

# TLL THE LICENSING LETTER

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## Sports Up 4.3% in 2016 to Reach \$15.4 Billion in Sales

For the third year in a row, sports is the second strongest property type with 4.3% growth in 2016, according to *TLL's Annual Licensing Business Survey*. Retail sales of licensed sports-based merchandise reached \$15.4 billion in 2016, up from \$14.79 in 2015. Collegiate is also enjoying strong traction at 2.5% growth, reaching \$3.5 billion in sales.

The 4.3% increase surpassed the overall increase in U.S./Canadian licensed sales for 2016 (3.2%) as well as the U.S. GDP (1.6%) and Canadian GDP (1.2%). Sports accounts for 14.5% of all licensed retail sales in the U.S./Canada, trailing only corporate trademarks (26.7%) and fashion (20.1%) in market share.

### Retail Sales by League

The major American sports leagues, such as the NFL, NBA, and up-and-comer MLS (which enjoyed double-digit growth), had an impressive year as their retail strategies in developing physical locations, ecommerce partners, and event-based merchandising continued to pay off.

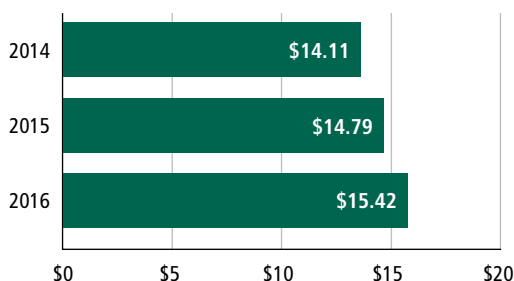
NFL sales were up 3.7% in 2016, as compared to 3.4% in 2015. These growth rates are considerably lower than the 5.2% growth observed in 2014—the last two years were good, but not extraordinary. Note that sales of products based on licensed player properties (NFLPA) account for about one-third of total NFL sales.

For the second year in a row, MLB topped the ranking of licensed retail sales by league, growing 6.3% in 2016 to reach \$3.74 billion. As

PROPERTY TYPE	RETAIL SALES, 2016	RETAIL SALES, 2015	CHANGE, 2015–2016	SHARE, 2016
Sports	\$15,422	\$14,786	4.3%	14.5%
<b>Total</b>	<b>\$106,538</b>	<b>\$103,276</b>	<b>3.2%</b>	<b>100.0%</b>

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

RETAIL SALES OF LICENSED MERCHANDISE, BASED ON SPORTS PROPERTIES, U.S. & CANADA, 2014–2016 (Figures in Billions)



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

Continued on page 3

## ESTATES

### Estate-based Sales Edge Up 1.0% to Reach \$2.29 Billion

Retail sales of licensed merchandise based on estate properties reached \$2.29 billion in 2016, up 1.0% from \$2.27 in 2015 for the U.S./Canada, according to *TLL's Annual Licensing Business Survey*.

Note that retail sales for the property type includes only deceased celebrities whose licensing strategies remain the same in death as in life. Deceased musicians, artists, and athletes remain in music, art, and sports, respectively. There are a few exceptions: Celebrities that started in one of those categories but have come to transcend it are included here; Frank Sinatra and Elvis Presley would be examples.

While living celebrities are struggling, a few key estate brands fared quite well in comparison. Retail success is largely limited to a couple of dominant, A-list properties, such as Marilyn Monroe and Bob Marley.

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# ➡ Licensing Ledger

**Hasbro ends talks to buy out Lions Gate Entertainment**, reportedly because of price disagreements. This comes after ultimately failed negotiations to buy out DreamWorks Animation in 2014, which was ultimately acquired by Comcast. Last year, Lionsgate acquired Starz in a \$4.4 billion cash-and-stock deal. Lionsgate and Hasbro are well-connected—Studio Vice Chairman Michael Burns currently sits on the toy company's board, and the two companies work together on upcoming films *My Little Pony* and *Monopoly*. Hasbro Studios recently announced a deal to produce original series *Stretch Armstrong* and *The Flex Fighters* for Netflix. In the past, Hasbro's Allspark Pictures produced feature films *Jem And The Holograms*, *Ouija*, and *G.I. Joe: Retaliation*.

**Discovery Communications will buy Scripps Networks Interactive** for \$11.9 billion early next year. The deal includes the assumption of \$2.7 billion of Scripps's net debt.

**WME/IMG** is on track to receive a \$1.1 billion investment from the Canada Pension Plan Investment Board & Government and a Singaporean fund. The investment brings the licensing agency's value up to \$6.3 billion from its \$5.5 billion valuation in 2016. Last year, WME/IMG received a \$250 million investment from Softbank and a \$55 million investment from Fidelity Management & Research. The money is expected to fund new acquisitions; the company's most recent purchases include UFC, Professional Bull Riders, and the Miss Universe pageant.

**Spin Master** buys outdoor toy company **Aerobie**, a producer of outdoor flying disks and sports toys, for an undisclosed sum. Since filing an IPO in 2015, Spin Master has acquired seven companies including Toca Boca, Cardinal Games, Marbles, and Swimways. The Aerobie line will be managed by Swimways and join the Coop family of branded active outdoor lifestyle products. Spin Master recently reported its highest recorded revenue for Q2 2017 at \$276.7 million, up 54% from the same period last year. Gross product sales grew by 52.2% to \$283.2 million, driven by sales of Hatchimals, Paw Patrol, and Swimways.

Phoenix Asset Management increases its stake in **Hornby Hobbies** to over 70% after increasing its stake to over 50% last month.

Italian toy manufacturer **Giochi Preziosi** sells its 50% stake in Prenatal Retail Group to **Artsana**, giving Artsana full ownership of European retail brands Toy Centre, King Jouet, Prenatal, and Bimbostore. The deal is estimated to be worth 105 million euros, or \$122 million. The S.D.N.Y. U.S. Bankruptcy Court approves **BCBG Max Azria Group's** restructuring plan, which includes the sale of a majority of its assets, including IP, inventory, and retail store leases to **Marquee Brands** and **Global Brands Group**.

**Michael Kors Holdings** acquires luxury footwear and accessories brand **Jimmy Choo** for approximately \$1.35 billion. Pierre Denis will continue as CEO of Jimmy Choo. The deal will further expand Michael Kors in the men's luxury footwear category and luxury accessories market as well as provide the opportunity to grow Jimmy Choo sales to \$1 billion.

The **VF Corp.** acquires global workwear company **Williamson-Dickie** for approximately \$820 million. Williamson-Dickie's brands—Dickies, Workrite, Kodiak, Terra, and Walls—will join VF's Imagewear coalition, which includes Wrangler, Riggs Workwear, and Timberland Pro. The transaction is expected to be complete in Q4 of this year, and Williamson-Dickie CEO Philip Williamson will remain with the

company. With the deal, VF Corp.'s revenue is now expected to reach \$11.85 billion in 2017, up 3.5%—an estimated \$200 million will come from Williamson-Dickie. The company is investing an additional \$40 million to fuel growth for 2018; a key priority for the company is M&A as well as developing its four consumer categories across its brands (run, train, lifestyle, and urban exploration).

**Amazon** inks a collaborative deal with luxury beauty company **Violet Grey** to offer a set of luxury brands to sell on its e-commerce site in exchange for a 20–30% commission, according to *WWD*.

**Aardman** and **Independent Films** launch a joint animation and live action production company that will offer a solution to brands and agencies which require both live action and animation within one film.

Brand experience agency **Ralph Creative** forms a collaboration with VR and AR specialist **Kuju** to offer a one-stop-shop for creating groundbreaking VR and AR experiences across any platform.

**J.C. Penney** is rolling out new 500 sq. ft. toy shops across all of its over 1,000 department stores as well as online. The move is apparently a bid to decrease the retailer's reliance on apparel.

**Barnes & Noble's** investor, Sandell Asset Management Corp., urges the bookseller to hire an investment banking firm to review its strategic options, which might include selling itself.

**Sony Pictures Television Networks** acquires a 95% majority stake in **Funimation** for \$143 million. The U.S. anime distributor is valued at \$150 million by the deal. The deal will see Funimation's catalog, which includes *Dragon Ball Z*, *One Piece*, and *Attack on Titan*, move to Sony's Animax platform, which currently distributes in 23 countries including Japan. Funimation's CEO Gen Fukunaga will maintain a minority state in the firm.



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## Sports Up 4.3% in 2016

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in 2015, apparel was a strong growth point for baseball. Although a smaller share of total sales, the strong performance of novelties and accessories was a boost.

The NBA grew 8.3% in 2016, following an astonishing 9.1% boost in 2015. With sales topping \$2.75 billion, the NBA now makes up 17.8% of all sports-based licensed sales.

NASCAR saw tepid growth of 0.9% in 2016 after growing the most of any league other than MLS in 2015 (10.1%). It was one of the only leagues to decline in 2014 with -7.3% growth. The turnaround began in 2015 with a “walk in” set-up for licensed merchandise, and the strategy is paying off with steady sales.

While the NHL is one of the smaller leagues, note that the steady 3.4% growth in 2016 followed a year of dramatic change in the league’s licensing program. In 2016, the NHL had a stronger presence in ecommerce and greater involvement in its own merchandise.

The PGA Tour sales contracted 0.5% in 2016, following years of steady but modest growth—sales were up 2.8% in 2015.

MLS sales were up 11.7% in 2016, the highest growth rate amongst the five major leagues. The growing popularity of soccer meant that European and Latin American teams, in addition to MLS, are seeing a rise in retail sales within the U.S. and Canada.

### Retail Sales by Product Category

The biggest areas in sports licensing are the product category “tripod”—soft lines, hard lines, and digital/multimedia.

Apparel, accessories, and other soft lines accounted for roughly 50% of sales. As usual, traditional authentic

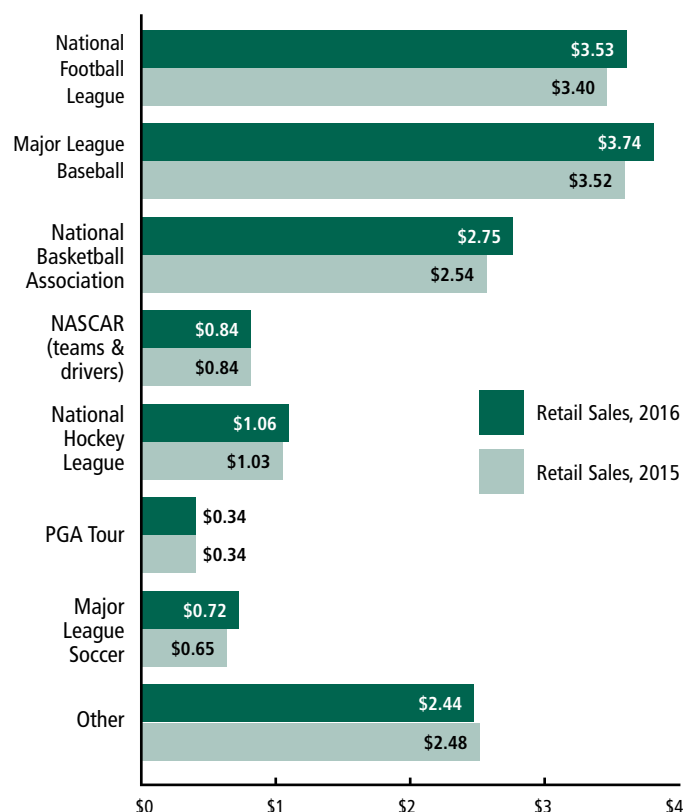
**RETAIL SALES OF LICENSED SPORTS MERCHANDISE, SHARE OF TOTAL, BY LEAGUE, U.S. & CANADA, 2015–2016** (Figures in Billions)

LEAGUE	RETAIL SALES, 2016	RETAIL SALES, 2015	CHANGE, 2015–2016	SHARE, 2016
National Football League	\$3.53	\$3.40	3.7%	22.9%
Major League Baseball	\$3.74	\$3.52	6.3%	24.2%
National Basketball Association	\$2.75	\$2.54	8.3%	17.8%
NASCAR (teams & drivers)	\$0.84	\$0.84	0.9%	5.5%
National Hockey League	\$1.06	\$1.03	3.2%	6.9%
PGA Tour	\$0.34	\$0.34	-0.5%	2.2%
Major League Soccer	\$0.72	\$0.65	11.7%	4.7%
Other	\$2.44	\$2.48	-1.6%	15.8%
<b>Total Sports</b>	<b>\$15.42</b>	<b>\$14.79</b>	<b>4.3%</b>	<b>100.0%</b>

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

SOURCE: THE LICENSING LETTER

**RETAIL SALES OF LICENSED SPORTS MERCHANDISE, BY LEAGUE, U.S. & CANADA, 2015–2016** (Figures in Billions)



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SOURCE: THE LICENSING LETTER

and replica jerseys were the workhorse of the soft lines, chugging along at a steady rate. The biggest growth trends for 2016 in apparel (up 3.7%) were athleisure and sportswear; in accessories (6.6%) trends included headwear (caps, both fitted and not, remain a fashion staple) and socks (which have grown year-on-year at a triple-digit rates since 2014).

Growth in hard lines like trading cards, figures, sporting goods, home furnishings, and paper goods was up from 2015, which was a relatively flat year. In particular, novelty goods performed quite well, growing 8.8% to reach \$924 million in retail sales in 2016.

Digital and multimedia, which includes video games/software (up 4.8%), is one of the fastest-growing prongs. While console video games remain king, growth of licensed mobile games remains strong and is eventually expected to surpass the former.

### Retail Sales by Distribution Channel

Although ecommerce is the fastest-growing distribution channel at 11.2% (up by two-tenths of a percent since 2015), brick-and-mortar still makes up the majority of retail sales.

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Mirroring industry-wide patterns, mass/discount is the largest channel, accounting for 36.9% of all sales, followed by specialty at 32.9%. The roughly 37/33 split between these two channels has remained constant since 2012. Both saw a slight decline (one-tenths of a percent) since 2015.

Historically, specialty stores, including big box sporting goods retailers like Dick’s and Modell’s have been the mainstay of the industry providing a steady and reliable outlet for jerseys, caps and other licensed merchandise. But over the last two years, leagues have increasingly relied on their own stores, both of the “pop-up” and permanent varieties. The leagues are increasingly casting themselves as “lifestyle” and “destination” brands and are pushing out limited-edition merchandise in connection with special events.

**RETAIL SALES OF SPORTS-LICENSED MERCHANDISE, BY PRODUCT CATEGORY, 2015–2016 (Figures in Millions)**

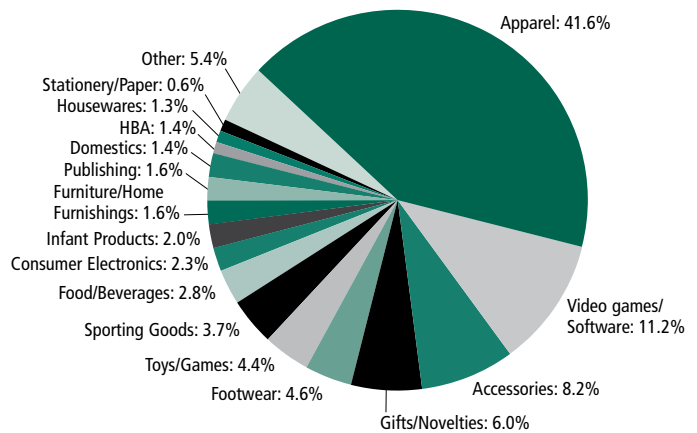
PRODUCT CATEGORY	RETAIL SALES, 2016	RETAIL SALES, 2015	CHANGE, 2015–2016	SHARE OF MARKET, 2016
Accessories	\$1,267	\$1,189	6.6%	8.2%
Apparel	\$6,409	\$6,180	3.7%	41.6%
Consumer Electronics	\$348	\$349	-0.3%	2.3%
Domestics	\$223	\$216	3.2%	1.4%
Food/Beverages	\$431	\$414	4.2%	2.8%
Footwear	\$708	\$689	2.8%	4.6%
Furniture/Home Furnishings	\$242	\$232	4.2%	1.6%
Gifts/Novelties	\$924	\$849	8.8%	6.0%
HBA	\$223	\$216	3.2%	1.4%
Housewares	\$207	\$192	8.2%	1.3%
Infant Products	\$303	\$292	3.7%	2.0%
Publishing	\$241	\$234	2.9%	1.6%
Sporting Goods	\$571	\$559	2.1%	3.7%
Stationery/Paper	\$85	\$88	-3.2%	0.6%
Toys/Games	\$686	\$672	2.1%	4.4%
Video games/Software	\$1,728	\$1,649	4.8%	11.2%
Other	\$826	\$766	7.8%	5.4%
<b>Total</b>	<b>\$15,422</b>	<b>\$14,786</b>	<b>4.3%</b>	<b>100.0%</b>

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

SOURCE: THE LICENSING LETTER

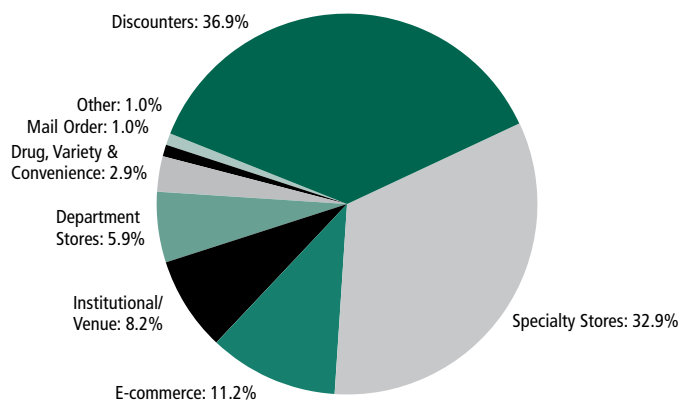
Institutional/venue sales, which includes stadium sales and merchandise sold at events, were also up by two-tenths of a percent to reach 8.2% of all sports-licensed retail sales.

**SHARE OF RETAIL SALES OF LICENSED MERCHANDISE BASED ON SPORTS PROPERTIES, BY PRODUCT CATEGORY, U.S. AND CANADA, 2016**



SOURCE: THE LICENSING LETTER

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



SOURCE: THE LICENSING LETTER



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## Estate-based Sales Edge Up 1.0%

Continued from page 1

The (living) celebrities category grew just 1.9% in 2016, reaching \$5.8 billion in licensed retail sales. Although the smallest slice of the pie at just \$1.0 billion, digital celebrities is the fastest growing subcategory at 5.4% and accounted for a sizable chunk of growth.

The biggest areas of retail success for estate-based brands include apparel and accessories (from the traditional consumer products side) as well as music sales and promotional partnerships—which *TLL* does not track in our sales figures.

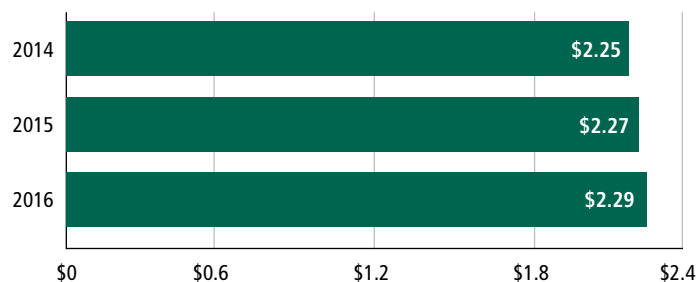
Therefore, although the slow growth of estate-based retail sales seems to imply a lagging industry, on the content licensing side, it is doing quite well. The most notable trend of 2016 was the rise of holographic and VR technology to bring dead celebrities back to life with large-scale arena events. Estates also frequently license a former star's image (from archival photographs or footage) and even voice for advertisements and promotions.

### Top Estates

According to *Forbes*, the top-earning dead celebrity of 2016 was Michael Jackson. His No. 1 spot is attributed to the sales of his half of a music publishing catalog to Sony/ATV which includes a library of Beatles songs, for \$750 million. The estate's total pretax haul for the year totaled \$825 million—the largest single-year sum recorded yet by the publication. Even without the sale, at \$75 million in profits, Jackson still would have topped the list.

At No. 2 was Peanuts creator Charles Schulz with \$48 million. *Forbes* included golf legend Arnold Palmer on the list at No. 3, with earnings of \$40 million, even though some of those profits were realized while he was alive. Here's the full list, with notations where *TLL* does not attribute retail sales to the estate category:

RETAIL SALES OF LICENSED MERCHANDISE,  
BASED ON ESTATE PROPERTIES, U.S. AND CANADA, 2014–2016  
(Figures in Billions)



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

SOURCE: THE LICENSING LETTER

1. Michael Jackson, \$825 million
2. Charles Schulz, \$48 million (*publishing*)
3. Arnold Palmer, \$40 million (*sports*)
4. Elvis Presley, \$27 million
5. Prince, \$25 million
6. Bob Marley, \$21 million (*music*)
7. Theodor "Dr. Seuss" Geisel, \$20 million (*publishing*)
8. John Lennon, \$12 million (*music*)
9. Albert Einstein, \$11.5 million
10. Bettie Page, \$11 million
11. David Bowie, \$10.5 million (*music*)
12. Steve McQueen, \$9 million
13. Elizabeth Taylor, \$8 million (*fashion*)

Pantone recently honored No. 5-ranked Prince with a new custom shade of purple, titled "Love Symbol #2." According to *WWD*, the singer's estate is in talks to partner with various companies to utilize the custom color on retail product collaborations.

## PET PRODUCTS

### Sales of Licensed Pet Products Up 5.2% in 2016

Licensed pet product sales grew 5.2% in 2016 to reach \$443 million in the U.S./Canada, according to *TLL's Annual Licensing Business Survey*. That makes it one of the fastest-growing product categories we track, behind only the massive food/beverages with 6.0% growth in 2016.

A new report from Packaged Facts reveals that the pet toy category grew 4% from last year to reach over a billion in retail sales in 2016. The percentage of households with either cats or dogs purchasing toys has stayed above 53% over the last six years, and has been steadily growing. Last year, only 36% of dog owners surveyed said that their pet regularly uses household items as toys more than commercial toys.

*TLL* tracks licensed retail sales of pet apparel, accessories including leashes and name tags, food, and other products like bowls. We don't (yet) track sales for things like audio books for dogs—Amazon's Audible.com recently launched such a service with dog behavior expert Cesar Millan.

According to the American Pet Products Association (APPA), total U.S. sales of pet products increased by 4.4% in 2015, to reach an estimated \$60.6 billion. Spending is expected by the APPA to increase 3.9% this year to \$69.36 billion. That means that the dog and cat toy industry is just 1/60th of the whole picture. And the share of licensed sales is even smaller, making for a bright opportunity as licensed human-oriented goods gain greater traction.

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The emerging trend of pet “parenting” has bolstered demand for premium pet products and services. It has also led to increased demand for specialty products, including toys and other products licensed from fashion, entertainment, and celebrity properties, as pet parents seek to share their favorite brands with their pets. And with 68% of U.S. households—or 84.6 million homes—owning a pet, according to an APPA survey, demand is expected to continue to grow.

The *Licensing Letter Sourcebook* lists 44 licensees who manufacture pet products, and the list of brands is vast—including sports leagues like the NFL, MLB, and NHL; health and beauty brands like Arm & Hammer and Burt’s Bees; entertainment brands like DC Comics, SpongeBob SquarePants, and WWE; and properties with more obvious connections like Hello Kitty, Boo–The World’s Cutest Dog, and Garfield.

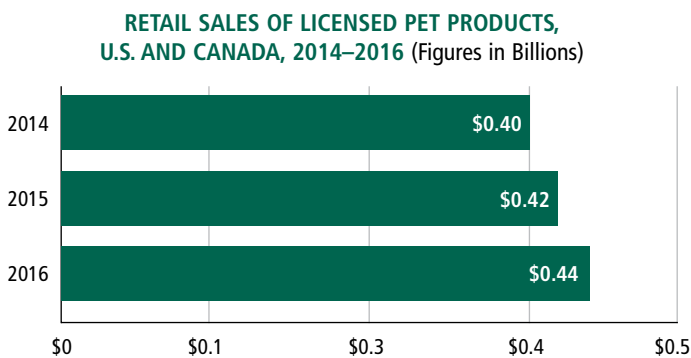
**B&M Retailer Dominance & E-commerce**

Large chains PetSmart and Petco—which dominate the U.S. pet store channel with a combined market share of more than 60%, according to IBISWorld—tend to pursue exclusive licenses. For example, PetSmart has exclusive licensed deals with Ellen DeGeneres’ new ED pet line, Grumpy Cat, and Martha Stewart Living. Petco has exclusive deals for branded Star Wars, Trolls, and Dr. Seuss pet products.

These deals are critical in maintaining relevance as ecommerce platforms like Amazon continue to seize market share. According to Nielsen, 16% of pet care sales in 2016 were made online, and ecommerce is one of the fastest-growing distribution channels.

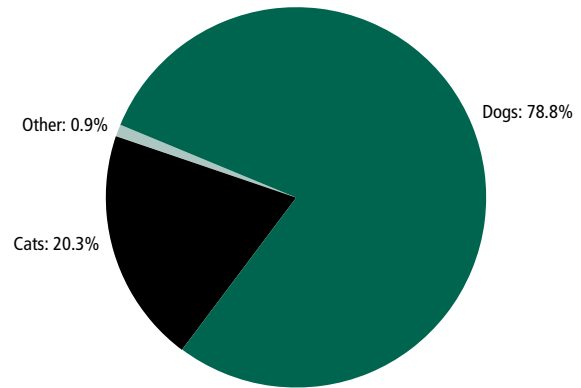
PetSmart recently bought out online pet retailer Chewy for \$3.35 billion. PetSmart held only a 2% share of ecommerce sales in 2016, according to market research firm 1010 data. In contrast, Chewy beat Amazon as the biggest seller of pet food online, with a 48% share of the market compared against Amazon’s combined share of 40%. By comparison, rival Petco had 4% share in 2016.

More recent estimates from Slice Intelligence show that Amazon and Amazon Prime Now together accounted for



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

**RETAIL SALES OF LICENSED PET PRODUCTS, BY SPECIES, U.S. AND CANADA, 2016**



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

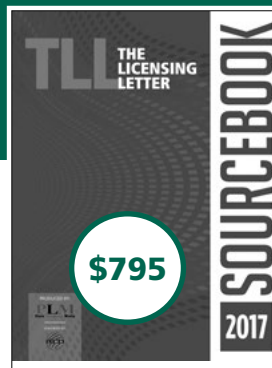
57% of the online pet food and pet supplies market in Q1 2017, followed by Chewy with 25%. The rest of the players each held less than a 5% share of the market; PetSmart only held 1.7% share, while Walmart and its acquired Jet.com grabbed just 1.9%.

**Sales Have Gone to the Dogs**

According to Packaged Facts, about 75% of all sales of pet toys go to the dogs, with the remaining quarter spent on toys for cats. *TLL* estimates that of all pet products that are licensed, a slightly higher share can be attributed to dogs (78.8%) versus cats (20.3%) and other species like birds, small mammals like gerbils and hamsters, reptiles, and fish (0.9%).

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## BACK-TO-SCHOOL

## Top Trends for the \$27–30 Billion Back-to-School Season

Here's what to expect from this year's back-to-school season; rosy estimates place retail sales at their highest levels yet.

This year's K-12 back-to-school season is expected to generate \$27 billion in retail sales in the U.S., according to Deloitte. The season alone is estimated to generate 50% of all school-related spending for the year by 29 million households.

Estimates from the National Retail Federation (NRF) pin back-to-school spending at \$29.5 billion. Combined with back-to-college spending, that figure rises to \$83.6 billion for 2017—a 10% increase from last year and a record high.

### What to Buy?

Most of the K-12 back-to-school budget is earmarked for apparel and electronics.

The NRF says that families with kids in K-12 plan to spend an average of \$687.72 each in 2017, an 8% increase from last year's \$27.3 billion. Breaking that up, shoppers will spend a combined \$10.2 billion on clothing (95% plan to buy); \$8.8 billion on electronics such as computers or calculators (60%); \$5.6 billion on shoes (93%); and \$4.9 billion on school supplies such as notebooks, folders, pencils, backpacks, and lunchboxes (97%; multiple responses allowed). While overall spending on each category will increase, NRF identifies the top growth in the shoes and school supplies categories.

More specifically, Deloitte identifies that individual families will spend, on average, \$307 on computers and hardware (23% plan to buy), \$284 on clothing and accessories (97%), \$254 on electronic gadgets (18%), and \$104 on school supplies (98%; multiple responses allowed). About 30% plan to buy pre-configured school supply kits, and these shoppers will spend an average 40% more than others (\$628).

So what's behind the electronics figures? According to the NRF, among electronics shoppers, 45% plan to buy a laptop computer, and an equal number—35%—a tablet and a calculator. One in four plan to purchase electronic accessories such as a mouse, flash drive, or charger.

Deloitte estimates that the greatest spending among electronics is for the purchase of a new computer (\$428), followed by cell phones (\$222), tablets and e-readers (\$174), wearable technology (\$150), and a printer or other computer hardware (\$149).

### Where to Buy?

The NRF states that most consumers plan to buy K-12 back-to-school supplies in department stores (57.1%), followed by discount stores (54.1%), clothing stores (46%), online (45.5%), office supply stores (35.6%), and electronics stores (24.6%; multiple responses allowed).

**ALTHOUGH MOST FAMILIES PREFER TO SHOP IN-STORE AT BRICK-AND-MORTAR LOCATIONS, 57% OF PURCHASES WILL BE MADE ONLINE.**

Meanwhile, Deloitte reports greater activity in mass and off-price for the season. Mass merchants lead with 81% (up 24% from 2016), followed by dollar stores (40%), online-only retailers (36%), office supply/technology stores (33%; down 9%), off-price stores (28%; up 18%), and traditional department stores (28%; down 26%).

Although most families prefer to shop in-store at brick-and-mortar locations—57% of purchases will be made online, according to Deloitte, and 45.5% of shoppers will go online, according to the NRF—the distribution channel is growing.

According to Deloitte, 57% of shoppers will make purchases on their desktops or laptops, 49% on mobile, and 22% on tablets. Electronic gadgets (31%) and computers and hardware (33%) purchases are more likely to be made online. Most school supplies (66%) and clothing and accessories (63%) purchases will be made in-store. An estimated 22% are still undecided if they will shop in-store rather than online, according to Deloitte.

The most important factors in deciding whether or not to buy online? Free shipping—90.5% of back-to-school shoppers will utilize the feature among NRF respondents, and 68% of Deloitte respondents plan to buy from retailers that offer the option. In-store pickup is a less important, but critical factor with over half of respondents across both surveys identifying it (54% NRF; 52% Deloitte). According to the NRF, women are more likely to shop online and use in-store pickup, while men are more likely to opt for expedited shipping.

### When to Buy?

Among undecided shoppers, 65% of Deloitte respondents plan to shop at different points throughout the summer to take advantage of deals. Overall, 60% of shoppers plan to begin buying before August, with 11% starting earlier than July. The early birds are expected to spend 16% more than those who wait. Most (62%) will go shopping in late July or early August. Around 71% of spending will occur in the eight-week shopping period between early July and late August.

The figures jibe with the NRF's findings, which show that most shoppers (46.7%) plan to shop three weeks to one month before school starts. Twenty-seven percent are early birds, planning to begin at least two months before school starts.

# Licensing News

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

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
emoji	Digital icons, ideograms and lifestyle brand recognized worldwide.	All	Mary Kean, Global Merchandising Services
Gabbie Hanna	Social media star with her channel; The Gabbie Show, that features vlogs, sketches, collaborations and other formats with more than 4.5 million subscribers.	All	Perry Wolfman, CAA-GBG Global Brand Management Group
University of Colorado	System of public universities in Colorado with four campuses: Boulder, Colorado Springs, Denver in downtown Denver and at the Anschutz Medical Campus in Aurora.	All	Cory Moss, IMG College Licensing (form. Collegiate Licensing Co./CLC)
Whale Project (The)	Non-profit group promoting Tahku; life-scale bronze sculpture of a breaching humpback rising from an infinity pool located on the waterfront of Alaska's capital city, Juneau.	Promotional products	Ryan Boyle, Learfield Licensing Partners

## Licenses Recently Granted, U.S.

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Alice + Olivia	Camuto Group	Footwear	Alice + Olivia
Amy Coe	Toys "R" Us	Accessories, apparel, bedding, furniture (children's), plush (infants'), room decor	Joester Loria Group (JLG)
André Phillipe	I'M 1 div. Level Brands	Apparel (men's)	André Phillipe
AriZona Beverages	Molson Coors Co.	Flavored malt beverages	AriZona Beverage USA/Hornell Brewing Co.
B.U.M. Equipment	Urban Outfitters	Apparel	B.U.M. Equipment
Ben and Holly's Little Kingdom	Scholastic Media Target	Books Toys	Entertainment One (eOne)
Betty Boop	Berkshire Fashions*	Accessories, cosmetics, stationery, toiletries	King Features Syndicate
Build-A-Bear Workshop	Hot Topic	Apparel, plush apparel	Build-A-Bear Workshop
Christine Adolph	Bungalow Flooring Downeast Concepts	Runners Magnets, mugs, napkins	MHS Licensing + Consulting
Crayola	Lerner Publishing Group	Books (children's)	Crayola
Crystal Palace FC	'47 Brand	Gloves, headwear, scarves	CPLG U.K. (Copyright Promotions Licensing Group)
Doug the Pug	American Greetings Gund div. Enesco HarperCollins Publishers Kids Preferred Kurt S. Adler St. Martin's Press Trends International Willow Creek Press	Gift packaging, greeting cards, party goods, stickers Figures, plush, stationery, stickers Books Accessories, plush Wood blocks Coloring books Posters Calendars, puzzles	Remarkable Brands
Duff Goldman	16 Handles/Yo Fresh Inc.	Ice cream	Perpetual Licensing
Dunkirk	Wargaming	Video games	Warner Bros. Consumer Products
ED by Ellen DeGeneres	Bivona & Co. Crown Crafts Infant Products	Decor, nursery furniture Bath products (children's), bedding (infants'), bibs	ED by Ellen DeGeneres/BCL-ED Newco
Erté/Romain de Tirtoff	Kobi Halerin	Apparel	Airlift Ideas
Fraggle Rock	Little Hippie Little Hippie	Apparel Blankets, tapestries	Jim Henson Co.
Garfield	MJC Intl. Group Toonhound Studios	Loungewear (adults'), sleepwear (adults'), underwear Collectible pins	King Features Syndicate
Ghostbusters	Cryptozoic Entertainment	Board games	Sony Pictures Consumer Products
Glamour	Geneva Watch Group	Jewelry, watches	Condé Nast Licensing
GQ	Steve Madden	Accessories (men's), footwear (men's)	Condé Nast Licensing
Guns N' Roses	Maxfield	Limited edition apparel	Bravado Intl. Group div. Universal Music Group
Harry Potter	Funko	Vinyl figures	Warner Bros. Consumer Products
Ingrid & Isabel	Target	Maternity apparel	Ingrid & Isabel
It	Funko Hot Topic	Vinyl figures Vinyl figures	Warner Bros. Consumer Products
J is for Jeep	Riley Blake Designs	Fabric, quilting fabrics	Fiat Chrysler Automobiles (FCA)

\*Extension or renewal.

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## Licensing News *Continued from page 8*

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Jeep	Riley Blake Designs	Fabric, quilting fabrics	Fiat Chrysler Automobiles (FCA)
Justice League	American Greetings	Party goods	Warner Bros. Consumer Products
	Franco Manufacturing	Home decor, home textiles	
	New Era Cap	Caps	
	Northwest Co. (The)	Pillows, throws	
	Trends International	Calendars, posters	
Labyrinth	Little Hippie	Blankets, tapestries	Jim Henson Co.
		Apparel	
Marvel	Concept One Accessories	Footwear, lanyards, outerwear (adults'), pins & patches	Disney Consumer Products
Minions	AKID Brand	Footwear	Universal Brand Development
National Geographic Kids	LEGO Systems	Construction block sets	National Geographic Partners
National Wildlife Federation (NWF)	Uware Brands	Apparel	National Wildlife Federation (NWF)
Patrick Reid O'Brien	Bungalow Flooring	Runners	MHS Licensing + Consulting
Popeye	Advanced Graphics*	Life-size stand-ups	King Features Syndicate
Pumpkinhead	Dynamite Entertainment	Graphic novels	MGM Consumer Products
Rugrats	BOOM! Entertainment/BOOM! Studios, Inc.	Graphic novels	Nickelodeon & Viacom Consumer Products (NVCP)
Sara B.	New Sega Home Textiles	Bedding, home textiles	Jewel Branding & Licensing
Star Trek	Anovos Productions	Patches, prop replicas, uniform replicas	CBS Consumer Products
	Bif Bang Pow!/Entertainment Earth	Novelties	
	Chronicle Books	Books	
	Diamond Select Toys & Collectibles	Collectible vehicles	
	Gentle Giant	Costumes	
Star Trek: Discovery	Anovos Productions	Uniform replicas	
	FanSets	Pins	
	Gentle Giant	3D replicas	
	McFarlane Toys	Figures	
	Quantum Mechanics/QMx	Prop replicas	
	Rizzoli Intl. Publications	Calendars	
	Rubie's Costume	Costumes	
Trevco	T-shirts		
Star Trek: The Next Generation	Shmaltz Brewing Co.	Beer	
Star Wars	Radio Flyer	Ride-on vehicles	Disney Consumer Products
Stephanie Ryan	Bungalow Flooring	Comfort mats, runners	MHS Licensing + Consulting
Steve Aoki	GameCo	Video games	Dim Mak
THC	Putnam Accessory Group	Apparel	Sharpe Company (The)
University of Arizona (The)	Victory Tailgate	Tailgating games	IMG College Licensing (form. Collegiate Licensing Co./CLC)

## International Properties Available or Recently Assigned

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
1-800 Flowers	Floral and gourmet foods gift retailer and distributor.	All (U.S., Canada)	James Slifer, Joester Loria Group (JLG)
Abraham Hunter	Award-winning young artist strives for extreme photorealism and often utopia-like scenes.	Giftware, home & garden, melamine, stationery, textiles (Worldwide)	Marty Segelbaum, MHS Licensing + Consulting
Cheryl's	Cookies and baked gifts, part of 1-800 Flowers portfolio.	All (U.S., Canada)	James Slifer, Joester Loria Group (JLG)
Darren Gygi	Artist combines dynamic stylized drawing with painting techniques echoing the old masters. Entire portfolio available for additional product categories.	Giftware, greeting cards, home & garden decor, stationery, textiles (Worldwide)	Marty Segelbaum, MHS Licensing + Consulting
Dinosaur Roar!	Classic 1990's dinosaur picture book by Paul and Henrietta Stickland.	All (U.K., Ireland)	Rob Corney, Bulldog Licensing
emoji	Digital icons, ideograms and lifestyle brand recognized worldwide.	All (Poland, Hungary, Czech Republic, Romania, Ukraine, Baltics)	Hakan Durdag, European Licensing Co. (ELC)
		All (Central America, Caribbean)	Celeste Curley, CLAP S.A.
Gruffalo (The)	Classic brand based on the award-winning story of one of the world's best-loved monsters and his encounter with the little brown mouse in the deep dark wood.	All (New Zealand)	Mark Paul, Global Licensing (NZ) Ltd.
Harry & David	Gourmet fruit and items, part of 1-800 Flowers portfolio.	All (U.S., Canada)	James Slifer, Joester Loria Group (JLG)

\*Extension or renewal.

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## Licensing News *Continued from page 9*

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
<b>Highway Rat (The)</b>	Tale of a wickedly lovable villain that likes to steal snacks, who gets his just deserts.	All (New Zealand)	Mark Paul, Global Licensing (NZ) Ltd.
<b>Jimi Hendrix</b>	Marking both the 75th anniversary of his birth and 50th of his debut album; continued "curation" and distribution of the rock icon's catalog and archives.	All (Worldwide)	Adam Block, Sony Music Entertainment
<b>Justine "iJustine" Ezarik</b>	Mainstay in the YouTube community for more than a decade, with more than 650 million views on her primary channel.	All (Worldwide)	Gary Krakower, WME/IMG Worldwide Licensing
<b>Luis Fitch</b>	Artist and designer with a bicultural perspective; his Hispanic roots and skills in design and marketing targets the Hispanic market.	Giftware, greeting cards, home & garden decor, stationery, tabletop items, textiles (Worldwide)	Marty Segelbaum, MHS Licensing + Consulting
<b>Match Attax</b>	Trading card game, one of the U.K.'s top children's football brand.	Accessories, apparel, gifts, stationery (U.K.)	Rob Corney, Bulldog Licensing
<b>Moose Munch</b>	Gourmet popcorn, part of 1-800 Flowers portfolio.	All (U.S., Canada)	James Slifer, Joester Loria Group (JLG)
<b>Popcorn Factory (The)</b>	Popcorn and specialty treats, part of 1-800 Flowers portfolio.	All (U.S., Canada)	
<b>Room on the Broom</b>	Tale of a kind witch's cat, who becomes jealous when she invites a dog, a bird and a frog for a ride on her broom.	All (New Zealand)	Mark Paul, Global Licensing (NZ) Ltd.
<b>Spartan Race</b>	One of the largest obstacle race and endurance brands, with one million participants across more than 200 events in more than 30 countries worldwide.	All (North America)	Cynthia Modders, Firefly Brand Management
<b>Stick Man</b>	Story about a father who after going for a jog one day, encounters a series of unfortunate adventures leading him far from home and how he gets back to his family tree.	All (New Zealand)	Mark Paul, Global Licensing (NZ) Ltd.
<b>Welch's</b>	Makers of juices, jams and jellies made from Concord grapes grown by approximately 900 family farmers who own the company.	All (U.K.)	Teri Niadna, Brandgenuity Europe
<b>Wolferman's</b>	English muffins and breakfast treats, part of 1-800 Flowers portfolio.	All (U.S., Canada)	James Slifer, Joester Loria Group (JLG)
<b>World of Dinosaur Roar! (The)</b>	Book series inspired by the 1990's picture book Dinosaur Roar! All dinosaurs in the series have been verified and approved by the natural History Museum in London.	All (U.K., Ireland)	Rob Corney, Bulldog Licensing
<b>Yu-Gi-Oh!</b>	Story of a boy named Yugi Mutou, who solves the ancient Millennium Puzzle and awakens a gambling alter-ego within his body that solves his conflicts using various games.	All (France)	Francoise Bouvet, MJA Licensing

## International Licenses Recently Granted

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
<b>50 Peaks</b>	Tharanco Lifestyles	Apparel (women's) (North America)	Cherokee Global Brands
<b>Aaahh!!! Real Monsters</b>	IDW Publishing/IDW Games	Games (North America)	Nickelodeon & Viacom Consumer Products (NVCP)
<b>American Horror Story</b>	Titan Merchandise/Titan Entertainment	Figures (Worldwide)	20th Century Fox Consumer Products
<b>Amylee Weeks</b>	Avanti Linens	Bath ensembles (U.S., Canada)	MHS Licensing + Consulting
<b>Angry Beavers (The)</b>	IDW Publishing/IDW Games	Games (North America)	Nickelodeon & Viacom Consumer Products (NVCP)
<b>Animals' Vacation (The)</b>	Framebridge	Framed art (North America)	Penguin Young Readers Group
<b>Archie Comics</b>	Z Produx/Z Palette	Makeup organizers (U.S., Canada)	King Features Syndicate
<b>Audrey Jeanne Roberts</b>	Avanti Linens	Bath ensembles (U.S., Canada)	MHS Licensing + Consulting
	Christian Art Distributors/CUM Books	Coasters, mugs, trays (U.S., Canada, ANZ, Africa)	
	Designs Combined	Dinnerware, pillows, runners, stockings, wall decor (U.S., Canada)	
	Enchante Accessories	Albums, gift bags, journals, sketchbooks, storage boxes (Worldwide)	
<b>Betty Boop</b>	Fancy That Gift & Decor	Clocks, decorative boxes, trays, wall decor (U.S., Canada)	King Features Syndicate
	Dony Corp.*	Bags, luggage, totes (U.S., Canada)	
	Go to Market	Cosmetics, fragrance, hair products (Peru)	
	Instant Gifts Intl. Ltd.*	Chocolate bars, gifts & collectibles, iPad covers, tea sets (U.K., Ireland)	
	Isshindo Honpo*	Cosmetic face masks (Japan)	
<b>Bush Baby World</b>	MLT Retail Ltd.*	Hand-painted glassware (U.K., Ireland)	Brands With Influence
	Z Produx/Z Palette	Makeup organizers (U.S., Canada)	
<b>Call of Duty</b>	Golden Bear Toys	Toys (U.K.)	Activision
<b>CatDog</b>	Dreamtex Ltd.	Home textiles (U.K.)	Nickelodeon & Viacom Consumer Products (NVCP)
<b>CatDog</b>	IDW Publishing/IDW Games	Games (North America)	Nickelodeon & Viacom Consumer Products (NVCP)
<b>Christine Adolph</b>	DesignScapes	Nesting boxes (U.S., Canada)	MHS Licensing + Consulting
<b>Chupa Chups</b>	Take & Care Concept Co., Ltd.	Bath & beauty products (Thailand)	Perfetti Van Melle (PVM)/PVM Licensing
<b>Colour Fairies</b>	Orka Home Solutions Pvt. Ltd.	Bean bag chairs, ottomans, wall decals (India, Middle East)	Aadarsh Pvt. Ltd.
<b>Corduroy</b>	Framebridge	Framed art (North America)	Penguin Young Readers Group
<b>Crystal Palace FC</b>	Ecell Global Ltd.	Mobile accessories (U.S., U.K., Germany, Italy, Australia, Hong Kong, China, Japan, Philippines)	CPLG U.K. (Copyright Promotions Licensing Group)
<b>Crystal Palace FC</b>	SoccerStarz div. Creative Toys Company/ Creative Distribution Ltd.	Collectible figurines (U.K.)	CPLG U.K. (Copyright Promotions Licensing Group)

\*Extension or renewal.

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## Licensing News *Continued from page 10*

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
<b>Danger Mouse</b>	Galaxy Optical Services Ltd.	Eyewear (U.K.)	Brand & Deliver (B&D)
<b>DC Super Hero Girls</b>	Egmont (U.K.)	Magazines (U.K.)	Warner Bros. Consumer Products
<b>Dragons Love Tacos</b>	Framebridge	Framed art (North America)	Penguin Young Readers Group
<b>ED by Ellen DeGeneres</b>	PetSmart	Cat products (U.S., Canada)	ED by Ellen DeGeneres/BCL-ED Newco
<b>emoji</b>	Selfridges & Co. Ltd.	Personalized back-to-school products (U.K.)	Bravado Intl. Group div. Universal Music Group
	Specsavers Optical Group	Eyewear (children's) (U.K.)	Global Merchandising Services
<b>Fisher-Price</b>	Three Guns	Apparel (China)	Mattel Asia Pacific
<b>Garfield</b>	All Be Mine International Develops Co., Ltd.	Bags, blankets, cushions, pillows, plush, slippers (Taiwan R.O.C.)	Medialink (Far East) Ltd.
	Animoca Brands	Mobile apps (Worldwide)	Paws, Inc.
	Bare Tree Media	Lock screen apps (Worldwide)	
	Fred & Ginger (Gifts) Ltd.	Pet gifts (U.K., Eire)	Bulldog Licensing
	Freeze Tag Inc.	Augmented reality software (Worldwide)	King Features Syndicate
	Licensing Essentials	Drinkware, housewares, key rings, socks (ANZ)	Global Licensing (NZ) Ltd.
	MBI/Danbury Mint U.K.	Dolls, plush, puppets (U.S., Canada, U.K., Eire)	Bulldog Licensing
	Mino Games	Mobile apps (Worldwide)	King Features Syndicate
	Shoal Games	Coloring books, games, puzzles, videos (Worldwide)	JAM Brands
<b>Gruffalo (The)</b>	Thos Holdsworth & Sons Ltd./Leisure Dynamics NZ Ltd.	Games, puzzles (New Zealand)	Global Licensing (NZ) Ltd.
<b>Harry Potter</b>	Primark Ltd.	Apparel, loungewear (U.K.) Home accessories, stationery (U.K.)	Warner Bros. Consumer Products (EMEA)
<b>Hatchlings</b>	Maad Toys	Backpacks (children's), bags, handbags, purses, soft toys (U.K.)	Bulldog Licensing
<b>Head</b>	Wagner + Kühner GmbH	Eyewear (Worldwide)	HEAD Sport GmbH
<b>Hey Arnold!</b>	IDW Publishing/IDW Games	Tabletop games (North America)	Nickelodeon & Viacom Consumer Products (NVCP)
<b>Hi-Tec</b>	Tharanco Lifestyles	Apparel (women's) (North America)	Cherokee Global Brands
<b>I Like Birds</b>	My Gifts Trade	Home textiles, mugs (U.K.)	JELC Ltd.
	Quadrille Publishing div. Hardie Grant	Note cards, note pads, notebooks (U.K., Australia, North America)	
<b>Invader Zim</b>	IDW Publishing/IDW Games	Tabletop games (North America)	Nickelodeon & Viacom Consumer Products (NVCP)
<b>James Meger</b>	Gerson Co.	Lanterns, ornamentals, wall decor (U.S., Canada)	MHS Licensing + Consulting
<b>Joey Bearbower</b>	Boelter Brands	Coasters, travel mugs (U.S., Canada)	
	Christian Brands	Bookmarks, cards, magnets, posters (Worldwide)	
<b>Justice League</b>	Bioworld Merchandising	Apparel (Worldwide)	Warner Bros. Consumer Products
	Campari Group	Soft drinks (Italy)	
	Converse	Footwear (U.S., Canada)	
	Funko	Vinyl figures (U.S., Canada)	
	Gap	Apparel (U.S., Canada)	
	Good Smile Company, Inc.	Collectible figurines (Japan)	
	Hallmark Cards	Gifts, ornaments, plush (U.S., Canada)	
	Hot Toys Ltd.	Collectible figures (Japan)	
	Inditex	Accessories, apparel (Spain, Portugal)	
	LEGO Systems	Construction block sets (Worldwide)	
	Mattel	Collectibles, toys (U.S., Canada, U.K., Europe)	
	Mauritius GmbH	Leather apparel (Germany)	
	Panini Group U.K.	Sticker albums, stickers (North America, EMEA, LATAM)	
	Schleich GmbH	Collectible figures (Germany)	
	Takara TOMY Co. Ltd.	Toys (Japan)	
	Under Armour	Athletic apparel (Worldwide)	
<b>Kim Norlien</b>	Design Works Crafts	Sequined calendar craft kits (Worldwide)	MHS Licensing + Consulting
<b>Lisa Jane Smith</b>	DesignScapes	Gift bags (U.S., Canada)	MHS Licensing + Consulting
<b>Little Prince (The)</b>	Spreadshirt (sprd.net AG)	Accessories, phone cases, t-shirts (U.K., Germany, Austria, Switzerland, Poland, Italy, Spain)	Euro Lizenzen
<b>Llama Llama</b>	Framebridge	Framed art (North America)	Penguin Young Readers Group
<b>Madballs</b>	Concept One Accessories	Cold weather accessories, headwear (U.S., Canada)	American Greetings Entertainment
<b>Martha Stewart</b>	USA Today Network div. Garnett Co. Inc.	Events (North America)	Sequential Brands Group
<b>Max and Marla</b>	Framebridge	Framed art (North America)	Penguin Young Readers Group

\*Extension or renewal.

*Continued on page 12*

## Licensing News *Continued from page 11*

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
May Gibbs	Bubba Organics	Baby skincare products (Australia)	Merchantwise
Minions	Appy Food & Drinks	Juice (U.K.)	Universal Brand Development (U.K.)
Mitford at the Fashion Zoo	Framebridge	Framed art (North America)	Penguin Young Readers Group
MLB Players Association	Jump Ramp Games/Lucktastic	Mobile game apps (North America)	MLB Players Association
Moana	Egmont (U.K.)	Magazines (U.K.)	Disney Consumer Products
Monster Jam	Spin Master	Master toy (Worldwide)	Feld Entertainment
Mossy Oak	Outdoor Tech	Audio electronics, power products (North America)	Haas Outdoors
Mr. Men & Little Miss	Shoal Games	Mobile game apps (Worldwide)	Sanrio
My ABC Book	Framebridge	Framed art (North America)	Penguin Young Readers Group
Nautica	Cavalier Fashion Group	Apparel (men's) (Mexico)	Nautica div. VF Corp.
Not So Quiet Library (The)	Framebridge	Framed art (North America)	Penguin Young Readers Group
Outlander	Hot Topic*	Apparel (North America)	Sony Pictures Consumer Products
	Torrid*	Accessories, plus size apparel (North America)	
Pat Pauley	Fabrique Innovations	Fabric, throws (U.S., Canada)	MHS Licensing + Consulting
Patrick Reid O'Brien	Chillybears	Apparel (U.S., Canada)	
	Clementoni S.p.A.	Puzzles (Turkey)	
	DesignScapes	Gift bags (U.S., Canada)	
Pepsi Crystal	CafePress	Print-on-demand products (North America)	Joester Loria Group (JLG)
Perry Ellis	ACI International	Footwear (mens') (U.S., Canada)	Perry Ellis Intl./PEI Licensing
Peter Pan	Cath Kidston Ltd.	Accessories, apparel (U.K.)	Disney Consumer Products
Phantom (The)	Frew Publications Pty Ltd.	Figures (Australia)	King Features Syndicate
	St. Leo's College*	College activewear, college apparel (Australia)	
Playmobil	Saludes Play	Themed playgrounds (Spain)	Nottingham Forest
Popeye	Ad-lib	Apparel (boys', juniors', men's) (Hong Kong, Macau, Taiwan)	King Features Syndicate
	Beeline Creative	Novelty drinkware (U.S., Canada)	
	Bellerose Belgium SA/NV	Bags, sweatshirts, t-shirts (children's), t-shirts (women's) (France, Belgium, Netherlands)	
	Foska.com	Cycling jerseys, jackets, running vests, socks (U.K., Ireland)	
	La Gazzetta dello Sport/RCS Libri S.p.a.	Comic book series (Italy)	
	TEXTISS U.S.	Underwear (boys'), underwear (men's) (North America)	
Power Rangers	Disguise div. Jakks Pacific*	Costume accessories, costumes (U.S., Canada, LATAM)	Saban Brands
Purple Turtle	Orka Home Solutions Pvt. Ltd.	Bean bag chairs, ottomans, wall decals (India, Middle East)	Aadarsh Pvt. Ltd.
Ren & Stimpy Show (The)	IDW Publishing/IDW Games	Games (North America)	Nickelodeon & Viacom Consumer Products (NVCP)
Robin Roderick	Fancy That Gift & Decor	Clocks, decorative boxes, trays, wall decor (U.S., Canada)	MHS Licensing + Consulting
	HouseWares Intl.	Ceramic mugs (U.S., Canada)	
	LPG Greetings	Greeting cards (U.S., Canada)	
Rocket Power	IDW Publishing/IDW Games	Games (North America)	Nickelodeon & Viacom Consumer Products (NVCP)
Rocko's Modern Life	IDW Publishing/IDW Games	Games (North America)	Nickelodeon & Viacom Consumer Products (NVCP)
Royal Horticultural Society	Frances Lincoln div. Quarto Publishing Group U.K.	Notebooks, stationery sets (Worldwide)	Royal Horticultural Society/RHS Enterprises Ltd.
	Kimm & Miller	Food gift collections (U.K.)	
Rubik's Cube	John Adams Leisure Ltd.	Puzzles (preschool-2nd grade) (U.K.)	Rubik's Brand Ltd.
Rugrats	IDW Publishing/IDW Games	Tabletop games (North America)	Nickelodeon & Viacom Consumer Products (NVCP)
Sara B.	Husain Intl.	Area rugs (U.K.)	Jewel Branding & Licensing
SEKSY	Swiss Eyewear Group (Intl.) AG	Eyewear, sunglasses (Worldwide)	Time Products (U.K.) Ltd.
Shopkins	Build-A-Bear Workshop	Custom plush, plush accessories (U.S., Canada, U.K.)	Moose Toys
Smiley	Olivier Baby & Kids Ltd.	Accessories (children's), apparel (children's) (U.K.)	SmileyWorld
	Sweet Pants	Apparel, hats, leisurewear (France)	
Snoopy	BVB Merchandising GmbH/Borussia Dortmund GmbH & Co. KGaA	Co-branded apparel (U.K., Austria, Switzerland, France, Poland)	Peanuts Worldwide div. Iconix Brand Group
Snow White	Saks Fifth Avenue	Accessories, gifts & collectibles (U.S., Canada)	Disney Consumer Products
Spider-Man: Homecoming	Pizza Hut	Promotional products (Worldwide)	Sony Pictures Consumer Products
SpongeBob SquarePants	IDW Publishing/IDW Games	Tabletop games (North America)	Nickelodeon & Viacom Consumer Products (NVCP)

\*Extension or renewal.

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## Licensing News *Continued from page 12*

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Star Trek	EagleMoss Publications	Graphic novels (U.S., U.K., ANZ, France, Germany, Poland, Russia) Collectible vehicles (U.S., U.K., ANZ, France, Germany, Poland, Russia)	CBS Consumer Products
Star Trek: Discovery	Cotton Division Danilo Promotions Ltd. Disruptor Beam EagleMoss Publications IDW Publishing Impact Rock Merchandise Pyramid Intl. Rubie's Masquerade Co. U.K. Ltd. Simon & Schuster Titan Books/Titan Entertainment	Accessories, apparel (France) Calendars (U.K.) Mobile games (Worldwide) Collectible vehicles (U.S., U.K., ANZ, France, Germany, Poland, Russia) Comics (Worldwide) Art, posters (Australia) Fan gear, posters, prints (U.K.) Costumes (U.K.) Books (Worldwide) Magazines (Worldwide)	
Star Trek: The Next Generation	Hallmark Cards	Plush (U.S., Canada)	
Stephanie Ryan	Design Design Enchante Accessories	Greeting cards (Worldwide) Decorative boxes, dinnerware, gift bags, greeting cards, stationery (Worldwide)	MHS Licensing + Consulting
Thunderbirds Are Go!	Kuato Studios	Story-telling game apps (Worldwide)	ITV Studios Global Entertainment - Kids Division
Top Gear	Motorious Entertainment	Mobile games (Worldwide)	BBC Worldwide
UFC	Dyaco Intl. Inc.	Fitness equipment & accessories (Worldwide (excluding China))	WME/IMG Worldwide Licensing
Very Hungry Caterpillar (The)	Portmeirion Group PLC	Bakeware, giftware, melamine (U.K.)	Rocket Licensing
Victoria Schultz	Gerson Co.	Wall decor (U.S., Canada)	MHS Licensing + Consulting
Wild Thornberrys (The)	IDW Publishing/IDW Games	Tabletop games (North America)	Nickelodeon & Viacom Consumer Products (NVCP)
Wonder Bear	Framebridge	Framed art (North America)	Penguin Young Readers Group
WWE	Mattel SEGA of America	Action figures, fashion dolls, role play items (Worldwide) Mobile games (Worldwide)	World Wrestling Entertainment (WWE)
Yu-Gi-Oh!	Funko GameStop	Vinyl figures (U.S., Canada) Collectible figurines (Worldwide)	4K Media

\*Extension or renewal.



## contacts & connections

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

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*Continued on page 14*

**contacts & connections** *Continued from page 13*

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**Bungalow Flooring**, Lindsey Shrader, Sales Executive & Business Development Manager, 866-747-2481, lshrader@bungalowflooring.com, P. 8-9.

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**Camuto Group**, Leah Robert, Chief Communications & Strategic Development Officer, 203-413-6500, leah.robert@camutogroup.com, P. 8.

**CBS Consumer Products**, Veronica Hart, SVP Licensing & Consumer Products, 212-975-6894, veronica.hart@cbs.com, P. 9,13.

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**Diamond Select Toys & Collectibles**, Zach Oat, Marketing Supervisor, 443-318-8336, ozach@diamondselecttoys.com, P. 9.

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

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- New Sega Home Textiles**, Vincent DeRosa, VP Sales & Marketing, 347-773-5486, vincent.derosa@newsegahome.com, P. 9.
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- Northwest Co. (The)**, Kim Rizzardi, VP Licensing, 516-484-6996 x1, kim.rizzardi@thenorthwest.com, P. 9.
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## international contacts & connections

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*Continued on page 17*



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## ECOMMERCE

## To Join, or Not to Join: Amazon's Retail Takeover

While some brands are embracing the Amazon marketplace, others are waging war against the ecommerce giant. Brands must make a choice: Deal with the black and/or grey markets, or else become part of the white market.

Online/ecommerce grew in distribution channel share by three-tenths of a percentage point last year to reach 11.7% of all licensed sales in the U.S./Canada—or almost \$12.47 billion—according to *TLL's Licensing Business Survey*. In comparison, the U.S. Commerce Dept. reports that 8.1% of all retail sales were made online in 2016. Excluding fuel, automobiles, and restaurant and bar sales, that share rises to 11.7%, or \$394.9 billion.

Meanwhile, Slice Intelligence estimates that 43% of all total online retail sales in the U.S. went through Amazon in 2016. That would mean that Amazon accounted for \$169.81 billion of all U.S. retail sales, and approximately \$4.02–4.56 billion of licensed retail sales in the U.S. in 2016.

Amazon currently counts over 80 million U.S. Prime members (or around 25% of the population), according to Consumer Intelligence Research Partners. While the ecommerce giant seems to be taking steps to protect brands, its main retail strategy has always been, and remains to this day, getting as much stock on its site as possible—even at the risk of burning bridges with its partners. One answer? Develop your own ecommerce platform.

### Third-Party Shuffle

After years of relative inactivity, Amazon moved to respond to brands' concerns about counterfeiters in 2016 by instituting new controls on its third-party marketplace. Amazon began allowing brands not only to register, but also restrict, sales of products on its platform. In order to sell certain items on Amazon, third-party vendors must provide proof that they are authorized to sell a brand's products (with invoices, authorization letters, etc.). To help weed out smaller players, Amazon then asks these sellers to pay a non-refundable fee of anywhere between \$1,000–3,000 (depending on the brand) if their application to list a product is approved. Sellers get paid every two weeks, unlike on other ecommerce platforms. And then on top of that, the ecommerce giant takes a cut of one-third of the sales price when third-party vendors use its Fulfillment by Amazon service (usage was up by 70% in 2016, according to Amazon).

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

And it appears that Amazon will be expanding its registry, with the company citing the fight against counterfeits as a major goal for 2017. The ecommerce giant is allegedly building teams in the U.S. and Europe to work with major brands on a registry to prevent fakes.

### Gated Brands

*TLL* cross-referenced several lists, such as those from The Selling Family and Helium 10, for current restricted ("gated") brands. Note that not all products (differentiated by ASIN) are restricted for every brand; third-party vendors report patchy, unpredictable enforcement that tends to focus on newer goods rather than used. Toy/game brands include:

- ▶ Disney (\$1,000 fee required to sell after authorization),
- ▶ Gund,
- ▶ Hasbro,
- ▶ Funko (\$1,000),
- ▶ Lego (\$1,000),
- ▶ Mattel,
- ▶ Paw Patrol,
- ▶ Pokémon,
- ▶ Star Wars (\$1,500), and
- ▶ Minecraft.

Other brands include:

- ▶ Harley-Davidson,
- ▶ Adidas (\$1,500),
- ▶ Nike (\$1,500),
- ▶ Dewalt (\$1,000),
- ▶ Polo Ralph Lauren (\$1,500), and
- ▶ Elizabeth Arden.

The fees collected are allegedly used by Amazon to detect and combat counterfeit items.

Third-party sellers are responsible for at least 44% of Amazon's stock—but Amazon doesn't break out how much of these sales impact its bottom line in its financial statements. The company lumps third-party sales with all service sales such as compute, storage and database offerings; fulfillment; publishing; certain digital content subscriptions; advertising; and co-branded credit cards (in partnership with Visa). These collected service sales made up 30% of Amazon's net total sales, or \$41 billion, in 2016.

According to Amazon, the number of third-party sellers that sold at least \$100,000 worth of goods grew by 30% in 2016. Smaller players are getting increasingly locked out of the gate. But that doesn't mean that the black or grey markets will be wiped out—on the contrary, the *WSJ* reports that hackers can easily take over old accounts and begin vending thousands of unvetted or unshipped goods. And if a brand is lax in locking down its distribution contracts, even if it does not want its goods to be sold via a third-party on Amazon, a third-party seller may still be approved by the ecommerce giant.

### Fighting Back

But some brands have managed to utilize their leverage effectively. Even if third-party vendors are authorized to sell their branded goods online, some brands are balking at listing their products on Amazon in what is considered the grey market. In the EU, Coty secured a favorable, non-binding decision from a top advisor to the EU's Court of Justice. The decision states that according to European

case law, Coty may lawfully block an authorized German retailer (Parfümerie Akzente) from selling its beauty products on Amazon—including licensed fragrances for Calvin Klein, Balenciaga, Marc Jacobs, and Miu Miu.

Most recently, Birkenstock USA's CEO sent out a blistering email to its merchants prohibiting shop owners from selling, distributing, or shipping its products to resellers. The condemnation came after Amazon had contacted tens of thousands of domestic retailers, asking them to sell their products directly to Amazon—and thereby bypassing Birkenstock.

Birkenstock's strategy makes sense—if Amazon won't enforce its distribution agreements, it will. Even if the brand partners with Amazon directly, there is no guarantee that its interests will be represented. According to the Susquehanna Financial Group, commenting on the recent Amazon/Nike partnership (below), although “removing unauthorized third-party Nike product sales would help enhance Nike's brand presentation and prevent counterfeit sales, given Amazon's reputation as a transactional retailer with no interest in brand building, we have doubts as to whether Amazon will ever agree to the removal of an unauthorized third-party Nike sales from the site.” And that's for a brand with relatively hefty financial leverage to pressure Amazon. So what does it take? Apparently, the power of sports.

In 2016, the NFL and MLB threatened to entirely ban the sale of licensed goods on eBay, Amazon, and other third-party ecommerce marketplaces—and Amazon responded by stepping up to enforce the sports leagues' selective distribution agreements (at the time, against its own policy). After a massive purge in late 2016, however, Amazon is now quietly operating a “Fan Shop” store with a relatively paltry selection of team-branded merchandise for all of the five major sports leagues. Presumably, these vendors have been authorized to sell on Amazon through their own licensing agreements. As for the rest, they have apparently been replaced by a new partner of choice—Fanatics.

### An Alternative?

One answer brands may have is to develop their own ecommerce platform, and reap the benefits of licensing more directly. But it's not easy.

Sports brands are one example of how this strategy can successfully play out. According to *TLL's Licensing Business Survey*, 11.2% of all sports-based licensed retail sales were made through ecommerce channels in 2016, or \$1.66 billion. And one company is looking to dominate the lion's share of the market.

In May, the NFL, NFLPA, and MLB all purchased equity stakes in the online sports retailer Fanatics, which is now one of the biggest licensees for each league. Collectively, the NFL and MLB accounted for \$7.27 billion in licensed sports-based retail sales in 2016. And Fanatics is thought to be worth \$8.3 billion, according to an IBISWorld report.

When GSI bought Fanatics, it recorded fiscal 2010 revenues of \$186.3 million and operating income of \$23.8 million.

In addition to selling licensed merch online through over 300 stores for all five major professional sports leagues, sports media brands, and 150+ collegiate and professional team properties, Fanatics also operates brick-and-mortar events retail for several properties, including NASCAR, the Kentucky Derby, and Intl. Speedway Corp.'s motorsports tracks. But most of its gains are not from merchandise sales—Fanatics is estimated to make two-thirds of its revenues from the digital and ecommerce services it provides to other sports leagues, media brands, and collegiate and professional teams.

Amazon isn't sitting still. Earlier this year, Amazon bought the rights to the NFL's streaming package, and will offer 10 Thursday night games for free to its Amazon Prime subscribers around the world. The cost? A reported \$50 million, or 5x more than Twitter had paid the year before for the same package. While some analysts insist the deal makes good fiscal sense, especially considering the hefty \$2.8 million price tag for advertising packages Amazon sold afterwards, the deal seems, in part, a bid to try to take back a piece of the \$15.4 billion U.S./Canadian sports-based licensing market from an up-and-coming competitor.

### If You Can't Beat Them

On the other hand, some brands have decided to join the Amazon marketplace directly, reducing the hold of third-party sellers by selling their products at a discount, or through a direct partnership with Amazon that gives greater control to the licensor over how officially licensed goods are marketed.

Cash-strapped Sears joined hands with the ecommerce giant to sell Kenmore appliances directly on Amazon. Although Sears was one of the first to vend goods online, the retailer seems to be regarding Amazon as a distribution channel and digital marketing partner, rather than as a direct competitor. Some of the Kenmore-branded goods will incorporate Amazon's digital assistant technology Alexa, marking a step in Amazon's ambitions to develop smart home technology.

Nike confirmed that it is planning to open a dedicated shop on Amazon, giving the athletic company more control over how its products are marketed (currently, Nike products can be found on the site via both licensed and unlicensed sources). Rival Adidas already seems to have a custom store page on the site, although officials have not confirmed a relationship with Amazon. Other brands that have done the same recently include Samsung, Microsoft, and Bose.

### Distributor-to-Distributor

Despite these new partnerships, Amazon is not abandoning its previous, tried-and-true strategy of targeting distributors to expand its branded offerings. Amazon's

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recent acquisition of Whole Foods is one example of its willingness to work with other vendors to snatch away market share from competitors. And the Birkenstock email points to a concentrated effort of the part of the e-commerce giant to target brands that aren't already on board.

Amazon recently partnered with Violet Grey, a luxury L.A. beauty emporium whose best-selling brands include Chanel, Tom Ford, Dior and Dr. Barbara Sturm—none of which are currently in stock on Amazon. Grey will receive a 20–30% commission on the as-yet-unknown curated selection of products. The deal allows Amazon the chance to cultivate a prestige reputation by appealing to

well-connected fashion tastemakers with strong editorial content—Grey also specializes in content production.

But Amazon's distributor-to-distributor partnerships haven't always been successful. In 2009, Amazon agreed to pay out \$51 million to Toys 'R' Us after the toy retailer accused Amazon of breaking their contract by allowing other companies to sell toys, games, and baby items on the site. Amazon countersued, alleging that TRU consistently failed to keep products in stock. The legal fight lasted five years. As noted above, it's unlikely that Amazon would ink any type of agreement that demands exclusivity on its part.

ENTERTAINMENT/CHARACTER

56% of Upcoming Films are Reboots, Sequels

TLL has added even more films to our ongoing list of planned films with licensing potential—now totaling 159 titles through 2025.

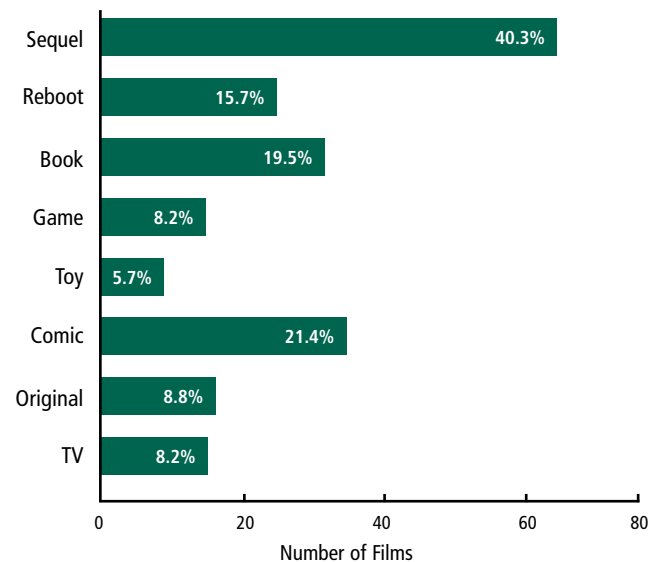
Note that although all of the release dates for movies on the list have been checked against multiple sources, there is still a probability dates will change. The further in the future a film is, the more likely its release date is to move. Just over 20% of the films on the list do not have an official release date confirmed by their respective studio. We estimate that for most, a final date will land somewhere between 2020–2025.

Breaking down the numbers behind the list, 40% of titles are sequels (64 titles) and 16% are reboots (25).

Books lead among source material with 20% share, or 31 titles. One of the most impressive areas of growth is the number of films with comics as their source material—just over 21% with 34 titles. But games are catching up as a hot source of movie material—8% of titles (13) are based on board, video, or mobile games. The same number is based on TV series. Toy-based plots appear the least, with just 6% (9) titles.

Just under 9% share are original films (14).

SOURCE OF LICENSABLE FILMS PROJECTED FOR RELEASE, SEPT. 2017–2025



Note: Films may have more than one source.

SOURCE: THE LICENSING LETTER

Planned Feature Films with Licensing Potential, 2017–2025

FILM	PLANNED RELEASE	FILM COMPANY	SUMMARY	SEQUEL	REBOOT	BOOK	GAME	TOY	COMIC	ORIGINAL	TV
SpacePOP: Not Your Average Princesses	9/16/2017	Fathom Events	One-day event brings the hit animated YouTube series to the big screen. Intergalactic princesses disguise themselves as musicians and form a band.							X	
The LEGO Ninjago	9/22/2017	Warner Bros.	Big-screen animation based on LEGO's popular ninja-inspired building sets and figures.					X			X
Kingsman: The Golden Circle	9/22/2017	20th Century Fox	Sequel to 2015 spy action comedy film directed by Matthew Vaughn stars the titular group as they move operations stateside after their headquarters are destroyed.	X		X					
Blade Runner: 2049	10/6/2017	Warner Bros.	Harrison Ford reprises his role in this sequel to the 1982 film.	X							
My Little Pony	10/6/2017	Lionsgate	Animated film produced by Hasbro's Allspark Pictures is based on the toy company's colorful winged ponies, a \$1 billion-plus brand.					X			X

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## Planned Feature Films with Licensing Potential, 2017–2025 *Continued from page 20*

FILM	PLANNED RELEASE	FILM COMPANY	SUMMARY	SEQUEL	REBOOT	BOOK	GAME	TOY	COMIC	ORIGINAL TV
Friday the 13th Reboot	10/13/2017	Paramount Pictures	Reboot is being teased as answering the decades-old question of why slasher Jason Voorhees can't be killed. Michael Bay is a producer.		X					
Wonderstruck	10/20/2017	Amazon Studios	Adaptation of Brian Selznick's graphic novel about two deaf kids separated by 50 years.			X				
Thor: Ragnarok	11/3/2017	Walt Disney Studios	Chris Hemsworth and Tom Hiddleston are again Thor and Loki. In this third Thor installment they deal with the Norse apocalypse.	X					X	
Paddington 2	11/10/2017	The Weinstein Co.	Sequel to 2014 film; based on the children's books by Michael Bond.	X		X				
Show Dogs	11/10/2017	Open Road Films	A police dog must undergo a makeover to go undercover at a dog show.							X
The Star	11/10/2017	Sony Pictures	This spin on the Nativity story stars a small but brave donkey and his animal friends as unsung heroes.			X				X
Justice League	11/17/2017	Warner Bros.	The DC gang's all here in this story focused on the original incarnation of the Justice League: Batman, Superman, Wonder Woman, Aquaman, the Flash and Green Lantern.						X	X
Coco	11/22/2017	Walt Disney Studios	Animated Pixar film stars a young aspiring musician as he stumbles into the colorful Land of the Dead and journeys to unlock the mystery behind his family history.							X
Let It Snow	11/22/2017	Universal Pictures	Three stories intertwine as teens experience a huge holiday snow storm. Based on a short story collection by John Green and others.			X				
Murder on the Orient Express	11/22/2017	20th Century Fox	Kenneth Branagh stars as genius Belgian detective Hercule Poirot.		X	X				
Star Wars: The Last Jedi (Episode VIII)	12/15/2017	Walt Disney Studios	Picks up where 2015's Episode VII: The Force Awakens leaves off. Second film in Disney's new Star Wars sequel series since acquiring Lucasfilm.	X						
Ferdinand	12/15/2017	20th Century Fox	Blue Sky Studios' adaptation of the classic Munro Leaf children's book.			X				
Pitch Perfect 3	12/22/2017	Universal Pictures	Another a capella adventure.	X						
Six Billion Dollar Man	12/22/2017	Dimension Films	Mark Wahlberg stars as the bionic man from 70's TV series, The Six Million Dollar Man, adjusted for inflation.			X				X
The Croods 2	12/22/2017	DreamWorks Animation	Sequel to the 2013 caveman hit; with Emma Stone and Nicolas Cage.	X						
Greatest Showman on Earth (The)	12/25/2017	20th Century Fox	Hugh Jackman as entertainer extraordinaire P.T. Barnum in this musical.							X
Chicken Soup for the Soul	TBA 2017	Warner Bros.	Drama drawn from the inspirational book series created by Jack Canfield and Mark Victor Hansen in 1993, which has sold 100 million-plus copies in North America.			X				
Creed 2	TBA 2017	MGM Studios	Sequel to 2015's next-generation Rocky hit, with Sylvester Stallone and Michael B. Jordan.	X						
Godzilla: Planet of the Monsters	TBA 2017	Toho	Animated CGI feature follows Godzilla Resurgence with high-powered anime talent.	X						
Jeepers Creepers 3	TBA 2017	American Zoetrope	Threequel to the Jeepers Creepers horror films. Previous releases in 2001, 2003.	X						
Gnomeo & Juliet: Sherlock Gnomes	1/12/2018	Paramount Pictures	The gnomes recruit renowned detective Sherlock Gnomes to investigate the disappearance of other garden statuary; voices by Johnny Depp and Emily Blunt.	X						
Maze Runner: The Death Cure	2/9/2018	20th Century Fox	Based on the third novel in the series by James Dashner. Sequel to the 2015's The Maze Runner: The Scorch Trials.	X		X				
Fifty Shades Freed	2/9/2018	Universal	Third installment in the Fifty Shades trilogy details the couple's life after marriage.	X		X				
Black Panther	2/16/2018	Walt Disney Studios	The royal leader of an African nation is bestowed with superpowers. Chadwick Boseman stars.						X	
Larrikins	2/16/2018	DreamWorks Animation	Follows a young, desert-dwelling marsupial who ventures out from his sheltered life.							X
Ralph Breaks the Internet: Wreck-It Ralph 2	3/9/2018	Walt Disney Studios	Rich Moore returns to direct the sequel, which will see Ralph leave the arcade to explore the internet.	X			X			
Tomb Raider	3/16/2018	Warner Bros.	Alicia Vikander stars in film detailing Lara Croft's first adventure.		X		X			
Pacific Rim: Uprising	3/23/2018	Universal Pictures	Sequel to the 2012 film about giant monsters and robots.	X						
Anubis	3/23/2018	20th Century Fox	Animated story of a mummy's curse and Underworld monsters, based on the 2006 novel by Bruce Zick.			X				
Peter Rabbit	3/23/2018	Sony Pictures	Based on the classic Beatrix Potter character, the film will mix animation and live action.			X				
Robin Hood	3/23/2018	Lionsgate	A gritty take on the classic Robin Hood story.			X				
MEG	4/2/2018	Warner Bros.	Science fiction and giant monster action thriller based on Steve Alten's book, "Meg."			X				
Dark Universe: Monsters franchise film	4/13/2018	Universal Pictures	New Universal monster franchise film.		X					
New Mutants	4/13/2018	20th Century Fox	Based on the Marvel Comics superhero team of the same name.						X	
Rampage	4/20/2018	New Line Cinema	Action adventure monster film based on the 1980s arcade video game; starring Dwayne Johnson.				X			
Avengers: Infinity War (Part 1)	5/4/2018	Walt Disney Studios	This time the Avengers face the menace of Thanos.	X					X	

Continued on page 22

## Planned Feature Films with Licensing Potential, 2017–2025 *Continued from page 21*

FILM	PLANNED RELEASE	FILM COMPANY	SUMMARY	SEQUEL	REBOOT	BOOK	GAME	TOY	COMIC	ORIGINAL TV
Slender Man	5/18/2018	Sony Pictures	Internet meme of a unnaturally tall man with a blank, featureless face who stalks, abducts, and/or traumatizes children.						X	
Han Solo: A Star Wars Story	5/25/2018	Walt Disney Studios	Standalone "anthology" film tells the Han Solo origin story; to be directed by Phil Lord and Christopher Miller.	X						
Incredibles 2	6/15/2018	Walt Disney Studios	Writer/director Brad Bird's sequel to 2004's The Incredibles.	X						
Jurassic World 2	6/22/2018	Universal Pictures	More mayhem in Jurassic World.	X	X					
Barbie	6/29/2018	Sony Pictures	Contemporary take on the toy that emphasizes feminism and identity. Anne Hathaway in negotiations for the lead role.					X		
Justice League Dark	7/6/2018	Walt Disney Studios	Another adventure of Scott Lang/Ant-Man (Paul Rudd).	X					X	
Hotel Transylvania 3	7/13/2018	Sony Pictures	Third installment in the animated series about Count Dracula and his daughter Mavis.	X						
Alita: Battle Angel	7/20/2018	20th Century Fox	Science fiction film from James Cameron is based on Japanese manga and stars a female cyborg in a dystopian future.							
Scarface	8/10/2018	Universal Pictures	Reboot of the 1983 film from the Coen brothers.		X					
Scooby-Doo (aka S.C.O.O.B.)	9/21/2018	Warner Bros.	Scooby-Doo and the Mystery, Inc. gang roll again.		X				X	
Goosebumps: Horrorland	9/21/2018	Sony Pictures	Director Rob Letterman and Jack Black return for the adaptation of one of R.L. Stine's most frightening tales.	X	X					
Aquaman	10/5/2018	Warner Bros.	The king of the seven seas appears in Batman v Superman: Dawn of Justice and the Justice League movie before anchoring his own feature.						X	
Venom	10/5/2018	Sony Pictures	Spider-Man villain and alien symbiote gets a standalone feature release from scriptwriters Scott Rosenberg and Jeff Pinkner.							
The Girl in the Spider's Web	10/5/2018	Sony Pictures	New cast to feature in the fourth entry of the Millennium book series by Stieg Larsson.	X	X					
Jungle Book (aka Jungle Book: Origins)	10/19/2018	Warner Bros.	Andy Serkis directs this live action tale of an orphan boy raised by animals in the jungle. Animal voices by Benedict Cumberbatch, Christian Bale, Cate Blanchett.			X				
Marvel (untitled)	11/2/2018	20th Century Fox	Candidates include a Deadpool sequel, an X-Men spinoff, or even a Fantastic Four reboot.						X	
X-Men: Dark Phoenix	11/2/2018	20th Century Fox	Sequel focuses on Jean Grey as she begins to develop incredible powers that corrupt and turn her into a Dark Phoenix.	X					X	
Inhumans	11/3/2018	Walt Disney Studios	In this Marvel film, an isolated community of superhumans fights to protect itself.						X	
Bad Boys for Life (aka Bad Boys 3)	11/9/2018	Sony Pictures	Another sequel to the action comedy series about two loose cannon cops. Past films were in 1995 and 2003. Will Smith and Martin Lawrence return.	X						
Dr. Seuss' How the Grinch Stole Christmas	11/9/2018	Universal Pictures	Reimagining of the Dr. Seuss Christmas tale from animation studio Illumination Entertainment stars Benedict Cumberbatch as the Grinch.		X	X				
Fantastic Beasts & Where to Find Them 2	11/16/2018	Warner Bros.	Second installment in J.K. Rowling's Fantastic Beasts trilogy.	X	X					
Transformers Bumblebee spinoff (untitled)	12/18/2018	Paramount/ Hasbro	Follows Transformers daredevil Autobot Bumblebee in his own movie.	X				X		
Animated Spider-Man (untitled)	12/21/2018	Sony Pictures	Animated feature produced by LEGO movie directors Phil Lord and Christopher Miller. Developed separately from the live action Spider-Man movies.						X	
Mary Poppins Returns	12/25/2018	Walt Disney Studios	Emily Blunt stars, Rob Marshall directs this 20-years-later tale of the wonderful nanny.		X	X				
Bohemian Rhapsody	12/25/2018	20th Century Fox	Queen biopic stars Rami Malek as Freddie Mercury.							X
20,000 Leagues Under the Sea	TBA 2018	20th Century Fox	Captain Nemo explores the mysteries of the ocean deep in his submarine Nautilus. Based on the classic Jules Verne novel.			X				
Cruella	TBA 2018	Walt Disney Studios	Emma Stone stars in live-action film following the evil exploits of dognapper Cruella de Vil.		X					
Empty Man (The)	TBA 2018	20th Century Fox	Adaptation of Cullen Bunn and Vanessa Del Rey's supernatural thriller comic book stars James Badge Dale.						X	
MIB 23	TBA 2018	Sony Pictures	Mashup of the 21 Jump Street and Men in Black franchises.	X	X					
Red Shoes and the 7 Dwarfs	TBA 2018	Locus Creative Studios	Animated parody of "Snow White" stars Chloë Grace Moretz.							X
Stan & Ollie	TBA 2018	Fable Pictures, Sonesta Films, BBC Films	Centers on comedy duo Laurel & Hardy and their 1953 variety hall tour of Blighty; financed by eOne and licensed from Larry Harmon Pictures.							X
T.H.U.N.D.E.R. Agents	TBA 2018	Huayi Brothers	Ordinary people selected to be peace keepers for the United Nations are given super powers. To be filmed in the U.S. and China.						X	
Tuzki (untitled)	TBA 2018	Turner Asia Pacific, Tencent	Live-action/CGI-animated film stars popular Chinese rabbit emoticon Tuzki.							X
Pigeon Impossible	1/18/2019	20th Century Fox	No details available, but may be related to the 2009 short Pigeon: Impossible.							X

Continued on page 23

## Planned Feature Films with Licensing Potential, 2017–2025 *Continued from page 22*

FILM	PLANNED RELEASE	FILM COMPANY	SUMMARY	SEQUEL	REBOOT	BOOK	GAME	TOY	COMIC	ORIGINAL TV
Playmobil: The Missing Piece	1/18/2019	Open Road Films	Planned as the first in a trilogy built around the 2 3/4-inch tall figures.					X		
SpongeBob SquarePants 3	2/8/2019	Paramount Animation	Director Paul Tibbitt returns to the TV-based franchise.	X						X
The LEGO Movie Sequel	2/8/2019	Warner Bros.	Sequel to 2014's block building blockbuster.	X			X			
Marvel (untitled)	2/14/2019	20th Century Fox	Candidates include a Deadpool sequel, an X-Men spinoff, or even a Fantastic Four reboot.						X	
Bride of Frankenstein	2/14/2019	Universal Pictures	Part of the new Dark Universe; from director Bill Condon and screenwriter David Koepp.		X					
Dark Universe: Monsters franchise film	2/15/2019	Universal Studios	Another Universal reboot of classic horror characters.		X					
How to Train Your Dragon 3	3/1/2019	DreamWorks Animation	The concluding chapter in the story between Vikings and dragons.	X						
Captain Marvel	3/8/2019	Walt Disney Studios	Marvel's first female superhero movie follows Captain Marvel, aka Carol Danvers, who can fly and shoot energy bursts from her hands.						X	
Godzilla 2: King of the Monsters	3/22/2019	Warner Bros.	Sequel to 2014's Legendary/Warner Bros.'s Godzilla.	X						
Shazam!	4/5/2019	Warner Bros.	Dwayne Johnson plays the titular ancient Egyptian wizard with a magical connection to a shy boy.		X					X
Fast & Furious 9	4/19/2019	Universal Pictures	Vin Diesel is expected to return to continue the F&F franchise.							
Avengers 4 Untitled (aka Avengers: Infinity War Part 2)	5/3/2019	Walt Disney Studios	Second half of the third Avengers film.	X				X		
Minecraft: The Movie	5/24/2019	Warner Bros.	Swedish-American 3D film based on the video game; directed by Rob McElhenney.				X			
Star Wars: Episode IX	5/24/2019	Walt Disney Studios	Final chapter of the newest Star Wars trilogy.	X						
The Billion Brick Race	5/24/2019	Warner Bros.	Another LEGO movie sequel built brick-by-brick.	X			X			
Charlie's Angels	6/7/2019	Sony Pictures	Elizabeth Banks directs the reboot of the 2000 film based on the 1970s TV series.		X					X
Justice League: Part 2	6/14/2019	Warner Bros.	Sequel follows the DC Comics-based superhero team.	X				X		X
Toy Story 4	6/21/2019	Walt Disney Studios	It's one more Pixar play date for Tim Allen and Tom Hanks.	X						
Transformers 7	6/28/2019	Paramount, Hasbro	Hasbro has said the franchise will continue at least through Transformers 8.	X			X			
Bad Boys 4	7/3/2019	Sony Pictures	Follows 2017's Bad Boys 3.	X						
The Secret Life of Pets 2	7/3/2019	Universal Pictures	Sequel to 2016 animated hit The Secret Life of Pets.	X						
Spider-Man: Homecoming 2	7/5/2019	Sony Pictures	Sequel to the 2017 film that was the second reboot of the Spider-Man film franchise.	X				X		
The Angry Birds Movie 2	9/20/2019	Columbia Pictures	To be directed by Thurop Van Orman and John Rice; launches on the 10th anniversary of the original game.	X			X			
Frozen 2	11/27/2019	Walt Disney Studios	Sequel to the 2013 animated blockbuster.	X						
The Lion King (live action)	11/27/2019	Walt Disney Studios	Live action remake of the 1993 animated film.		X					
Wonder Woman 2	12/13/2019	Warner Bros.	Gal Gadot returns as the lead; talks with director Patty Jenkins are ongoing.	X				X		
Wicked	12/20/2019	Universal Pictures	Film adaptation of the Tony-winning musical.			X				
Batman	TBA 2019	Warner Bros.	Ben Affleck will star in and direct a standalone Batman film.		X			X		
Dumbo	TBA 2019	Walt Disney Studios	Live-action adaptation of the story of the big-eared flying Elephant.		X					
Hello Kitty	TBA 2019	Sanrio	Cartoon feline feature film.					X		
Mulan	TBA 2019	Walt Disney Studios	Live-action reimagining of the animated 1998 feature. Stars a young Chinese maiden who disguises herself as a warrior in order to save her father.		X					
Shrek 5	TBA 2019	DreamWorks Animation	Sequel will revive the Shrek film brand.	X						
SpongeBob SquarePants 3	TBA 2019	Paramount Pictures	Sequel to the 2004 and 2015 films, the latter which grossed \$323 million worldwide.							X
Cyborg	4/3/2020	Warner Bros.	Cyborg, aka Victor Stone, is a member of the Justice League.					X		
Trolls 2	4/10/2020	Universal Pictures	Poppy and Branch return in sequel to the 2016 musical comedy-adventure.	X						
Godzilla vs. Kong	5/29/2020	Warner Bros.	The two monster franchises are united in an ecosystem of giant superspecies.	X						
Minions 2	7/3/2020	Universal Pictures	Spinoff from the Despicable Me franchise made over \$1 billion worldwide when it was released in 2015.	X						
Indiana Jones 5	7/10/2020	Paramount Pictures	Leading actor Harrison Ford and director Steven Spielberg return for a 5th time.							

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## Planned Feature Films with Licensing Potential, 2017–2025 *Continued from page 23*

FILM	PLANNED RELEASE	FILM COMPANY	SUMMARY	SEQUEL	REBOOT	BOOK	GAME	TOY	COMIC	ORIGINAL	TV
Green Lantern Corps	7/24/2020	Warner Bros.	A group of humans join a peacekeeping force that protects the universe.		X				X		
Fantastic Beasts and Where to Find Them 3	11/20/2020	Warner Bros.	More adventures of J.K. Rowling's Newt Scamander.	X		X					
Gigantic	11/25/2020	Walt Disney Studios	Based on the fairy tale Jack and the Beanstalk, with music by Frozen's Robert Lopez and Kristen Anderson-Lopez.			X					
Avatar 2	12/18/2020	20th Century Fox	Sequel to the highest grossing film of all time.	X							
Vivo	12/18/2020	Sony Pictures	Project from Lin-Manuel Miranda follows a musical monkey who journeys from Havana to Miami to fulfill his destiny.							X	
Sing 2	12/25/2020	Universal Pictures	Sequel to 2016 animated musical comedy set in a city of humanoid animals.	X							
Nimona	TBA 2020	20th Century Fox	Animated feature based on Noelle Stevenson's graphic novel follows the titular shapeshifter and sidekick to the villainous Lord Ballister Blackheart.						X		
Pixar Animation (untitled)	TBA 2020	Walt Disney Studios	13th Pixar movie to be released in June.								
The Flash	TBA 2020	Warner Bros.	Scientist Barry Allen becomes the super fast superhero, a member of DC Comics' Justice League.						X		
The Boss Baby 2	3/26/2021	DreamWorks Animation	Alec Baldwin returns in the sequel.	X							
Fast & Furious 10	4/2/2021	Universal Pictures	Franchise double digits for star Vin Diesel.	X							
Avatar 3	12/17/2021	20th Century Fox	Second sequel to the highest grossing film of all time.	X							
Avatar 4	12/20/2024	20th Century Fox	Third sequel to the highest grossing film of all time.	X							
Avatar 5	12/19/2025	20th Century Fox	Fourth sequel to the highest grossing film of all time.	X							
Aladdin	TBA	Walt Disney Studios	Live action reboot starring Will Smith as the Genie, Naomi Scott as Princess Jasmine, and Mena Massoud as Aladdin.		X						
Ballerina	TBA	Lionsgate	Possible spinoff of the John Wick franchise; female-centric action script.							X	
Batgirl	TBA	Warner Bros.	Standalone movie from filmmaker Joss Whedon focuses on the original 1967 story.						X		
Bloodshot	TBA	Sony Pictures	First film for the Valiant Comics superhero.						X		
Borderlands	TBA	Universal Pictures	Video game adaptation will be a new story set in the universe; Shane Salerno is the scriptwriter.				X				
Clifford The Big Red Dog (untitled)	TBA	Paramount Pictures	Live-action/CG hybrid to be scripted by Justin Malen.			X					X
Cluedo	TBA	20th Century Fox	Second movie based on the boardgame Cluedo. In development hell.	X							
Deadpool 3	TBA	20th Century Fox	Rumored to involve another popular group in the X-Men mythos, X-Force.	X					X		
Deadshot (untitled)	TBA	Warner Bros.	Spin-off film adaptation of Suicide Squad stars the defacto leader of the task force team.		X				X		
Detective Pikachu	TBA	Universal Pictures	First ever live-action film in the franchise based on the 3DS game of the same name.				X				
Dune	TBA	Legendary Pictures	Denis Villeneuve directs the adaptation of Frank Herbert's 1965 sci-fi novel.			X					
Fruit Ninja	TBA	Vinson Films	Live-action family comedy based on the popular mobile game app.				X				
Gambit	TBA	20th Century Fox	Channing Tatum stars in this X-Men spinoff.						X		
Gotham City Sirens	TBA	Warner Bros.	Spin-off film adaptation of Suicide Squad stars Margot Robbie as Harley Quinn alongside other female supervillians.		X				X		
Hard Boiled	TBA	Warner Bros.	Adaptation of Frank Miller and Geof Darrow's Dark Horse comic series.						X		
Highlander	TBA	Lionsgate	Chad Stahelski directs this planned trilogy.	X							X
Highlander	TBA	Lionsgate	"John Wick" director Chad Stahelski is on board for the reboot of the 1986 film.		X						
Metal Gear Solid	TBA	Sony Pictures	Video game adaptation to be directed by Jordan Vogt-Roberts.				X				
Monster High	TBA	Universal Pictures	Based on the Mattel toy line, children of famous monsters experience high school in this live action musical.					X			X
Mortal Kombat	TBA	Warner Bros.	Simon McQuoid directs the video game adaptation.				X				
Nightwing	TBA	Warner Bros.	Live action adaptation of the Batman-centric character with Chris McKay directing.						X		
Paddington 3	TBA	The Weinstein Co.	Second sequel to 2014 film; based on the children's books by Michael Bond.	X		X					
Shaun the Sheep Movie 2	TBA	Aardman	Director Richard Starzak returns with another comedy featuring Shaun and the gang.	X							X
Sherlock Holmes 3	TBA	Warner Bros.	Director Guy Ritchie and co-stars Robert Downey Jr. and Jude Law reprise their roles in this sequel.	X		X					
Snow White (untitled)	TBA	Walt Disney Studios	Live-action remake of Disney's classic animation set to feature new songs from songwriters Benj Pasek and Justin Paul.		X						

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## Planned Feature Films with Licensing Potential, 2017–2025 Continued from page 24

FILM	PLANNED RELEASE	FILM COMPANY	SUMMARY	SEQUEL	REBOOT	BOOK	GAME	TOY	COMIC	ORIGINAL TV
Sonic the Hedgehog (untitled)	TBA	Sony Pictures	Deadpool director Tim Miller set to executive produce a live-action CGI movie based on the videogame icon.				X			
Suicide Squad 2	TBA	Warner Bros.	A director hasn't been secured yet.	X						
The Best Man Wedding	TBA	Universal	Next installment in the Best Man franchise.	X						
The Division	TBA	Ubisoft Motion Pictures	Tom Clancy video game adaptation; starring Jessica Chastain and Jake Gyllenhaal.				X			
The Matrix	TBA	Warner Bros.			X					
The Wee Free Men	TBA	Jim Henson Co.	First novel in the bestselling Discworld series by the late Terry Pratchett.			X				
Uncharted	TBA	Sony Pictures	Video game spin-off follows a descendant of Sir Francis Drake, played by Tom Holland, on his quest to find the golden city of El Dorado.				X			

**Note:** Release dates are subject to change.

**Source:** THE LICENSING LETTER

## TOYS & GAMES

### Toy Roundup: Top News & Trends

Retail sales of licensed toys and games grew 7.0% to reach \$8.06 billion in the U.S./Canada in 2016, according to *TLL's Annual Licensing Business Survey*. Here are some of the latest developments in toy trends expected to impact the holiday season. Sales of hobby games in the U.S./Canada reached \$1.44 billion in 2016, according to *ICv2*—growing 21% thanks to growth of collectible, board, and card & dice games in mass markets.

- ▶ Collectible games grew 20%, from \$625 million to \$750 million in retail sales.
- ▶ Hobby board games, the second largest category, were up 22% from \$250 million to \$305 million.
- ▶ Roleplaying games, the smallest category, was up by 29%, the largest percentage, from \$35 million to \$45 million.
- ▶ Hobby card and dice games were up 24%, from \$105 million to \$130 million.
- ▶ And (non-collectible) miniature games were up 17%, from \$175 million to \$205 million.

**LEGO** is unveiling a new **Star Wars** set on Oct. 1—that is, one month after Force Friday, and two months in advance of *The Last Jedi* film release. The toy company released a trailer for the set, cryptically confirming that the set will be its largest ever—but with no details. A Reddit post released on April 1 (of all days) implies that it's likely the set is a re-release of the UCS Millennium Falcon. With over 5,200 pieces and priced at €699.99 (or just about \$820) it will be the most expensive set yet. The original release can sell for up to \$5,000 in secondary markets.

**Funko** opens a giant flagship store in its new Everett, WA headquarters. The store boasts 17,00 sq. ft. worth of retail space and serves as a tourist destination for fans. Funko's blog warns that no camping out was allowed for the grand opening celebrations (ticket required), which included exclusives, food trucks, giveaways, photo ops,

and a signing with CEO Brian Mariotti. Giant versions of Groot, Bat Girl, Great Grape Ape, and Harry Potter top the store's awning.

As **Spin Master** expands its Hatchimals toy line with new Egg Cartons and Glittering Garden lines, **Moose Toys** introduces a line of Shopkins Cutie Cars.

**U.S. Customs and Border Protection** seized 36,000 counterfeit toy airplanes from a rail car trying to cross from Canada into the U.S. While the agency failed to identify the company or companies whose products were being illegally copied, it estimated that their combined retail value would have topped \$575,000. The toys originated from China.

## EXPERIENTIAL

### Parks & Recreation

South Korea will soon see a new theme park, Lionsgate Movie World, boasting 1.3 million sq. ft. and seven dedicated movie zones for properties like Hunger Games, the upcoming *Robin Hood*, *Now You See Me*, and *Twilight*. **Lionsgate** partnered with **Landing Jeju Development Co. Ltd.** for the world-class resort. Construction will begin in 2018, and the park is slated to open in 2019.

Stateside, **Lionsgate** teams up with **Universal Orlando Resort** and **Universal Studios Hollywood** to bring its horror film franchise *Saw* to life at the parks' Halloween Horror Nights. From Sept. 15, park guests can visit a maze that features infamous traps from the franchise, including the upcoming eighth installment, *Jigsaw*.

**Peppa Pig** recently made several character appearances at **Woburn Safari Park** in Bedfordshire, England. The keeper talks and demonstrations came at no extra cost to standard park admission.

## BUSINESS

## Roundup: M&A & Investments

**Bendon** teams up with **Naked Brand Group** to acquire **FOH Online Corp.**, the exclusive licensee of the Frederick's of Hollywood (owned by **Authentic Brands Group**) online operations. Bendon will acquire all outstanding common stock of FOH Online in exchange for forgiving of debt owed by FOH to Bendon. It will take control of FOH Online's existing license to develop and sell intimates, sleepwear, loungewear, swimwear, accessories, and costumes under the Frederick's of Hollywood label online. Separately, Naked Brand Group and Bendon entered into a merger agreement where both companies become wholly owned subsidiaries of Holdco, a newly formed Australian holding company.

**Crown Crafts** acquires online retailer **Carousel Designs** for \$8.8 million. The site sells infant and children's bedding and nursery decor, generating net revenue of \$7.7 million for the year ending May 31. Carousel will be operated as a wholly-owned subsidiary, with current its CEO and President, Jonathan Hartley and Allan Sicat, respectively, remaining. The move is designed to expand Crown's online and direct-to-consumer sales base.

Animation studio **Factory Rights** acquires **Rollo Rights**, whose portfolio includes Rupert Fawcett's Off The Leash, David McKee's Mr Benn, King Rollo, Victor & Maria, Towsler, Watt the Devil, Art, Ric, and Dr Xargle. Rollo's Clive Juster and David McKee remain on board to advise and assist Factory with the new division.

*The Walking Dead* creator Robert Kirkman and his Skybound imprint ink a two-year deal with **Amazon Studios**, moving away from longtime partner AMC. The deal will see Kirkman and longtime collaborator Dave Alpert overseeing the Amazon slate with Skybound Co-presidents of film and television Bryan and Sean Furst. *The Walking Dead* and *Fear the Walking Dead* remain at AMC.

Why the move? Kirkman and series producers Gale Anne Hurd, Glen Mazzara and David Alpert have filed suit against **AMC**, alleging a fraud to keep them from their share of profits. They claim that because AMC owns both the

production network and the network, it has artificially depressed the price the network pays to the production entity, effectively moving the profits to the network, while shares are paid at the production entity level. In a separate, but similar, suit by co-creator Frank Darabont, the argument was that the \$2.4 million the network is paying for each episode is fraction of the \$30 million per episode the show would bring if priced as a third-party transaction.

**Branded Cities Network**, a digital signage media company, acquire a full ownership of **Clear Channel Outdoor Canada**. The deal allows Branded Cities to offer brands more out-of-home media opportunities in Canada.

Dutch midprice apparel brand **Mexx** is acquired by **RNF**, a holding company that owns fashion, accessories and apparel labels. The transaction includes Mexx Perfumes, which is operated as part of a licensing agreement with Coty. Brands under RNF include Ferro footwear, as well as Umbro and Scout under license in GAS, Belgium, Luxembourg, and the Netherlands.

**Sofia Vergara** and Renata M. Black team up for a new subscription-based underwear service called **EBY**. Pricing is yet unknown, but EBY will deliver underwear on a monthly, bi-monthly or quarterly basis—and also donate 10% of sales to the Seven Bar Foundation.

**Level Brands**, owner of Ireland Men One (I'M1), intends to file a Regulation A+ initial public offering. The licensor is supported by the **kathy ireland Worldwide** team and seeks to secure strategic licenses and joint venture partnerships for its brands, as well as to grow the portfolio of brands through strategic acquisitions.

Personalised book company **Wonderbly** gets an \$8.5 million investment from the likes of Ravensburger, Google Ventures, Project A Ventures, Greycroft, The Chernin Group, and Allen & Co.

**Mattel** increases its spend in the digital media world with an "eight-figure" upfront advertising deal with YouTube Kids.



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## ECOMMERCE

## The Fight Against Counterfeits

### Epic Counters Fakes on Social Media

Epic Rights partners with CounterFind to combat counterfeit merchandise and pave the way for online brand protection within the music industry. Its brands include KISS, AC/DC, Aerosmith, Billy Joel, and more.

CounterFind's software finds all ads marketing counterfeit on sites like Facebook and Instagram, then shuts them down in real time. Human intelligence paired with image recognition and a filtering formula enable the technology to learn counterfeiters' new marketing tactics as they develop.

*The Economist* estimated that sports, entertainment, and luxury brands lost over \$135 billion dollars in 2010 in lost revenue thanks to the sale of counterfeit goods.

### Alibaba Courting High-end Brands

Meanwhile, Chinese ecommerce giant Alibaba Group unveils enhancements to its Intellectual Property Protection platform. The updates allow for cases submitted by rights holders to be resolved within 24 hours, rather than the three- to four-day average time the same process would require last year. According to Alibaba, over 80% of listings are taken down as a result.

**ALIBABA HAS SIGNED DEALS WITH GUCCI AND SAINT LAURENT TO SELL THEIR BRANDS PRODUCTS DIRECTLY IN CHINA.**

The ecommerce company recently partnered with fashion brand Kering, which decided to drop its long-standing legal battle against Alibaba, to form a joint task force that will take action against infringers. The move is similar to an agreement already in place with LVMH (which also dropped a suit), although neither brand, at the time, sold their branded products through Alibaba.

But thanks in part to these efforts at increasing its reputation for brand integrity, Alibaba has signed deals with Gucci and Saint Laurent to sell their brands products directly in China. With these deals as a backbone, Alibaba also managed to launch an invite-only luxury platform selling brands such as Burberry, Hugo Boss, Guerlain, and Zenit.

Most recently, in partnership with Loewe, the ecommerce site launched its new online pop-up store functionality on Tmall, called Tspace. LVMH was the first company to utilize the Tspace marketing tool; holding a 24-hour flash sale for 99 limited edition bags.

## Who's News

Universal Brand Development appoints **Joe Lawandus** to SVP & GM North America Consumer Products. Meanwhile, Marc Low expands his current role to SVP & GM Intl. Consumer Products **Manuel Torres** Port (EVP Worldwide Consumer Products) leaves the company.

LEGO replaces its first non-Danish CEO, **Briton Bali Padda**, with **Neils Christiansen**. Padda steps into a special advisory role with LEGO Brand Group.

BuzzFeed hires **Eric Karp** as its first Head Licensing.

Jazwares hires **Chris Parrish** as a Senior Director Licensing; **Audrey Knott** as Senior Director Business, **Monika Salazar** as Senior Director Trade & Retail Marketing; and **Chris Cofoni** as VP Specialty & Mid-tier Sales.

Kids media brand pocket.watch appoints **Stone Newman** as its new Chief Revenue Officer.

Netflix hires **Jess Richardson** as Director Global Licensing, Merchandising & Promotions.

ABG restructures its leadership team and adds two new groups under EVP Marketing **Natasha Fishman**'s leadership: the Digital Innovation Group and Brand Experience Group. **Corey Salter** is now Co-chief Business Officer & EVP Celebrity & Entertainment; **Jarrold Weber**, EVP Brand; **John Erlandson**, Co-chief Business Officer & EVP Business Development; **Ken Ohashi**, EVP Lifestyle; and **Christina Martin**, SVP Lifestyle.

BBC Worldwide appoints **Henriette Stuart-Reckling** as Brand Director. Meanwhile, the BBC eliminates its children's channel controller roles. Helen Bullough is promoted to Head Production. CBeebies Controller **Kay Benbow**, Production Head **Alison Stewart**, and Controller Business **Jackie Myburgh** are set to leave the company. BBC Children's director **Alice Webb** will recruit for new positions including Head Curation & Discovery, Head Business Operations, and Head Commercial & Business Affairs Children's.

Spin Master adds **Jamie Whitney** as Executive Producer & Show Runner and **Alex Soto** as Executive Producer Creative Development.

TOMY Intl. hires **Vincent D'Alleva** as its new Chief Brand Officer.

Prager Metis CPAs welcomes **Lewis Stark** as a new Partner in its royalty audit and contract compliance services group.

**Vardhan Rajkumar** of Privet Capital is the new Chairman of Vivid Toy Group as **Paul Weston** steps down. Weston will continue to advise Vivid on product and licensing opportunities while launching a new consultancy service for the toy industry, Press Play.

Tiffany & Co. appoints **Alessandro Bogliolo** as CEO.

Kuju appoints **Mick Morris** as Business Development Director.

Scott Brothers Global appoints **Lance Paine** to serve as President and **Stephanie Pierotti** as VP Marketing.

*Continued on page 28*

## Who's News, Cont'd.

**Elan Cole** is NYC & Company's new Creative Director.

Hulu hires **Kelly Campbell** as its new CMO.

Producer **Will Packer** teams with Discovery Communications and Universal Pictures to form a new production venture focused on TV, digital programming, and branded content. Packer serves as CEO and **Alix Baudin** as President & COO.

**Bernd Conrad** launches a new German-based consulting service for licensors, called Conrad Enterprises.

**Bonnie Pan** is hired as the new Head Network at AwesomenessTV.

The owner of Joie, Equipment, and Current/Elliott—now re-named The Collected Group—hires **Sarah Rutson** as Chief Brand Officer.

**Joaquín Colino** is promoted to CEO of Condé Nast Mexico and Latin America.

**Stephanie Pierotti** is now Scott Brothers Global's new VP Marketing.

Carolina Herrera hires **Lisa Arnold** as VP Retail and **Thea Terenik** as VP Global Merchandising.

Fashion French ballet shoe company Repetto appoints **Gilles Assor** as CEO Americas.

Talent firm Abrams Artists Agency launches a gaming division housing influencers from both YouTube and Twitch.

**Roger Lynch**, founding CEO of Sling TV, is now President & CEO of Pandora.

YouTube adds to its original content team with **Jon Wax**, leading drama, scripted, and current programming development, and **Angela Courtin**, serving as global head of YouTube TV and originals marketing.

Sur La Table hires **Billy May** as its new CEO.

Whistle Sports adds **Paul Kelly** as Chief Revenue Officer.

Hearst Magazines hires **Jon Gluck** for the newly created position of Executive Director Editorial Talent, Development & Special Projects.

Avon's CEO, **Sherilyn S. McCoy**, resigns. The beauty company recently hired **Jonathan Myers** as its new COO and **Miguel Fernandez** as its new Global President Commercial Business Operations. Avon is currently searching for a General Counsel and CFO.

**Tim Stephen** is now Head U.S. Business & Legal Affairs at Gaumont.

**Ariel Foxman** is named Olivela's Chief Brand Officer.

Rebellion hires **Damian Treece** in the newly created role of Brand Licensing Manager.

**Melanie Humberstone-Garley** is joining Larkhead Media as the firm's special consultant.

**Jeff Brotman**, Co-founder & Chairman of the Board of Costco, died at 74 years of age.



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