licensing industry—we only list relevant points of contact for people who are interested in dealmaking. We're missing the coordinators, account executives, assistants, attorneys, and others who help the global \$167.5 billion industry keep on growing.

Conversely, that gives us a good indication of who the actual decision-makers are. Most of them are directors (21.4%), followed by presidents (16.4%) and owners/partners (14.7%).

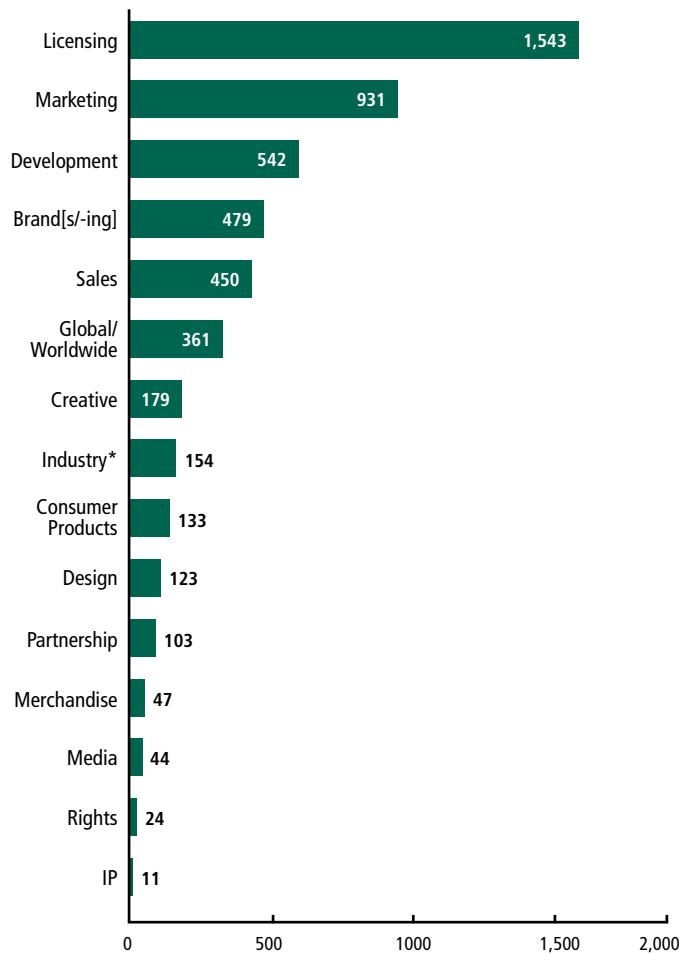
We included titles with “Head [Licensing]” (319) together with directors, as most corporate hierarchies tend to place them at the same level, in terms of pay and reporting requirements. If someone’s title was “Head & VP [Licensing],” they were counted twice; once as a director and once as a VP. But even counting only those identifying as a “Director [Licensing]” (1,728), the title rose out on top as the most common.

It is important to note however, that titles are not used consistently in the licensing business. For example, a director in a very large company could be equivalent to a VP at a smaller one (and size isn't the only differentiator). Unlike in other industries, titles don't always correlate with responsibilities.

LICENSING EXECUTIVES BY TITLE, WORLDWIDE



LICENSING EXECUTIVES BY ROLE, WORLDWIDE



*Does not include CEOs, but does include CMOs, CCOs, etc.
 Note: Some licensing executives may have more than one title. Based on listings in the **Licensing Sourcebook**, as of July 2017.

SOURCE: THE LICENSING LETTER

*Includes apparel, hard goods, toys, publishing, etc.
 Note: Some licensing executives may have more than one role in their title. Based on listings in the **Licensing Sourcebook**, as of July 2017.

SOURCE: THE LICENSING LETTER

Larger companies may have several deal-makers on staff for different product categories, brands, or territories. On the other hand, small businesses tend to assign licensing-related responsibilities to the owner or partner. The most important factor in determining who does what in any given business is largely based on how much of the company's business model is based on licensing revenues.

Because more than 60% of listees in the **Licensing Sourcebook** are from the U.S., these titles tend to follow the American corporate convention. It more likely for decision-makers to be the Managing Director or General Manager in Asia and Europe, for example.

What's in a Name?

When looking at licensing exec's titles, unsurprisingly, the top descriptor is licensing (30.1%), followed by marketing (18.2%) and [business] development (10.6%).

But there are dealmakers who don't identify as "licensing professionals" at all—with some denying that the "licensing business" exists as such. While licensing is technically a marketing and/or sales tool, *TLL* uses the

terms industry and business interchangeably for practical purposes. When conducting our *Annual Licensing Business Survey*, for example, we will necessarily treat licensing as an industry in determining retail sales of licensing merchandise. The growth rate and volume of retail sales of licensed merchandise sales will differ from that of generic merchandise, especially since the companies involved, retail trends, and even business models might differ.

When we asked our readers which labels they most identify with in a professional capacity *last year*, 60% of respondents stated that they preferred licensing, followed by a role-based label (marketing, business development, etc.; 50%) and industry (apparel manufacturing, entertainment, etc.; 40%, multiple responses allowed). Including neutral responses, licensing and role-based led in popularity with 90% each.

Based on that survey, the majority of respondents preferred to use partnership (91%) when referring to deals—in the colloquial sense. But only 2.2% use the word in their title, and a significant portion of those execs are also responsible for marketing partnerships as well as traditional licensing deals.

FOOD/BEVERAGE

What's So Special About Food?

The Summer Fancy Food Show at New York City's Jacob Javits welcomed 2,600 exhibitors from around the world last month. While Turkey was the partner country this year, the floor welcomed exhibitors ranging from classic importers like Italy, France, and Greece to Asian countries like Japan, Korea, and India to smaller countries like Costa Rica and Latvia (sprats, mineral water, and their excuse for chocolate).

The Numbers Behind Specialty Foods

American retail sales of specialty foods reached \$99 billion in 2016, and make up 15% of all retail food sales, according to the Specialty Food Industry. Coupled with the \$28 billion in sales through foodservice, the industry was worth approximately \$127 billion in 2016 in the U.S. Growth was fueled by small businesses, product innovations, and wider availability through mass-market and e-commerce outlets.

Interestingly, growth in third party e-commerce and direct-to-consumer websites accounted for almost 36% of sales—giant corporations aren't necessarily leading the charge behind specialty foods. For those interested in licensing out their brands, it's becoming increasingly important to go beyond the usual suspects in finding a partner. But the tradeoff for all the effort will (theoretically) be a partner with strong social capital, something money can't buy.

The bulk of specialty foods is sold in mainstream stores (82%; including drugstores and mass retailers like Target or Walmart who sell more than food), followed by specialty food stores (11%; think Whole Foods, Trader Joe's,

RETAIL SALES OF SPECIALTY FOODS, TOP 10 CATEGORIES, U.S., 2014–2016			
SOURCE	RETAIL SALES, 2016	CHANGE, 2014–2016	SHARE
Cheese and plant-based cheese	\$4,422	12.4%	7.5%
Frozen and refrigerated meat, poultry, and seafood	\$3,738	11.4%	6.3%
Chips, pretzels, and snacks	\$3,570	13.6%	6.0%
Coffee and cocoa (non ready-to-drink)	\$3,223	12.1%	5.4%
Bread and baked goods	\$2,798	15.8%	4.7%
Chocolate and other confectionery	\$2,195	10.0%	3.7%
Yogurt and kefir	\$2,042	27.2%	3.4%
Frozen lunch and dinner entrees	\$2,017	18.1%	3.4%
Refrigerated lunch and dinner entrees	\$1,963	33.0%	3.3%
Condiments, dressings, and marinades	\$1,928	8.1%	3.3%

SOURCE: Specialty Food Industry, THE LICENSING LETTER

and ethnic food retailers) and natural food stores (7%). The most affluent consumers prefer specialty foods over the regular stuff—85% of those who make over \$150,000 a year buy, along with 74% of those who make \$100–149,000 a year, and 67% of those who make \$75–99,000 a year.

All-natural, organic, sustainable (these products are made by 40% of manufacturers) non-GMO, and overall socially conscious foods are the bedrock of the specialty

Continued on page 8

Continued from page 7

food industry. One key to the rapid growth of the industry is its mission-driven message. Specialty food consumers don't necessarily pay a premium price simply out of a self-interest in healthy living, but also to get the "good feel glow" that comes with the knowledge they're being environmentally conscious, supporting local small businesses, and otherwise saving the planet.

The fastest-growing categories, according to the Specialty Food Industry? Eggs at 184% growth in U.S. retail sales from 2014–2016, followed by refrigerated ready-to-drink tea and coffee (114%), jerky and meat snacks (86%), water (75%), shelf-stable ready-to-drink tea and coffee (37%), and frozen meat alternatives (37%).

Licensed Trends

While exhibitors featuring licensed options were few and in between, it was lovely to meet with licensees including Brooklyn Beans (showing off their new Bailey's-branded coffee and Welches-branded fruit cider K-cups), The Fremont Co. (Budweiser sauces and marinades), and Jelly Belly.

Food and beverage manufacturers' experience with licensing is very different from licensees in other product categories—royalty rates are lower, agreements are longer, and other payments like contributions to central marketing funds and minimum guarantees are less common. One licensee on the floor stated that the company never signs a deal with a minimum guarantee. They're not alone—low profit margins in the grocery aisle, coupled with the high turnover and resolute staying power of consumables, means that taking the long view makes sense.

Retail sales of licensed food and beverage products reached \$11.43 billion in 2016 in the U.S./Canada, up from \$10.78 billion in 2015, according to *TLL*. One notable trend is the rise in sales of frozen or refrigerated lunch and dinner entrees—respondents to *TLL's Licensing Business Survey* indicated that this is a strong growth area not only for food and beverage brands making extension deals, but also for corporate/trademark brands that have strong ties to wellness and sustainability. Also applicable with this broader trend are condiments and snacks, which are becoming increasingly upscale as consumers seek convenience and quality in one package.

RETAIL SALES OF LICENSED FOOD & BEVERAGES,
U.S. & CANADA, 2014–2016 (Figures in Billions)



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

SOURCE: THE LICENSING LETTER

FOR SOME EXHIBITORS, THEIR BESTSELLERS WERE THE MOST OBSCURE OFFERINGS OF CLASSIC FAVORITES.

Food Trends

The top food trends of the year were spices like chili pepper and ginger; toppings like pink pepper and hemp seeds (sorry, croutons); and ready-to-drink teas and coffees (including cold brew). While low-fat foods are thankfully on the way out (it turns out, peanuts have the good kind of fat!), gluten-free foods are still strong.

Unpacking the Experience. Packaging is growing increasingly more informative, and ingredients lists are shrinking. So what goes on labels? A quirky, morally upright mission statement—including a description of the main ingredients, their sourcing, and the place the product was packaged. Some apparel and accessories manufacturers operate on a similar concept, and we expect other categories to follow over the years.

Everything's Green (But the Vegetables). The show featured green and raw cold-brewed coffee, tea, and olives. But the most popular veggies on the floor were tomatoes, signaling that snacking foods like dried peas and kale chips might be losing popularity. Keep in mind that these insights don't extend to fresh foods—the closest thing on the floor was Vegy Vida, a cucumber dip for kids that softens the acidic taste of vegetables. The adults soothe their taste buds, on the other hand, with gluten-free, all natural, chili-flavored ketchup.

Where's My Water? Specialty water includes mineral, carbonated, flavored, and oxygen-/ginger-/chili-infused varieties. And there were plenty of options on the floor. At the [Cannabis World Expo](#), we even saw CBD-infused water. Long story short, you can add anything to a bottle and people will drink it.

The More Obscure, the Better (But Keep it Basic). The novelty trend also applies to the food and beverages category. For some exhibitors, their bestsellers were the most obscure offerings of classic favorites. For example, jerky manufacturers who also sell classic beef and chicken varieties noted that their most popular offerings are bison and venison meat. Cheese puff companies use fancy blue and two-year aged cheddar cheeses. Consumers (outside of the big cities) are interested in trying out new flavors, textures, and experiences that are actually good for you—a reaction against years of margarine and deep-fried cookie dough?

Licensing News

Properties Available Or Recently Assigned, U.S.

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
Angry Birds Evolution	New spin on the mobile game franchise is inspired by eastern RPG games and features over 100 new birds with multiple evolution states.	All	Travis J. Rutherford, Evolution USA
Cap'n Crunch	Nostalgic product line of corn and oat breakfast cereals introduced in 1963 and manufactured by Quaker Oats Company, a division of PepsiCo since 2001.	Accessories, apparel, collectibles, consumables	Ross Misher, Brand Central
Fearless Genius	Doug Menez, award-winning photo-journalist was invited by Steve Jobs and other leading innovators of the digital revolution to record their stories.	Apparel, drinkware, footwear, publishing, stationery, textiles	Jack Chan, Public Group
Florida State University	One of the oldest and largest schools in Florida. University founded in 1851, athletic department the Seminoles.	All	Cory Moss, IMG College Licensing (form. Collegiate Licensing Co./CLC)
Loving Vincent	First fully painted feature film about the life of the famous artist, using images based on some of his most iconic paintings.	All	Janine Hallisey, Moxie & Co.
Saint Mary's College of California	College founded in 1863, sponsoring 17 Division 1 teams, the Gaels; boasting 19 combined WCC championships and 30 NCAA Tournament appearances.	All	Brian White, IMG College Licensing (form. Collegiate Licensing Co./CLC)
Virginia Tech	Public, land-grant, research university; the third largest in the state, main campus, and educational facilities in six regions statewide. Athletic division the Hokies.	All	Cory Moss, IMG College Licensing (form. Collegiate Licensing Co./CLC)

Licenses Recently Granted, U.S.

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Bob Ross	Funko	Figures	Firefly Brand Management
Build-A-Bear Workshop	Funko	Vinyl figures	Build-A-Bear Workshop
	Hot Topic	Apparel (adults')	
Captain America	Roar Beverages	Beverages	Disney Consumer Products
Celine Dion	Bugatti Group (The)	Accessories, handbags, luggage	Prominent Brand + Talent
Clue	IDW Publishing	Comic books	Hasbro
Dennis the Menace	Body Rags Clothing Co.	T-shirts	King Features Syndicate
Digimon	Just Funky	Apparel, beverageware, home decor, impulse items, novelties	Toei Animation
Disney	KEEP Collective at Stella & Dot	Personalized jewelry	Disney Consumer Products
Disney Cars 3	Carrera of America	Slot cars	
	Character World/TDS Enterprises	Bedding	
Elvira	Dynamite Entertainment	Card & board games, comic books, lithographs, posters, trading cards	DevlinAgency
Floraly Girls	WhatNot Toys	Dolls	BaoBab Toys Ltd.
Froot Loops	Neff Headwear	Sunglasses	Kellogg
Garfield	Bare Tree Media	Digital greeting cards	Paws, Inc.
GIT-R-DONE	Norrenberns Foods	Grilling sauces	Git-R-Done Productions
Harry Potter	Quantum Mechanix/QMx	Doormats	Warner Bros. Consumer Products
Iron Man	Roar Beverages	Beverages	Disney Consumer Products
John Wick	GreenLight Collectibles	Die-cast vehicles	Lionsgate
John Wick 2			
Justice League	Funko	Figures	Warner Bros. Consumer Products
Kasabian	Leicester City FC (LCFC)	Apparel, football shirts, t-shirts, track jackets	Bravado Intl. Group div. Universal Music Group
Kathy Ireland	LongLat	Luggage, lunch totes, totes, travel accessories	Kathy Ireland Worldwide (kiWW)
	Loose Leaf Eyewear	Eyewear	
Krispy Kreme	Jelly Belly Candy	Jelly beans	Krispy Kreme Doughnuts
Larry the Cable Guy	Norrenberns Foods	Grilling sauces	Git-R-Done Productions
Little Prince (The)	Finn + Emma	Accessories (infants'), apparel (infants', toddlers'), bibs, blankets (infants'), gift sets (infants'), toys	Licensing Works!
	Litographs	Bags, posters, scarves, t-shirts	
	Little Unicorn	Baby products, bedding (infants', toddlers'), hooded towels, washcloths	
	Socksmith Design	Socks	
	Storiarts	Blankets (infants'), infant caps	
	Walls360	Wall graphics	
Madballs	IconLogin Ltd.	Lock screen apps	American Greetings Entertainment
Martha Stewart	Michaels Companies (The)	Arts & crafts materials, paint	Sequential Brands Group
Marvel Heroes	Her Universe	Apparel (adults'), apparel (children's), apparel (juniors')	Disney Consumer Products
Metallica	Funko	Figures	Rhino Entertainment div. Warner Music Group

*Extension or renewal.

Continued on page 12

Licensing News *Continued from page 9*

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Miraculous: Tales of Ladybug & Cat Noir	Sakar Intl.	Audio accessories, electronics, mobile accessories	Bulldog Licensing
My Chemical Romance	Titan Merchandise/Titan Entertainment	Blind packs, figurines	Warner Music Group
My Little Pony	China Glaz div. American Intl. Industries	Nail polish	Hasbro
Nickelodeon characters	BoxLunch	Apparel	Nickelodeon & Viacom Consumer Products (NVCP)
Nintendo characters	Hasbro	Board games	Nintendo of America
Paw Patrol	Visionworks of America	Activity sheets, crayons, eyewear, masks, stickers	Nickelodeon & Viacom Consumer Products (NVCP)
Planet of the Apes	IDW Publishing/IDW Games	Board games	20th Century Fox Consumer Products
Popeye	Forecast Agency (The)	Apparel	King Features Syndicate
	Happy Threads	Apparel (infants', toddlers')	
Realtree	Züca	Rolling luggage	Realtree dba Jordan Outdoor Enterprises
Reservoir Dogs	GreenLight Collectibles	Die-cast vehicles	Lionsgate
Rick & Morty	Funko	Role playing toys	Cartoon Network Enterprises
San Diego Tourism Authority	Bay City Brewing Co.	Beer	Coastal Limited
Shopkins	Coolhaus	Ice cream	Moose Toys
Smarties	TEXTISS S.A.S	Underwear (boys'), underwear (men's)	Lisa Marks Associates (LMA)
Soul Calibur	GameCo	Video game gambling machines	Richmond Management Group
Spider-Man	Build-A-Bear Workshop	Customizable plush	Disney Consumer Products
	Roar Beverages	Beverages	
	Sphero	App-connected toys	
Star Trek	3Doodler/WobbleWorks	3D printing pens	CBS Consumer Products
Star Wars	IDW Publishing	Graphic novels	Disney Consumer Products
Supergirl	Quantum Mechanics/QMx	Figurines	Warner Bros. Consumer Products
Supernatural	Quantum Mechanics/QMx	Doormats	
THC	Putnam Accessory Group	Accessories, gloves, hats, scarves	Pineapple Express
Toca Boca	Target	Apparel (children's)	Toca Boca
Veranda	Fine Furniture Design	Home furnishings	Hearst Brand Development
Wonder Woman	Character World/TDS Enterprises	Bedding	Warner Bros. Consumer Products
	Quantum Mechanics/QMx	Figures	
World of Warcraft Cute But Deadly	Ju-Ju-Be	Diaper bags, smart bags	Blizzard Entertainment
Zac Brown Southern Grind	W.R. Case & Sons Cutlery	Gift sets	Zac Brown's Southern Ground

International Properties Available or Recently Assigned

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
Blaupunkt	German consumer electronics brand, known for its home and car audio equipment which shaped the industry, is now available for licensing.	Air conditioners, consumer electronics, home security, IT accessories, televisions (North America, Central & South America)	Guenael Bourtembourg, GIP Development SARL/Blaupunkt
Coca-Cola	Classic soft drink brand for 125 years, a leader in fashion collaborations and lifestyle programs.	All, fashion (Mexico)	Jaime Meschoulam, Versa Licensing S.A. de C.V.
Crystal Maze (The)	Revamped version of Channel 4's popular 1990s gameshow, with teams of five adventurers tackling physical, skill, mystery and mental challenges.	Apparel, gift products, publishing, stationery (U.K.)	Helena Mansell-Stopher, Bulldog Licensing
Eden Blackman	The presenter of E4's Celebs Go Dating and owner of WouldLikeToMeet, the world's first 100% picture verified dating site.	All, apparel (men's), automotive accessories, fragrance, travel (Worldwide)	Saphia Maxamed, Rights Management Intl. Ltd. (RMI)
Flower Fairies	New style guide created with Andsome Creative boasts 170 illustrations of detailed botanical drawings and the fairies by Cicely Mary Barker.	All (Worldwide)	Thomas Merrington, Penguin Random House (U.K.)
Jimmy the Bull	Whimsical, tongue-in-cheek images by Rafael Mantessa featuring the social media sensation, his pet bull terrier.	All (Europe)	Maria Strid, Art Ask Agency
Kukuxumusu	Founded in 1989 Pamplona's San Fermín festival, specializing in clothing and product design, the name means flea kiss in Basque.	All (South Korea)	Jason Lee, Infiniss Co. Ltd.
Legends of Lucha Libre	Mexican wrestling stars (luchadores). Roster includes Rey Mysterio, Blue Demon Jr., Solar, Tinieblas, Jr., Konnan and more masked men.	All (Worldwide)	Cynthia Modders, Firefly Brand Management
Overwatch	Multiplayer showdown on a near-future earth, pitting heroes, mercenaries, scientists, adventurers, and oddities against each other in an epic, globe-spanning conflict.	All (Worldwide)	Matt Beecher, Blizzard Entertainment
Re-Animator	1985 cult classic sci-fi horror comedy film about a scientist who invents a way to reanimate the deceased.	All (Worldwide)	Rand Marlis, Creative Licensing Corp.

*Extension or renewal.

Continued on page 11

Licensing News *Continued from page 10*

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
Royal Armed Forces	Celebrating 100 yrs., revered for its heritage, peacekeeping, humanitarian efforts and continuous pursuit of excellence since its inception in 1918.	All (U.K.)	Tim Smith, WME/IMG Worldwide Licensing
Super Geek Heroes	Animated series on YouTube introduced to educate and entertain children while enhancing their development through early years.	Bags, plush (Japan)	Jesus Perezagua, Aqui Media Co. Ltd.
Team DroniX	Animated series that follows the story of three drone enthusiasts; Buck, Tim and Vicky as they embark on thrilling adventures.	All (Worldwide)	Guillaume Soutter, PGS Entertainment
Tetris	One of the leading and most distinctive video game brands and franchises in the world for over 30 years.	Apparel & accessories, consumer products, toys & games (Iberia)	Julio Cano, Notorious Brands & People
UEFA Euro 2020	The quadrennial international men's football championship of Europe. Request a registration of interest form at masterlicenseit@caa11.com.	Master licensee (Worldwide)	Lars Bretscher, CAA Eleven
World of Warcraft	Multiplayer role-playing game; save their world from annihilation, unlock mysteries, master powerful weapons, and strike a forbidden pact with the Demon Hunters of the Illidari.	All (Worldwide)	Matt Beecher, Blizzard Entertainment
Zorro	100th Anniversary (2019) of entertaining audiences worldwide on TV, films, stage and print. Includes Dynamite Django/ZORRO comic series by Quentin Tarantino.	All (Worldwide)	Andrew Maconie, Licensing Management Intl.

International Licenses Recently Granted

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Adventure Time	Outright Games	Video games (Worldwide)	Cartoon Network Enterprises
	Qualson	Learning apps, mobile apps (South Korea, Japan, Taiwan, Southeast Asia)	Cartoon Network Enterprises (Asia Pacific)
Aerosmith	ABG Accessories	Accessories, baby accessories, footwear, headwear, outerwear (North America)	Epic Rights
	G. Gueldenfennig GmbH	T-shirts, tank tops (Germany (Aldi stores only))	
Amazing World of Gumball (The)	Qualson	Learning apps, mobile apps (South Korea, Japan, Taiwan, Southeast Asia)	Cartoon Network Enterprises (Asia Pacific)
Assassin's Creed Origins	Prima Games	Strategy guides (Worldwide)	Ubisoft
	Titan Books/Titan Entertainment	Art books (Worldwide)	
	Titan Comics/Titan Entertainment	Comics (Worldwide)	
Avanti	Party City Holdings/Anagram Intl.	Foil balloons (U.S., Canada)	Lisa Marks Associates (LMA)
	Spencer's/Spirit Halloween	Accessories, costumes, masks (U.S., Canada, Mexico, Europe, ANZ, Russian Federation)	
Barbie	Missguided	Apparel (U.S., Canada, U.K., Europe, Australia)	Mattel
Beatles (The)	Selfridges & Co. Ltd.	Apparel (U.K.)	Caroline Mickler
Beauty and the Beast	Hallmark Licensing	Plush toys & gifts (Worldwide)	Disney Consumer Products
	Primark Ltd.	Apparel, loungewear (U.K.)	
Ben 10	Outright Games	Video games (Worldwide)	Cartoon Network Enterprises
Ben and Holly's Little Kingdom	Character Options	Figures, play sets (U.K.)	Entertainment One (eOne) U.K.
	Jolly Roger (Amusement Rides) Ltd.	Coin-operated kiddie rides (U.K.)	
	Naturally Jelly Juice Ltd./Healthier Brands Ltd.	Juice (U.K.)	
Better Call Saul	Bare Tree Media	Digital stickers, emoji apps (Worldwide)	AMC Networks
Betty Boop	Doobalo S.A. de C.V.*	Socks (Mexico)	King Features Syndicate
	Isshindo Honpo*	Cosmetic face masks (Japan)	
	J-esthetic/Foulbi Co. Ltd.	Promotional products (Japan)	Copyrights Asia Ltd.
	Lazy Oaf	Apparel (women's) (U.S., U.K., Europe, Australia, South East Asia, UAE, Russia)	King Features Syndicate
	Panti Chic, S.A. de C.V.*	Pajamas (Mexico)	
Bing	Little Troopers	Mobile apps (U.K. (exclusive for military personnel))	HarperCollins Children's Books U.K.
Blade Runner 2049	Next Games	Mobile games (Worldwide)	Alcon Entertainment, Warner Bros. Consumer Products
Blue Kangaroo	Little Troopers	Mobile apps (U.K. (exclusive for military personnel))	HarperCollins Children's Books U.K.
Boxtrolls (The)	National Entertainment Collectibles Association (NECA)	Action figures, puppets, replicas (Worldwide)	Striker Entertainment
Broad City	Lovehoney	Pleasure products (Worldwide)	Viacom Group
Carmilla	Kids Can Press	Publishing (Worldwide)	Shaftesbury U.S./Smokebomb Entertainment
CBeebies' Bugbies	Creativity Intl. Ltd.	Craft kits (U.K.)	BBC Worldwide
Chupa Chups	Cotton On Group	Apparel (children's) (North America, ANZ, EMEA)	Perfetti Van Melle (PVM)/PVM Licensing
Chupa Chups x Sanrio	Sanrio Far East Co. Ltd.	T-shirts (women's) (Japan)	Perfetti Van Melle (PVM)/PVM Licensing
Conde Nast Archive of photography & illustrations	Pixels.com div Fine Art America	Print-on-demand products (Worldwide)	Condé Nast Licensing
Coraline	National Entertainment Collectibles Association (NECA)	Action figures, puppets, replicas (Worldwide)	Striker Entertainment

*Extension or renewal.

Continued on page 12

Licensing News *Continued from page 11*

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Crayola	Sally Hansen div. Coty	Nail polish (North America)	Crayola
Danger Mouse	9th Impact	Mobile apps, video games (Worldwide)	FremantleMedia U.K.
Def Leppard	ABG Accessories	Accessories, baby accessories, footwear, headwear, outerwear (North America)	Epic Rights
Despicable Me 3	Aquabeads/EPOCH making toys Ltd.	Craft kits (U.K.)	NBCUniversal Brand Development
Disney Cars 3	Clementoni UK Ltd.	Games, puzzles, toys (U.K.)	Disney Consumer Products
	Mattel	Die-cast vehicles, play sets (Worldwide)	
Disney Classic Characters	UNIQLO*	Textiles (Worldwide)	
Disney Princess	Hallmark Licensing	Plush toys & gifts (Worldwide)	
Doctor Who	Character Options*	Master toy (U.K.)	BBC Worldwide
	Titan Merchandise/Titan Entertainment	Vinyl figures (U.K.)	
Elie Tahari	IHL Group	Intimates, sleepwear (North America; 6 yrs.)	Elie Tahari
Enid Blyton	Gibsons	Puzzles (U.K.)	Bulldog Licensing
	Lagoon Group	Board games, card games, games, toys (U.K.)	
Felix the Cat	Fyodor Golan	Apparel (Worldwide)	CPLG U.K. (Copyright Promotions Licensing Group)
Flash Gordon	Ripple Junction	Cell phone accessories, fleece, t-shirts (men's & women's), tank tops (U.S., Canada)	King Features Syndicate
Frozen	Hallmark Licensing	Plush toys & gifts (Worldwide)	Disney Consumer Products
Game of Thrones	Abyss Corp.*	Figures, giftware, novelties (U.K., Europe)	Bradford License Europe aff. Licensing Management Intl.
	DropDead Clothing	Apparel (U.K., Europe)	
	Elbenwald GmbH*	Accessories, mugs, prop replicas, t-shirts (U.K., Europe)	
	Elmo & Montegrappa SpA	Pen sets, pens (U.K., Europe)	
	Half Moon Bay	Giftware (U.K., Europe)	
	Nemesis Now	Resin goblets, tankards (U.K., Europe)	
	Push Merchandising div. Push Media Ventures Ltd.*	On-demand merchandise (U.K., Europe)	
	Pyramid Intl.*	Novelty & gift items (U.K., Europe)	
	Quidd	Digital stickers, digital trading cards (Worldwide)	
	Roy Lowe & Sons Ltd.	Socks (U.K., Europe)	
TVMania*		Accessories, apparel (U.K., Europe)	
Gruffalo (The)	Aurora World U.K.	Plush (U.K.)	Magic Light Pictures
	Brand of Brothers Clothing (BOBC)	T-shirts (Worldwide)	
	PMS Intl.	Creative play products, outdoor toys (U.K.)	
	Wm Morrison Supermarkets PLC	Ice cream products (U.K.)	
Hai Karate	Demeter Fragrance Library	Fragrance (men's) (U.S., Canada)	Lisa Marks Associates (LMA)
Harry Potter	Coiledspring Games	3D puzzles (U.K.)	Warner Bros. Consumer Products (U.K. & Ireland)
Head	United Brands 24 GmbH	Bags, luggage, mobile phone cases, small leather goods, travel accessories (North America, Europe; multi-year)	HEAD Sport GmbH
Hulk (The)	Hasbro	Figures, masks, toys (Worldwide)	Disney Consumer Products
Ironman	Pioneer & Onkyo U.S.A. Corp.	Headphones (U.S., Canada)	IRONMAN
Jimmy the Bull	Interstat/ImageGroup Holland BV	Gifts, stationery (Netherlands)	Art Ask Agency
John Cena	Mattel	Action figures, limited edition collectibles (Worldwide)	World Wrestling Entertainment (WWE), Make-A-Wish Foundation
Journey	ABG Accessories	Accessories, baby accessories, footwear, headwear, outerwear (North America)	Epic Rights
Kasabian X Leicester City FC	Leicester City FC (LCFC)	Apparel (U.K.)	Bravado Intl. Group div. Universal Music Group
KISS	G. Gueldenpfennig GmbH	T-shirts, tank tops (Germany (Aldi stores only))	Epic Rights
	IKKS	T-shirts (children's), t-shirts (juniors') (France, Europe, Middle-East)	
	TexIdea GmbH	Home goods (Germany, Austria, Switzerland)	
Krispy Kreme	Gibsons	Puzzles (U.K.)	Krispy Kreme Doughnuts
Kubo and the Two Strings	National Entertainment Collectibles Association (NECA)	Action figures, puppets, replicas (Worldwide)	Striker Entertainment
Maggie & Bianca Fashion Friends	Mondadori Libri S.p.A.	Publishing (Italy)	Rainbow S.r.l.
Men's Health	Global Media Group	Magazines (Portugal)	Rodale
Mickey & Minnie Mouse	UNIQLO	Apparel (Worldwide)	Disney Consumer Products
Mickey Mouse	UNIQLO	Accessories, apparel (Worldwide)	Disney Consumer Products

*Extension or renewal.

Continued on page 13

Licensing News *Continued from page 12*

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Minions	Character World/TDS Enterprises	Bedding, cushions, ponchos, towels (U.K., Europe)	NBCUniversal Brand Development
	McDonald's	Food Items (Singapore)	
	Puma North America	Accessories, apparel, footwear (Worldwide)	
Miraculous: Tales of Ladybug & Cat Noir	DJ Murphy	Magazines (U.K.)	Bulldog Licensing
	Imagine8 U.K. Ltd.	Fashion accessories, jewelry (U.K.)	Bulldog Licensing
Mog	Little Troopers	Mobile apps (U.K. (exclusive for military personnel))	HarperCollins Children's Books U.K.
Moon and Me	Amscan	Party goods (U.K.)	Sutikki div. Bento Box
	Blueprint Collections	Arts & crafts, stationery (U.K.)	
	Danilo Promotions Ltd.	Calendars, diaries, gift packaging, greeting cards (U.K.)	
	Jumbo Games	Puzzles (U.K.)	
	Paper Projects Ltd.	Stickers (U.K.)	
	Redan Publishing Ltd.	Magazines (U.K.)	
Mortal Kombat	Storm Collectibles	Action figures (Worldwide)	Warner Bros. Interactive Entertainment
Mr. Men & Little Miss	Egmont (U.K.)	Books (U.K.)	Sanrio
Museum of Royal Worcester	Oasis	Apparel (U.K.)	Museum of Royal Worcester
Nella the Princess Knight	Vivid Imaginations	Master toy (Worldwide)	Nickelodeon & Viacom Consumer Products (NVCP)
Nitro Circus	Ethika	Underwear (boys'), underwear (men's) (U.S., Canada)	Nitro Circus
Operation	Cartamundi U.K.	Card games, mobile apps (U.K.)	Hasbro
Overwatch	Spencer's/Spirit Halloween	Halloween costumes (U.S., Canada, Puerto Rico)	Blizzard Entertainment
Paddington Bear	Little Troopers	Mobile apps (U.K. (exclusive for military personnel))	HarperCollins Children's Books U.K.
ParaNorman	National Entertainment Collectibles Association (NECA)	Action figures, puppets, replicas (Worldwide)	Striker Entertainment
Parental Advisory	Blueprint Collections	Notebooks, pencil cases, pens, stationery (U.K.)	CPLG U.K. (Copyright Promotions Licensing Group)
	Character World/TDS Enterprises	Bedding, blankets, cushions, housewares, towels (U.K.)	
	Gemma Intl.	Greeting cards (U.K.)	
	Tam Beauty	Makeup (U.K.)	
	Zak Designs U.K.	Badges, drinkware, key rings, lunchware, money banks (U.K.)	
Paw Patrol	eMatic	Portable DVD players (Worldwide)	Nickelodeon & Viacom Consumer Products (NVCP)
PEZ Candy	Bee Intl.	Novelty candies (North America)	Lisa Marks Associates (LMA)
	TEXTISS S.A.S	Underwear (boys'), underwear (men's) (U.S., Canada)	
PJ Masks	Caprice Australia	Apparel, sleepwear (Australia)	Entertainment One (eOne) Australia
	Hot Topic (Australia)/Zak Australia	Lunchware (Australia)	
	Just Play	Master toy (Worldwide)	
Polaroid	Uware Brands	Apparel (U.S., Canada)	Polaroid
Popeye	Delfino Co.	Diaries, organizers (Japan)	King Features Syndicate
	Dynamic Displays/Fabulous Inflatables*	Balloons, parade balloons (U.S., Canada)	
	Giochi Preziosi	Footwear (children's) (Italy, Benelux, Greece)	
Popeye	Watanabe	Apparel (Japan)	
Powerpuff Girls (The)	Qualson	Learning apps, mobile apps (South Korea, Japan, Taiwan, Southeast Asia)	Cartoon Network Enterprises (Asia Pacific)
Professional Bull Riders (PBR)	Bobble Boss	Bobbleheads (Worldwide)	Professional Bull Riders
Pusheen the Cat	Petco	Pet products & accessories (U.S., Canada)	Pusheen Corp.
Rainbow Fish (The)	Kids Preferred	Bath books, bath toys (U.S., Canada)	RJM Licensing
Re-Animator	National Entertainment Collectibles Association (NECA)	Collectible figures (Worldwide)	Creative Licensing Corp.
Regular Show	Qualson	Learning apps, mobile apps (South Korea, Japan, Taiwan, Southeast Asia)	Cartoon Network Enterprises (Asia Pacific)
Shimmer & Shine	Leomil NV*	Footwear (children's) (Europe, the Middle East, Russia)	Nickelodeon & Viacom Consumer Products (NVCP)
Smiley	Lidl Stiftung & Co. KG	Snacks (U.K., Germany, France, Switzerland)	SmileyWorld
	Zara div. Inditex	Apparel (children's) (Worldwide)	
Spider-Man	Forbidden Planet	Bobbleheads (U.K.)	Disney Consumer Products
	Hasbro	Toys (U.K.)	
	Sphero	App-connected toys (U.K.)	
Star Wars	Po-Zu	Boots, footwear, sneakers (Worldwide)	
Stranger Things	Loot Crate	Subscription service (Worldwide)	Netflix

*Extension or renewal.

Continued on page 14

Licensing News *Continued from page 13*

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Street Fighter	Storm Collectibles	Action figures (North America)	Capcom U.S.A.
Team DroniX	Silverlit Toys	Master toy (Worldwide)	PGS Entertainment
Teletubbies	Boots U.K.	Toilet training products (U.K.)	CPLG U.K. (Copyright Promotions Licensing Group)
	Character Options	Master toy (Worldwide)	DHX Brands
Tetris	Bioworld Merchandising Europe	Accessories, apparel (EMEA)	Blue Planet Software
Thor	Hasbro	Figures, toys (Worldwide)	Disney Consumer Products
Thunderbirds	I Just Love It/Gifts Hub	Personalized books (children's) (U.K.)	ITV Studios Global Entertainment - Kids Division
Transformers	Character World/TDS Enterprises	Bedding (U.K., Europe)	Hasbro
Uncle Grandpa	Qualson	Learning apps, mobile apps (South Korea, Japan, Taiwan, Southeast Asia)	Cartoon Network Enterprises (Asia Pacific)
Warheads	TEXTISS S.A.S	Underwear (boys'), underwear (men's) (North America)	Lisa Marks Associates (LMA)
We Bare Bears	Qualson	Learning apps, mobile apps (South Korea, Japan, Taiwan, Southeast Asia)	Cartoon Network Enterprises (Asia Pacific)
Wissper	Chocolates Lacasa S.A.	Easter eggs (Spain, Portugal)	Planeta Junior (Spain)
	Cife Spain	Arts & crafts (Spain, Portugal)	
	Dolci Preziosi Iberica S.L.	Branded chocolate eggs, confectionery (Spain, Portugal)	
	Kstationery, Design e Produção Gráfica Lda.	Back-to-school (Portugal)	
Wonder Woman	Character World/TDS Enterprises	Bedding (U.K.)	Warner Bros. Consumer Products
Wonder Woman X Hello Kitty	Sanrio	Promotional products (Japan)	
	Golden Bear Toys	Master toy (Worldwide)	Nurture Rights
	Redan Publishing Ltd.	Magazines (U.K.)	
World War Z	Alfilo Brands	Mobile games (Worldwide)	Paramount Pictures
WWE	Glu Mobile	Mobile game apps (Worldwide; multi-year)	World Wrestling Entertainment (WWE)
Yu-Gi-Oh!	Trends International	Posters (U.S., Canada, Mexico)	4K Media
ZAFARI	World Wildlife Fund	Videos (Worldwide)	INK Global/Ink Group A/S (Denmark)
Zorro	Playtech	Slot machines (Worldwide)	Licensing Management Intl.

*Extension or renewal.



contacts & connections

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Continued on page 15

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Continued on page 16

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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.

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Continued on page 17

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Continued on page 18

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EXPERIENTIAL**M&A, Legal & New Partnerships**

A 2012 suit by **J.R.R. Tolkien** estate and **HarperCollins** against **Warner Bros.**, **New Line**, and **Saul Zaentz Co.** has been settled. The rights dispute over *The Hobbit* and *The Lord of the Rings* centered on the licensing of characters from the hit films in online slot machines and other games, which the original rights holders alleged that the studio never had rights to. Terms of the settlement were not disclosed, but neither party asked the court to award fees or costs.

eOne has seized over 250,000 counterfeit products in first half of 2017 worldwide via port seizures and market raids, as well as removed infringing listings on social media platforms and e-commerce platforms like Alibaba, Mercado Libre, and Amazon. The top counterfeited products are toys and apparel.

Rubie's Costume Co. acquires **BuySeasons**, a fulfillment company in the costume and party category. The move will allow Rubie's to improve its delivery system for its wholesale customers, expanding the range and variety of products available in the market.

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.

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 takeover bids. 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.

QVC parent **Liberty Interactive** agrees to acquire **HSNI**, whose divisions include HSN and Cornerstone Brands (Ballard Designs, Frontgate, Garnet Hill, Grandin Road, and Improvements).

U.K. communications agency for family brands, **Kids Industries**, merges with strategy and insights service, **The Little Big Partnership**. Gary Pope is CEO of the new Kids Industries, with Maurice Wheeler as CSO, Jennifer Blows as COO, Raj Pathmanathan as Creative Director, Matan Uberstein as CTO, and Jelena Stosic as Head Research.

WORLDWIDE

Where in the World are the Licensing Execs?

Where in the world are the companies and individuals that are part of the licensing business? We crunched the numbers behind the **Licensing Sourcebook**, now featuring almost 10,000 contacts from around the world.

Worldwide

The U.S. has the highest number of executives at 61% share of the total, partially as a function of the U.S.-centric approach of the publication. With over 3,900 listings outside of the U.S., the top five international countries by licensing executive population are the U.K., Germany, Canada, Australia, and Japan.

Note that executives can handle more than one territory: For example, a team can handle all licensing deals for the EMEA territory while based from a U.K. home office. We're seeing this trend decline, however, as more companies open regional offices that are directly engaged in deal-making in their new home country.

On average, licensees make up most of the population (50% share), followed by licensors (23%), licensing agents (13%), and service providers (10%).

Some of the most developed territories lead for licensee share, namely the U.S./Canada (50%) Western Europe (51%), and Australia/New Zealand (57%). While some companies actually manufacture products in their home country, most do not. For example, territories like Asia have a larger manufacturing base than does the U.S./Canada. But independent Asian manufacturers do not typically deal with licensors or agents directly, instead taking on sub-contracts for regional licensees. Alternatively, a U.S.-based company may directly own and operate factories in China, a trend that is not necessarily reflected in our data.

The territories with the highest rates of licensing agents tend to have highly regionalized brands (fewer licensors serving a global market) and contain multiple countries

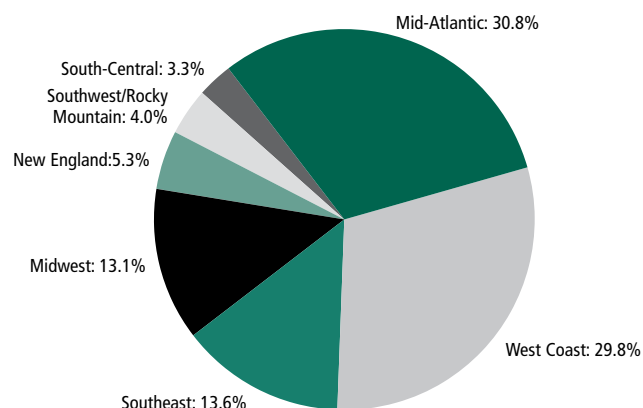
SHARE OF LICENSING EXECUTIVES BASED ON ROLE, BY TERRITORY

TERRITORY	AGENT	LICENSEE	LICENSOR	SERVICE PROVIDER
U.S./Canada	10%	50%	30%	10%
Western Europe	15%	51%	25%	9%
Central & Eastern Europe	25%	36%	33%	6%
Asia	21%	43%	25%	11%
Australia/New Zealand	15%	57%	18%	10%
Middle East/Africa	34%	46%	9%	11%
Latin America	29%	47%	18%	6%
Total Worldwide	13%	50%	28%	10%

Note: Based on listings in the Licensing Sourcebook, as of July 2017.

SOURCE: THE LICENSING LETTER

SHARE OF U.S. LICENSING EXECUTIVES, BY REGION



Note: Based on listings in the Licensing Sourcebook, as of July 2017.

SOURCE: THE LICENSING LETTER

with different currencies and import/export regulations. The leading territories for agent share are the Middle East/Africa (34%), Latin America (29%), and Central & Eastern Europe (25%).

United States

The demographics in the U.S. are largely centered on two clusters of coastal cities: the East (19%; incl. New York and Brooklyn) and West (8%; incl. Los Angeles, San Francisco, Santa Monica, and Beverly Hills). The next most popular cities are Atlanta and Chicago, each at 1% share.

The Mid-Atlantic region reigns with 30.8% share, followed by the West Coast (29.8%) and Southeast (13.6%).

Regions of the U.S.

Mid-Atlantic: New Jersey, New York, Pennsylvania

Midwest: Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, Wisconsin

New England: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont

South-Central: Arkansas, Louisiana, Oklahoma, Texas

Southeast: Alabama, Delaware, Florida, Georgia, Kentucky, Maryland, Mississippi, North Carolina, South Carolina, Tennessee, Washington DC, Virginia, West Virginia

Southwest/Rocky Mountain: Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming

West Coast: Alaska, California, Hawaii, Oregon, Washington

Who's News

Nickelodeon promotes **Jamie Edelstein** to VP Creative Operations, Advertising Project Management and **Cheryl Konieczko** to VP Franchise Creative Project Management.

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 Azoomee 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.

Tom Powell is named President at high end case goods and upholstery manufacturer Emerson Bentley. Powell replaces company owner **Marv Smith**, who remains CEO.

Lion Forge promotes **Andrea Colvin** to VP & Executive Editor, replacing **Mark Smylie** who is transitioning to a new role.

Belfast-based children's prodco Sixteen South launches a new distribution arm, Sixteen South Rights, to be headed up by **Gillian Calvert-Ridge**.

Five new members join LIMA's Board of Directors, and three more members are re-elected:

- ▶ **Cindy Levitt**, SVP Merchandise & Marketing at Hot Topic, is re-elected as Vice Chairman
- ▶ **Ted Larkins**, SVP & GM of CPLG North America, is re-elected as Board Designate to the Executive Committee
- ▶ **Ciaran Coyle**, Global VP & Head Global Brand Licensing of Electrolux Global Marketing, continues as Board Chairman
- ▶ **J. Ahearn**, MD of Licensing Street, LLC
- ▶ **Marc Mostman**, Partner from Striker Entertainment,
- ▶ **Celso Rafael**, GM at Exim Character Licenciamento e Marketing Ltda,
- ▶ **Steven Scabelo**, VP Licensing & Business Development at NFL Players Association
- ▶ **Jamie Stevens**, EVP Worldwide Consumer Products at Sony Pictures Entertainment

Spielwarenmesse eG is set to move to new office premises in Nuremberg.

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

Loot Crate lays off more than a quarter of its workforce.

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