

# TLL THE LICENSING LETTER

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## Year in Review: A Study in Contracts

In 2016, we tracked 2.7% growth worldwide from the previous year to bring licensed retail sales up to a record \$167.5 billion. The U.S./Canada was responsible for over 60% of that total (with almost \$106.6 billion in sales) and provided much of the impetus for growth worldwide—the territory grew 3.2% in licensed sales from the previous year.

This year, we saw the largest Black Friday every recorded, on the tail end of a series of natural disasters and bouts of sociopolitical anxiety. Even as governments around the world are becoming ever more isolated and nationalistic, organic social movements are increasingly uniting the citizens of the world. And as consumers are stressing their own individuality and spurring labels, it is more important to their sense of self than ever to be part of something bigger—a movement, a conversation, a connection with a brand and a pre-built message.

As we prepare to look back at the numbers behind consumer product licensing in 2017 in our upcoming *Annual Licensing Business Survey*, we expect to record a seventh straight year of growth in retail sales for the U.S./Canada as well as globally.

The key ingredient behind the most successful brands in 2017 was living in the moment—allowing consumers to enjoy small, everyday moments of joy with a blind bag, a Vine, a sweet but healthy treat. The Great Recession is over, but consumers have learned to become more discerning and selective. They are not simply looking for the lowest price, but are also willing to invest in quality, convenience, and longevity. And while they're willing to spend the time in researching purchases, they are also busier and more inundated by outside messaging than ever before. Their mental well-being, physical health, and time are just as important.

Experiential licensing initiatives are fast becoming a consistent source of revenue for

a good chunk of the licensing industry—that is, not just the top players. The most popular initiatives include pop-up shops, cafés, live theater and stage shows, and location-based attractions (such as in theme parks and malls). These experiences are short, but sweet—they are affordable, everyday luxuries that can be easily accessed and digested.

While we don't currently track royalties, sales, or profits from experiential licensing, it is estimated that these ventures make up around 10% of the overall licensing business (counting "retail sales" as ticket, food, and drink purchases as well as on-site merchandise purchases). If we counted these types of sales in 2016, for example, the global licensing business would have generated over \$200 billion.

*Continued on page 3*

## SALARY

### Licensing Execs Reported Greater Hours, Higher Pay

Licensing professionals are experienced, satisfied, and putting in the hours, according to *The Licensing Letter's 2017 Salary Survey*. Among the findings:

- ▶ Over half of respondents (55%) have been involved in licensing for 10 years or more, with another 31% having been in the business for five to 10 years.
- ▶ Compared to last year's *Survey*, when over 55% of respondents had been in their current position for five years or more, just 38% reported the same. Most (41%) have been in their current position from one to five years.
- ▶ Licensing professionals work an average of 51.6 hours a week, up from 48 hours a week. Around 17% work over 60 hour weeks, also up from 14% in 2015.

*Continued on page 3*

## Inside This Issue

Licensing Ledger.....2

174 Million Americans Make the Biggest Black Friday Yet..... 5

Licensing News..... 6

Contacts & Connections ..... 12

NFLPA's Top Players ..... 16

Can Disney Digest its Newest Acquisition?..... 18

44% of Upcoming Licensable Video Games Sequels..... 20

Planned Video Game Releases With Licensing Potential, 2017–2018 ..... 20

Who's News.....24

# ➔ Licensing Ledger

Global trading and sourcing company **Li & Fung** will undergo a \$1.1 billion strategic divestment to sell three of its product verticals: furniture, sweaters, and beauty. The businesses will go to a buyer consortium—with a 45% stake to private equity firm Hony Capital, 45% to Fung Holdings 1937 Ltd., and 10% to Fung Investments Limited FIL. The transaction is expected to close in the first half of 2018.

**Target** acquires same-delivery company **Shipt** for \$550 million in cash, its largest acquisition in company history. Shipt is a subscription-based (\$99 annually) grocery marketplace and delivery platform that will serve to significantly accelerate Target's digital fulfillment efforts. Those efforts currently include expanding ship-to-store, launching Target Restock and DriveUp, and acquiring Grand Junction, a last-mile transportation technology company. In early 2018, about half of Target stores will offer same-day delivery of groceries, essentials, home electronics, and other products.

**FAO Schwarz** is coming back in NYC in fall 2018; the retailer has signed a 19,000 sq. ft. lease at Rockefeller Center.

**Endemol Shine North America** and **Campus Cerdanya** partner to launch **CAMP MASTERCHEF**, culinary camps for kids and teens ages 8–16. The one- or two-week overnight camps will debut June 2018 in two locations in Georgia and Connecticut—more locations will follow beginning in 2019. The two previously launched the summer camp brand in Spain in 2014. Campers will sharpen their culinary skills under instruction from expert chefs and have the opportunity to interact with **MASTERCHEF** and **MASTERCHEF JUNIOR** contestants.

**Sanrio** and **Energy Bistro & Karaoke** enter into a two-year partnership that will bring Hello Kitty, Gudetama, and Aggret-suko-branded karaoke experiences, food, and merchandise to Southern California.

Niantic isn't the only one aiming to launch the next big Harry Potter hit—**Jam City** is partnering with **Warner Bros.** Interactive Entertainment's Portkey Games label to create *Harry Potter: Hogwarts Mystery*, the first game in which players can create their own character and experience life as a Hogwarts student. The mobile game will be available in the new year.

**Toei Animation** is bringing some of its brands to life in the EU. **Overlook Events** will produce the "Dragon Ball Symphonic Adventure" concert. The event will feature 70 musicians and take place in Barcelona on Mar. 3 as well as in Lausanne, Switzerland, on Nov. 3, 2018. Toei also partners with **Oniri Creations** to develop a series of "Captain Harlock" and "Saint Seiya" collectible figures.

**Kilogrammedia** and **ZenWorks** form a partnership for Asian market; Kilogrammedia will extend its PR and marketing client services to ZanWork's Asian client base and market. ZenWorks currently represents Japanese brands like the V&A, Slazenger, Donnay, and No Fear.

**Hasbro** plans a new animated TV series for 2019 based on its Micronauts line of collectables. The mini superhero brand will see a live-action movie in 2020 following the TV series, which is aimed at 6–11 year-olds.

**Amazon** files a trademark application for the name "AmazonTube"—a provider of "non-downloadable pre-recorded audio, visual and audiovisual works via wireless networks on a variety of topics of general interest."

**Penske Media Corp.** (owner of WWD, Variety, Hollywood Life, Deadline.com, and Robb Report) acquires a controlling stake in **Rolling Stone**. The magazine celebrated its 50th anniversary in 2017; it has grown into a multi-platform brand that covers celebrity, pop culture, and politics.

**The Home Depot** purchases textiles and home décor products retailer **The Company Store** from parent **Hanover Direct**.

**Nickelodeon** joins major studios like **Warner Bros.** and **21st Century Fox** in a \$30-million Series B financing round for location-based VR startup **Dreamscape Immersive**. The startup will produce a VR experience based on Nick properties. Its flagship VR center is expected to open to the public at Westfield Century City Mall in L.A. in 2018.

Norwegian developer **Funcom** takes on \$10.6 million in new funding, in part to fund a licensing push through a new company, **Heroic Signatures**. It will hold and manage the interactive rights to IP including Conan the Barbarian, Solomon Kane, and Mutant Chronicles.



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## Year in Review: A Study in Contracts

Continued from page 1

Some of the most in-demand brands are those that have already been proven—the nostalgic, classic properties that evoke a simpler, happier time. Or the brands that have never failed, the go-to name when you're in a rush and need an immediate fix. Of course, simply having a legacy is not an automatic win—a brand must practice what it preaches. If loyalty and trust is broken, consumers are far more willing to shop around and take a chance on a new face.

No matter how beloved a franchise may be, if the newest film in the series is not up to the discerning standards of theatergoers, it will be a flop. On the other hand, of the 50 top-grossing films of 2017, almost 80% had successful merchandising programs.

In juxtaposition, 2017 also saw the continued rise of digital content and ecommerce as the preferred vehicles for consumer engagement with brands—in other words: cheaper, more flexible alternatives. Only about 10% of shopping is done online in the U.S., with most consumers preferring to shop in-person and enjoy the touch, sound, and interactions in a brick and mortar store. But the development of

**MORE THAN EVER, INNOVATIVE IN-STORE ACTIVATIONS, ADVERTISING, AND PRODUCT PLACEMENT ARE A KEY TO GRABBING CONSUMER INTEREST.**

new technology is allowing retailers to do more with less in the face of expensive store leases and rising upkeep costs—that is, offer engaging, rewarding experiences in smaller spaces that keeps shoppers coming back for more.

More than ever, innovative in-store activations, advertising, and product placement are a key to grabbing consumer interest. To better develop attention-grabbing strategies as well as quality content and merchandising, large companies are growing their technology and talent pools. But size isn't critical—it's only one piece of the equation.

As we enter into 2018, we might be facing the year of the pug—that is, a big dog in a small package. The problem isn't going to be the fact that some will find the puppy ugly and others cute; rather, it's that they don't tend to live very long.

## Licensing Execs Reported Greater Hours, Higher Pay

Continued from page 1

The titles with the greatest number of responses are director (31%), manager (20%), VP (16%), and coordinator (11%). These are the only job titles for which the number of responses is sufficient to generate salary and bonus data. The number of international respondents was also insufficient to generate data.

Even limited to these categories, however, titles are not used consistently in licensing. For example, a director in a very large company could be equivalent to a VP at a smaller one (and size isn't the only differentiator). Unlike in other industries, titles don't always correlate with responsibilities. The range of responses in compensation is one indicator—e.g., \$80,000–240,000 for VPs and \$30,000–130,000 for managers. In the case of managers, the low end of that range would likely be a coordinator or assistant at some companies, yet a junior director at others.

Average salary has gone up since last year's Survey, with the total average salary up 10%

**OVER HALF OF RESPONDENTS (59%) REPORTED THAT THEY HAD RECEIVED A RAISE WITHIN THE LAST YEAR**

from 2015 to 2016. The range of salaries we see has bumped up from \$10,000–450,000 in 2015 to \$22,000–500,000 in 2016. The average VP's salary has gone up 23%, while the average manager saw a 12% bump. On the other hand, the director's and coordinator's salary have remained stable, with 0% and 3% growth, respectively.

While the average bonus has gone up overall, growth was largely concentrated for VPs and has actually gone down for the other titles we track.

Other than the salary and bonus questions, specifically, there was little difference in the response of these and other titles, and so, other than salary and bonus, responses in this analysis are across all titles.

Continued on page 4

## Raise & Bonus

Over half of respondents (59%) reported that they had received a raise within the last year. Of all those who had received a raise, it was small—an equal number (30%) indicated that their raise was 1–2% or 3–5%. Surprisingly, 35% of respondents got a bump of 10% or more in their paycheck. Most raises (79%) were not connected to a change in title.

Almost 70% of respondents indicate that they expect to receive a bonus within the next 12 months. Of those that expect to get a raise, 47% believe that it will be in the 1–2% range, 27% that it will be anywhere from 3–5%, and another 27% that it will be 10% or higher.

The most important factors in calculating bonus are company performance, followed in roughly equal importance by new business generated, licensed sales, and overall personal performance. A minority indicated that they receive a predetermined bonus not related to performance.

## Other Forms of Compensation

For the first time, *TLL* asked respondents to indicate their satisfaction level with “soft” benefit schemes. A majority (64%) indicated that they are satisfied or very satisfied, with some noting that their benefits had increased from the year before.

Of the companies that do offer benefits, the most common are shorter or more flexible working hours (including flexibility to work from home, vacation policies, paid time off, and extra days off), company lunches, or health insurance. Other soft benefits include equity, 401K plans, commissions, and travel.

Those who were not satisfied (36%) cited no or minimal benefits as their reason. Most indicated that their company did not offer benefits in lieu of raises.

## Satisfaction

On a scale of 1 to 10, where 1 is not satisfied and 10 extremely, 52% of respondents rate their job satisfaction at 7 or higher (down from 66% in 2016).

Those who indicated that their satisfaction was neutral (5) or lower totaled 41% of respondents (up from 22%). The most common concerns among those who indicated low satisfaction with their work were limited advancement opportunities, a perception that salary and bonus is not in line with industry standards, and a lack of or minimal benefits.

## Demographics

Sixty-one percent of respondents state that their primary responsibility is licensing, followed by business development (12%), marketing (9%), and sales (9%; multiple responses allowed).

Most respondents (62%) work at smaller outfits with 1–5 people involved in licensing, followed by those who

### U.S. LICENSING BUSINESS SALARIES, BONUS AND HOURS FOR SELECTED TITLES, 2016

TITLE	SALARY	BONUS*	RANGE IN SALARY
VP	\$188,000	\$37,500	\$80,000–240,000
Director	\$102,000	\$8,500	\$50,000–145,000
Manager	\$76,000	\$4,600	\$30,000–130,000
Coordinator	\$40,000	\$850	\$18,000–50,000
<b>Total Average†</b>	<b>\$121,000</b>	<b>\$40,000</b>	<b>\$22,000–500,000</b>

Notes: \*Among those who received bonuses; some respondents specified that they were not paid bonuses. †Total average calculated across all titles. Numbers may not add up exactly due to rounding.

SOURCE: THE LICENSING LETTER

work with 6–20 other licensing professionals (21%) and 101 or more (12%).

The head count of people directly involved at companies has remained the same since last year for most respondents (62%), although 32% indicate that the number has grown. Of those who report growth, that growth has been around 30% of the current work force.

Sixty percent of licensing executives are women. We noted last year that all is well for gender parity in licensing, and the trend continues this year. Men and women work the same (long) hours and draw the same (higher) salary, after adjusting for title.

Most respondents to this year’s *Survey* hold a bachelor’s degree (59%), with 31% holding a master’s degree (MBA or other) as their highest level of academic achievement.

Respondents are based primarily in the West Coast (28%), followed by the Mid-Atlantic (21%) and Midwest (21%).

## About *TLL’s 2017 Salary Survey*

Respondents to *TLL’s 2017 Salary Survey* were evenly distributed among licensors, licensees, agents and consultants, with a smaller percentage of respondents making up the last cohort. The Survey was conducted in early-to-mid 2017 and responses are for 2016.

As a group, the licensors and agents responding work with every property type *TLL* tracks, but there is a slightly larger involvement in entertainment/character- and trademark-based brands whose activity takes up a larger share of the licensing industry. In the same vein, manufacturers are slightly more involved in the product categories of apparel, gifts/novelties, accessories and toys/games.

The titles tracked in this survey are owner/partner, president, CEO, EVP, SVP, VP, general manager, director, manager, account executive, coordinator and assistant.

RETAIL

### 174 Million Americans Make the Biggest Black Friday Yet

The largest, most anticipated shopping event of the year has come and gone—a week of sales centered around Black Friday, Small Business Saturday, and Cyber Monday. Please note that as of press time, sales figures for Super Sunday and the week leading up to Christmas Eve had not been yet released.

Overall, the National Retail Federation (NRF) estimates that over 174 million Americans shopped during the five-day holiday weekend. On average, shoppers spent \$335 on gifts and other items—for a total spend of over \$58 billion. The most popular days for in-store shopping were Black Friday (77 million) and Small Business Saturday (55 million).

According to preliminary data from ShopperTrak, brick-and-mortar foot traffic was down 1.6% on Thanksgiving Day and Black Friday compared to last year. One reason for the dip was the fact that many stores closed for Thanksgiving—Black Friday traffic was down less than 1% from 2016. A.T. Kearney estimates that traffic could have dipped as much as 4% over last year for the entire weekend.

The biggest spenders were older Millennials (25–34 years old) at \$420, per the NPD. They were also the most likely to be multi-channel shoppers—64 million Americans in total shopped both online and in-store. This group spent more on average than online-only (58 million) and in-store-only (51 million) shoppers.

Surprisingly, teen shopping was largely concentrated on Black Friday—making it the biggest teen spending day of the year, according to Current. Teen spending was largely concentrated in malls on Friday, although they looked for deals online the night before. The average spent per teen for the day was just over \$33. Clothing stores captured 44.7% of teen retail spending, followed by department stores (21.8%), cosmetics (9.9%), sporting goods (3.0%), video games (2.8%), and discount stores (2.1%). Amazon captured nearly half of all online sales—but teens largely eschewed Cyber Monday.

Per the NRF, top shopping destinations overall included department stores (43%), online retailers (42%), electronic stores (32%), clothing and accessories stores (31%) and discount stores (31%; multiple responses allowed). Shoppers spent an average of \$250 (or 75% of their total spend) on gifts, with the most popular choices including clothing or accessories (58%), toys (38%), books and other media (31%), electronics (30%), and gift cards (23%; multiple responses allowed).

On the other hand, Cyber Monday and Black Friday were the two most popular days for online shopping, according to the NRF.

This Black Friday, Americans spent a record \$5 billion in 24 hours, per Adobe Digital Insights. Black Friday online spending was up 16.9% from last year—with mobile alone driving \$1.4 billion in online revenue. Shopify estimates that Americans spent up to \$1 million per minute online on Friday.

Adobe found that Cyber Monday drove \$6.6 billion worth of sales, with traffic up 11.9% from the previous year. For the first time, mobile accounted for 47.4% of visits (39.9% smartphones; 7.6% tablets) and 33.1% of revenue compared to desktop traffic. Cyber Monday top sellers included toys, video games, and streaming devices.

Outside of the U.S., the shopping holiday is gaining traction. According to a survey by One Hour Translation, Black Friday is particularly popular in Canada (26% anticipate the shopping event), Spain (22%), France (21%), the U.K. and Germany (19% each), and Australia and Japan (10% each).

In contrast, just 14.5% of Americans said they were waiting for Black Friday and 16% for Cyber Monday. On average, 17% of shoppers from these 8 countries were looking forward to Black Friday, compared to 8% for Cyber Monday and 3% for Singles Day. Only 32% were looking forward to any online shopping events—most respondents indicated a preference for in-store shopping.



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# Licensing News

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

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
<b>Cara Loren</b>	Social media influencer who features beauty tutorials, daily outfits and a healthy dose of fitness and travel.	Activewear, fitness accessories	Lauren Fields, Digital Brand Products/ Digital Brand Architects
<b>Carte Blanche</b>	Leading European greeting card and gift company for over 30 years. Portfolio includes: Me to You, Tiny Tatty Teddy, Hotchpotch, Violent Veg and more.	All	Steven Heller, Brand Liaison (The)
<b>Half Baked Harvest</b>	Recipe developer, photographer, and food stylist. Has been featured on The Cooking Channel, Food Network, HGTV, Shape Magazine, Self Magazine, and others.	Home products, tabletop items	Lauren Fields, Digital Brand Products/ Digital Brand Architects
<b>Little Roy</b>	U.K. hybrid live action/animated series for kids 2–12 now airing in the U.S.	All	John Rice, JAM Media
<b>Now and Gen</b>	Lifestyle blog by Genevieve Padalecki, wife and hip momma of three. She and her husband, Jared Padalecki (Supernatural and Gilmore Girls) are based in Austin, TX.	Kids lunch, lunchware	Lauren Fields, Digital Brand Products/ Digital Brand Architects
<b>Over Our Wall</b>	Social media influencer Katie Stauffer and her twins Emma and Mila have gone viral with their hilarious videos.	Apparel, apparel (children's)	

## Licenses Recently Granted, U.S.

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
<b>Al Agnew</b>	Visual Promotions	Coolers, cups, t-shirts	MHS Licensing + Consulting
<b>American Idol</b>	Kids Station Toys	Audio electronics, karaoke machines	FremantleMedia
<b>Angry Birds</b>	BrownTrout Publishers	Calendars	Evolution USA
	Crocs*	Footwear	
	FAB Starpoint div. FAB NY	Accessories, backpacks, luggage, lunch bags, wallets	
	Inkology*	Stationery	
	Komar Sleepwear*	Sleepwear	
	Wells Enterprises	Frozen ice products, ice cream novelties	
	Ziegenfelder Co./Budget Saver*	Frozen novelty confections	
<b>Archie Comics</b>	Torrid	Apparel	King Features Syndicate
<b>Beetle Bailey</b>	High Point Design	Hoisery, leg warmers, legwear, slippers, socks	
<b>Betty Boop</b>	Direct Checks Unlimited Sales/Deluxe Corp.*	Address labels, checkbook covers, checks, note cards, sticky notes	
	High Point Design*	Hoisery, leg warmers, legwear, slippers, socks	
<b>Corona</b>	DesignPac Gifts	Gift sets & baskets	Joester Loria Group (JLG)
<b>Craig Morgan</b>	Lot18	Wine	Agency for the Performing Arts (APA)
<b>Flash Gordon</b>	High Point Design	Hoisery, leg warmers, legwear, slippers, socks	King Features Syndicate
<b>Hagar the Horrible</b>			
<b>JoJo Siwa</b>	Iconix Brand Group/Danskin	Activewear, dance apparel	Nickelodeon & Viacom Consumer Products (NVCP)
<b>LaurDIY</b>	Incipio	Mobile accessories, technical accessories	Brand Liaison (The)
<b>Little House on the Prairie</b>	Cotton Babies Inc.	Diapers (cloth)	Knockout Licensing – A CopCorp Partnership
	Litographs	Posters, scarves, t-shirts, totes	
<b>MLB Players Association</b>	Jump Ramp Games/Lucktastic	Mobile apps	MLB Players Association
<b>Munchkin by Steve Jackson Games</b>	Cool Mini Or Not (CMON)	Board games	Surge Licensing
<b>Ohio State Buckeyes</b>	Northwest Co. (The)	Bath products, bedding, blankets, throws	Ohio State University
<b>Pepsi</b>	Cotton Citizen	Apparel	Joester Loria Group (JLG)
<b>Phantom (The)</b>	High Point Design	Hoisery, leg warmers, legwear, slippers, socks	King Features Syndicate
<b>Pocket.watch</b>	Simon & Schuster Children's Publishing	Books (children's)	pocket.watch
<b>Popeye</b>	High Point Design	Hoisery, leg warmers, legwear, slippers, socks	King Features Syndicate
<b>Saturday Night Live</b>	Lot18	Wine	Universal Brand Development
<b>Shopkins Cutie Cars</b>	Goliath Games	Board games	Moose Toys
	Scholastic Media	Books	

\*Extension or renewal.

Continued on page 7

## Licensing News *Continued from page 6*

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
slither.io	Accessory Innovations	Backpacks, cold weather accessories, headwear, luggage, lunch bags	Tie-In-Pro
	Amscan	Balloons, costumes, party goods	
	Aquarius Entertainment Merchandising	Card games	
	Franco Manufacturing	Beach towels, bedding, home textiles, throws	
	Party City Holdings	Party goods	
Smarties	A&A Global Industries/Koko's Confectionery	Novelty candies	Lisa Marks Associates (LMA)
	Iscream div. Mines Press	Pillows	
Smiley	Frost Productions	Lottery games	Smiley Company (The)/SmileyWorld
Star Wars	Terez	Apparel (girls'), apparel (women's)	Disney Consumer Products

## International Properties Available or Recently Assigned

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
Art Gallery of Ontario	One of the most distinguished art museums in North America. Over 95,000 works of art, including; Tom Thompson, James Tissot, Kenneth Noland, Walter Trier, and more.	All (Worldwide)	Licensing Dept., Art Gallery of Ontario
Avalanche	Family owned and operated outdoor apparel company, creating stylish and functional products for outdoor enthusiasts and travelers since 1987.	Accessories, bedding, children's products, home goods, outdoor products, pet products (Worldwide)	Ronald Petrucci, Avalanche Licensing/Avalanche Trading Co.
Bela Lugosi	Hollywood legend and pioneer of the film industry, best known for his iconic portrayal of Dracula.	All (Worldwide)	Cynthia Modders, Firefly Brand Management
BENRUS	Iconic American watch and military inspired lifestyle brand, founded by three brothers in 1921.	All (Worldwide)	Sara Fernstrom, Lyft Brands Group
Deer Little Forest	Art and lifestyle brand created by Jo Rose; centers on character Forest Flo and her woodland friends surrounded by the beauty of the natural world.	All (Japan)	Nobutaka Nagai, Honmoku File Co. Ltd.
Electric Negro (The)	Animated series that ignites and inspires the superhero in us all. Brand includes lifestyle, animation and live-action.	All (Worldwide)	Caryl Liebmann, Liebmann Licensing, Inc.
Esquire	American men's magazine since 1933.	All (U.S., Canada)	Gary Krakower, Endeavor (form. WME/IMG Worldwide Licensing)
Jackie Joyner-Kersey	Former American Olympian in track and field, won three gold, one silver and two bronze medals at 4 different Olympic games.	All (Worldwide)	Ed Schauder, Steiner Sports
Jamestown	New lifestyle brand by actor, comedian and producer; Kevin James. For Gen X men who love food, sports, family and friends.	All (North America)	Steven Heller, Brand Liaison (The)
Jetty Home	Brand created by designer Emily Wood, bringing the beauty and serenity of beach living into the home.	All (Worldwide)	Marty Segelbaum, MHS Licensing + Consulting
Jim Killen	Internationally renowned wildlife and dog artist for 40 yrs., merging his passion for the outdoors, commitment to wildlife and conservation.	All (Worldwide)	
Lufthansa	Largest German airline, ranked No. 1 airline in Europe.	All (Worldwide)	Marlies Rasi, Brand Residence (The)
		All (U.S., Canada)	Alita Friedman, Alita's Brand Bar
Mariano Rivera	Former New York Yankees pitcher; 13-time All-Star, 5-time World Series champion, and MLB's career leader in saves (652) and games finished (952).	All (Worldwide)	Ed Schauder, Steiner Sports
Molang	Animated series featuring a joyful, enthusiastic "pig rabbit" and his best friend, a shy chick share their many adventures.	All (China, Hong Kong, Taiwan, Macao)	Danqing Hu, Alibaba Entertainment Licensing
Morgan Creek library	American independent film studio since 1988. Library includes: Ace Ventura, Young Guns, Major League II, Exorcist III, Night Breed, Man of the Year, True Romance and more.	All (Worldwide)	Rand Marlis, Creative Licensing Corp.
Ollie & Moon Show (The)	Preschool TV series based on the book series; Ollie & Moon, featuring two cats who travel the globe and teach about different cultures, friendships and global citizenship.	All (China)	Todd Waterman, UYoung Culture & Media Co.
PapaJoe	Lifestyle brand inspired by real-life 250 lb. weight loss story that transformed an 'average Joe' into a superhero.	All (Worldwide)	Caryl Liebmann, Liebmann Licensing, Inc.
Power Rangers	Superhero franchise featuring a team of youths trained to morph into the Power Rangers, utilizing special powers and suits to overcome the periodic antagonists.	All (France)	Pascal Bonnet, Viz Media Europe S.A.R.L.
Royal Armouries	U.K.'S national museum of arms and armour, one of the largest and finest collections in the world with over 75,000 items and objects on display since the 16th century.	All (U.S., Canada)	Charles Day, Sharpe Company (The)
Simon's Cat	Animated comedy series featuring the mischievous antics of a charming cat and his long suffering owner Simon.	Accessories, apparel, beauty products, toys (South Korea)	Moon-Ju Kang, Enpop Co. Ltd.
Victoria & Albert Museum	Founded in 1852, the world's largest museum of decorative arts and design, housing a permanent collection of over 4.5 million objects.	All (China)	Yizan He, Alfilo Brands

\*Extension or renewal.

Continued on page 8

## International Licenses Recently Granted

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Abatons Animals	Bulls I Toy	Collectible toys (North America)	PPI Worldwide
Abraham Hunter	Pumpnickel Press	Greeting cards, list pads (North America)	MHS Licensing + Consulting
	Spectrum Crafts - Janlynn	Cross-stitch charts & kits, hobby kits (Worldwide)	
	Stave Puzzles	Wooden puzzles (Worldwide)	
Adventure Time	Watermelon Ltd./Cartoon Network by Me	Personalized products (U.K.)	Cartoon Network Enterprises EMEA
Aeropostale	IHL Group	Intimates (U.S., Canada)	Authentic Brands Group (ABG)
Aerosmith	Cotton Division/Cotton On	Accessories, apparel (Worldwide)	Epic Rights
	RentEvent	Wall clocks (GAS)	
Al Agnew	Baum Textile Mills/Windham Fabrics	Fabric (U.S., Canada)	MHS Licensing + Consulting
	Gooder Labs	Apparel (U.S., Canada)	
ALVINNN!!! and the Chipmunks	Clementoni S.p.A.	Puzzles (Italy)	Maurizio Distefano Licensing (MD Licensing)
Amylee Weeks	StyleCraft Home Collection	Framed prints (U.S., Canada)	MHS Licensing + Consulting
Animaniacs	Hundreds (The)	Accessories, apparel (Worldwide)	Warner Bros. Consumer Products
Archie Comics	Funko	Accessories, apparel, vinyl figures (Worldwide)	King Features Syndicate
		Accessories, apparel, plush, trading cards, vinyl figures (U.S., Canada)	
	Mistiyam Pty Ltd. tda Mitch Dowd Design	Print-on-demand products, t-shirts (Australia)	Merchantwise
	Ripple Junction	Apparel, novelties (U.S., Canada)	King Features Syndicate
	Spencer Gifts/Spirit Halloween	Accessories, gifts & collectibles, novelties (U.S., Canada)	King Features Syndicate
		Accessories, apparel, costumes, glassware, novelties (U.S., Canada)	
Zynga	Social casino games (Worldwide)		
Avanti	High Cotton	Bar towels, coasters, magnets, signs (U.S., Canada)	Lisa Marks Associates (LMA)
Baby Blues	Lappan Verlag GmbH div. Carlson Verlag	Calendars (GAS)	King Features Syndicate
Barbasol	Evergreen Consumer Brands (ECB)	Body wash, hair care, health & beauty aids, lotion (North America)	Seltzer Licensing Group
	JEM Accessories dba Xtreme	Electronic grooming accessories (North America)	
Barbie	Evide Group Ltd./Merchmaker.com/Choosey.com	Personalized products (Europe)	Mattel U.K. Ltd.
Battleship	CoolGames B.V.	Mobile games (Worldwide)	Hasbro
Beatles (The)	Pyramid Intl.	Badges, pen sets, pencil sets, stationery (U.K.)	Caroline Mickler
Ben 10	Watermelon Ltd./Cartoon Network by Me	Personalized products (U.K.)	Cartoon Network Enterprises EMEA
Betty Boop	Cassellini Co., Ltd.	Accessories, bags, hats, phone cases (Japan, China)	King Features Syndicate
		DecoPac	
	DeNA*	Digital content, mobile apps (Japan)	
	MasterPieces Puzzle	Games, jigsaw puzzles, picture frames, playing cards (Worldwide)	
	Sicem Intl. Srl*	Apparel, nightwear, swimwear, underwear (CEEMA)	
	Torrid	Apparel (Worldwide)	
Billy Gibbons	KnuckleBonz, Inc.	Collectible figures (Worldwide)	Epic Rights
Billy Idol	Cotton Division/Cotton On	Accessories, apparel (Worldwide)	Epic Rights
	RentEvent	Wall clocks (GAS)	
Billy Joel	Cotton Division/Cotton On	Accessories, apparel (Worldwide)	Epic Rights
	Hohner Musikinstrumente GmbH	Harmonicas (Worldwide)	
Bush Baby World	Alligator Products Ltd./Alligator Publishing	Activity books, coloring books, novelty books, sticker books (U.K.)	Brands With Influence
	Blueprint Collections	Assortment bags, stationery (U.K.)	
	Golden Bear Toys	Toys (Europe, North America)	
Captain Harlock	Oniri Creations	Collectible figures (Europe)	Toei Animation Europe S.A.S.
CBGB	Cotton Division/Cotton On	Accessories, apparel (Worldwide)	Epic Rights
	RentEvent	Wall clocks (GAS)	
Cheesecake Factory (The)	Nestlé U.S.A.	Creams (North America)	Cheesecake Factory
Christine Adolph	Design Design	Greeting cards (Worldwide)	MHS Licensing + Consulting
Clangers	Getting Personal Ltd. div. Card Factory Group	Personalized giftware (U.K.)	Coolabi Group

\*Extension or renewal.

*Continued on page 9*



**Licensing News** *Continued from page 8*

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
<b>Corbert Gauthier</b>	Enchante Accessories	Boxes, ceramic kitchen accessories, gift bags, wine tubes (Worldwide)	MHS Licensing + Consulting
	Signature Brands	Tins (U.S., Canada)	
	Spectrum Crafts - Janlynn	Cross-stitch kits (Worldwide)	
<b>Cranston Collection</b>	Enchante Accessories	Boxes, ceramic kitchen accessories, gift bags, wine tubes (Worldwide)	
<b>Cuphead</b>	Just Funky	Blankets, gifts, mats, novelties, wall art (U.S., Canada, U.K., France, Germany, Austria, Italy, Scotland, Spain, Netherlands, Mexico, Brazil, ANZ)	King Features Syndicate
<b>Cypress Hill</b>	Bioworld Merchandising	Accessories, apparel (U.S., Canada)	Epic Rights
<b>Darrell Bush</b>	Signature Brands	Tins (U.S., Canada)	MHS Licensing + Consulting
<b>Darren Gygi</b>	Shubox Promotions	Glasses, koozies, mugs, trays, water bottles (Caymen Islands)	
<b>Def Leppard</b>	Cotton Division/Cotton On	Accessories, apparel (Worldwide)	Epic Rights
	RentEvent	Wall clocks (GAS)	
<b>Dragon Ball</b>	Overlook Events	Live events (Europe)	Toei Animation Europe S.A.S.
<b>Dragon Ball Super</b>	Sun City	Apparel (Italy)	
<b>Dragon Ball Z</b>	Teknofun/Madcow Entertainment	Digital cameras, headphones, power banks (France, Belgium, GAS)	
<b>Duran Duran</b>	Cotton Division/Cotton On	Accessories, apparel (Worldwide)	Epic Rights
<b>emoji</b>	Lazerbuilt	Audio accessories, car accessories, mobile accessories, travel accessories (U.K.)	Bravado Intl. Group div. Universal Music Group
<b>Enchantimals</b>	Evode Group Ltd./Merchmaker.com/Choosey.com	Personalized products (Europe)	Mattel U.K. Ltd.
<b>Eurosport</b>	Tenn-Outdoors Ltd.	Cycling apparel (U.K.)	Discovery Consumer Products (U.K.)
<b>Fireman Sam</b>	Evode Group Ltd./Merchmaker.com/Choosey.com	Personalized products (Europe)	Mattel U.K. Ltd.
<b>Fisher-Price</b>	Evode Group Ltd./Merchmaker.com/Choosey.com	Personalized products (Europe)	Mattel U.K. Ltd.
<b>Game of Thrones</b>	LovePop	Pop-up greeting cards (Worldwide)	HBO
<b>Gina Linn</b>	Crown Point Graphics	Boxed greeting cards, list pads (U.S., Canada)	MHS Licensing + Consulting
	DesignScapes	Gift bags (U.S., Canada)	
	Wally Packaging/Dream Work Design	Gift bags (U.S., Canada)	
<b>Gumball</b>	Watermelon Ltd./Cartoon Network by Me	Personalized products (U.K.)	Cartoon Network Enterprises EMEA
<b>H. Hargrove</b>	Perre Group Co.	Jigsaw puzzles (Worldwide)	MHS Licensing + Consulting
<b>Happy News (The)</b>	WIDDOP and Co.	Giftware (U.K.)	DRI Licensing Ltd.
<b>Harry Potter</b>	Danielle Nicole	Accessories, backpacks, bags, clutches (North America)	Warner Bros. Consumer Products
<b>Hautman Brothers</b>	Custom Art Concepts	Wall decor (U.S., Canada)	MHS Licensing + Consulting
<b>Heidi Bienvenida</b>	Penguin Random House Grupo Editorial	Books (LATAM)	Mondo TV Iberoamerica SA
<b>Hello Kitty</b>	Elephant Parade	Co-branded art (Worldwide)	J&M Brands
<b>Hey Duggee</b>	Dreamtex Ltd.	Bedding, cushions, towels (U.K.)	BBC Worldwide
<b>Horrible Histories</b>	Danilo Promotions Ltd.	Greeting cards (U.K.)	Rocket Licensing
	Smiffy's	Costumes (U.K.)	
	Winning Moves U.K. Ltd.	Card games (U.K.)	
<b>Hot Wheels</b>	Evode Group Ltd./Merchmaker.com/Choosey.com	Personalized products (Europe)	Mattel U.K. Ltd.
<b>It (2017)</b>	Hundreds (The)	Apparel (North America)	Warner Bros. Consumer Products
<b>Journey</b>	Cotton Division/Cotton On	Accessories, apparel (Worldwide)	Epic Rights
<b>Kathy Hatch</b>	Northcott Silk	Fabric (Worldwide)	MHS Licensing + Consulting
<b>Kim Norlien</b>	Baum Textile Mills/Windham Fabrics	Fabric (U.S., Canada)	
	Precious Moments	Ornaments (Worldwide)	
<b>KISS</b>	Acco Brands	Calendars (U.S., Canada)	Epic Rights
	Caseable GmbH	Echo skins, laptop covers, phone cases (Worldwide)	
	IconLogin Ltd.	Lock screen apps (Worldwide)	
	RentEvent	Wall clocks (GAS)	
<b>L.O.L. Surprise!</b>	Disguise	Costume accessories, costumes, dress-up & role play (North America)	MGA Entertainment
<b>Lisa Jane Smith</b>	Raz Imports	Home decor, wall decor (U.S., Canada)	MHS Licensing + Consulting
<b>Longchamp</b>	Marchon	Eyewear (Worldwide)	Longchamp
<b>Loving Vincent</b>	Bare Tree Media	Digital stickers (Worldwide)	Moxie & Co.
	Merch by Amazon	T-shirts (Worldwide)	
<b>Lyrics by Lennon &amp; McCartney</b>	Tervis	Drinkware (North America)	Epic Rights

\*Extension or renewal.

*Continued on page 10*

## Licensing News *Continued from page 9*

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Manchester City FC	Evode Group Ltd./Merchmaker.com/Choosey.com	Personalized products (Europe)	Manchester City Football Club
Marcie St. Clair	Crown Point Graphics	Bookmarks, cards, list pads, sticky notes (U.S., Canada)	MHS Licensing + Consulting
Marie Claire	LifeBox Food Co. Ltd.	Subscription service (U.K.)	Time Inc. U.K.
Miffy	TCG (form. The Canadian Group)	Games, puzzles (U.S., Canada)	Big Tent Entertainment
Mr. Bean	Star Editions	Giftware (U.K.)	Endemol Shine U.K.
National Geographic	Rikushet	Apparel, outdoor products (Israel)	Endeavor (form. WME/IMG Worldwide Licensing)
NHL	Fanatics	Headwear, jerseys (North America)	National Hockey League (NHL)
Oddbods	AST Origami/Publishers	Arts & crafts, puzzles (Russia)	brand4rent
	Bentex Group	Apparel (children's) (North America)	Brandgenuity
	Carlsen Verlag GmbH/Nelson Verlag	Activity books, puzzle art (Germany)	CPLG Germany/France(Copyright Promotions Licensing Group)
Oddbods	Confitrade	Confectionery (Russia)	brand4rent
	Kids Station Toys	Master toy (North America)	Brandgenuity
	Klaus Herding	Bedding, home textiles (Germany)	CPLG Germany/France(Copyright Promotions Licensing Group)
Peter Rabbit	Jumbo Games	Puzzles (U.K.)	Silvergate Media
PEZ Candy	SmartWorks Consumer Products	Inflatable pool products, inflatable pool toys (North America)	Lisa Marks Associates (LMA)
Pitch Perfect 3	TV Com Inc.	Mobile apps, software (Worldwide)	Universal Brand Development
PJ Masks	ACI International	Accessories (Canada)	Entertainment One (eOne)
	Black & White Merchandising	Footwear (Canada)	
	Bravo Sports	Sporting goods (children's) (Canada)	
	Canadian Thermos Products Inc.	Lunchware (Canada)	
	Centura Brands	Health & beauty aids (Canada)	
	Cra-Z-Art	Activity products, crafts (Canada)	
	Danawares	Back-to-school, stationery (Canada)	
	Good Food Co.	Cookies (Canada)	
	HG Intl.	Hoisery (Canada)	
	Kurt S. Adler	Christmas decorations, Christmas ornaments (Canada)	
	Little Kids	Seasonal toys (Canada)	
	Montco Crafts/Montco Packaging Co.	Activity toys, crafts (Canada)	
	Playhut	Play tents (Canada)	
	Primary Colors	Confectionery (Canada)	
	Springs Creative Products Group	Craft fabric (Canada)	
	Stoneridge Cycle	Bicycles (Canada)	
TCG (form. The Canadian Group)	Playmats (Canada)		
What Kids Want!	Seasonal toys (Canada)		
Zak Designs	Tabletop accessories (Canada)		
Poison	Cotton Division/Cotton On	Accessories, apparel (Worldwide)	Epic Rights
Popeye	Expendo Organisation	Character appearances (France)	King Features Syndicate
	Fipo Group*	Sweatshirts, t-shirts (Denmark, Sweden, Norway, Finland)	
	I.T. Apparels Ltd.	T-shirts (men's) (Canada, China, Hong Kong, Indonesia, Macau, Malaysia, Singapore, Taiwan, U.K.)	
	Lojas Riachuelo	Accessories, apparel, bath & beauty products (Brazil)	
	Manifatture 7 Bell S.p.A.	Apparel, swimwear (Brazil)	
	Sperry Top-Sider div. Wolverine World Wide, Inc.	Boat shoes, sneakers (North America, Asia Pacific, Europe, LATAM)	
Tosmax Corp.	Footwear (Japan)	Copyrights Asia Ltd.	
Power Puff Girls	Watermelon Ltd./Cartoon Network by Me	Personalized products (U.K.)	Cartoon Network Enterprises EMEA
Power Rangers	IMC Toys Deutschland GmbH	Electronic toys, radio-controlled toys (EMEA)	Saban Brands
	Panini Group U.K.	Stickers (EMEA)	
	Sambro Intl.	Arts & crafts, back-to-school (EMEA)	
	Tech 4 Kids/Basic Fun!	Toys (EMEA)	
Pure Silk	Evergreen Consumer Brands (ECB)	Body wash, hair care, health & beauty aids, lotion (North America)	Seltzer Licensing Group
	JEM Accessories dba Xtreme	Electronic grooming accessories (North America)	
Purple Ronnie	Getting Personal Ltd. div. Card Factory Group	Personalized giftware (U.K.)	Coolabi Group

\*Extension or renewal.

*Continued on page 11*

## Licensing News *Continued from page 10*

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Rainbow Rangers	Imprint div. Macmillan Publishing	Master publishing (Worldwide)	Genius Brands Intl.
Ranger Rob	Chouette Publishing	Books (U.S., Canada )	Corus Entertainment/Nelvana Enterprises
Roald Dahl	Yoto	Interactive audio player (U.K.)	DRI Licensing Ltd.
Robin Roderick	WinCraft	Garden flags (U.S., Canada)	MHS Licensing + Consulting
Roblox	Bioworld Merchandising	Apparel (U.S., Canada)	Roblox Corp.
Rubik's	UNIQLO	T-shirts (Worldwide)	Smiley Company (The)/SmileyWorld
Saint Seiya	Oniri Creations	Collectible figures (Europe)	Toei Animation Europe S.A.S.
Scorpions	Cotton Division/Cotton On	Accessories, apparel (Worldwide)	Epic Rights
	RentEvent	Wall clocks (GAS)	
Shark Week	Rodnik Band (The)	Accessories, apparel (Worldwide)	Discovery Global Enterprises
Shopkins Cutie Cars	Mighty Kingdom	Mobile apps (Worldwide)	Moose Toys
Simon's Cat	Star Editions	Giftware (U.K.)	Endemol Shine U.K.
Smiley	Beconnected Hong Kong Ltd. / Beconnected World*	Accessories, apparel (APAC)	Smiley Company (The)/SmileyWorld
Smiley	Caseable GmbH	Technical accessories (Europe)	Smiley Company (The)/SmileyWorld
	Chiecas Co., Ltd.	Accessories, apparel (APAC)	
	CTI (Chaulnes textiles industries)*	Housewares (France, Benelux)	
	Lannoo Graphics div Lannoo Publishing Group*	Back-to-school (Europe)	
	Leomil NV*	Footwear (Worldwide)	
	Mozak Fashions Pvt. Ltd.	Accessories, apparel (India)	
	Pelikan Vertriebsgesellschaft mbH & Co. KG*	Back-to-school (Germany)	
	Poetic Brands Ltd./PoeticGem	Accessories, apparel (U.K.)	
	Santex Moden GmbH*	Accessories, apparel (GAS)	
	Simba Toys India Pvt. Ltd.	Back-to-school (India)	
	VF Corp. Asia Pacific*	Accessories, apparel (APAC)	
Zara Home Espana S.A. div. Inditex*	Accessories, apparel (Worldwide)		
SpongeBob SquarePants	(RED)	Co-branded products for charity (Worldwide)	Nickelodeon & Viacom Consumer Products (NVCP)
Star Wars	BoxLunch	Accessories, apparel, home decor, technical accessories (Worldwide)	Disney Consumer Products
	Torrid	Apparel (women's) (Worldwide)	
Star Wars: The Empire Strikes Back	Columbia Sportswear	Jackets, outerwear (Worldwide)	
Steven Universe	Watermelon Ltd./Cartoon Network by Me	Personalized products (U.K.)	Cartoon Network Enterprises EMEA
Stikbot	Basic Fun!	Toys (Worldwide)	Joester Loria Group (JLG)
	Hybrid Promotions dba Hybrid Apparel	Apparel (Worldwide)	
Strictly Come Dancing	John Adams Leisure Ltd.	Board games (U.K.)	BBC Worldwide
Styx	Cotton Division/Cotton On	Accessories, apparel (Worldwide)	Epic Rights
Super Geek Heroes	Infobase Publishing/Infobase Learning	Videos (U.S., Canada)	Edutainment Licensing
T.Rex	Cotton Division/Cotton On	Accessories, apparel (Worldwide)	Epic Rights
Thomas & Friends	Evode Group Ltd./Merchmaker.com/ Choosey.com	Personalized products (Europe)	Mattel U.K. Ltd.
Tiffany & Co.	Luxtottica*	Eyewear (Worldwide)	Tiffany & Co.
Tina Higgins	DesignScapes	List pads, note cards, note pads (U.S., Canada)	MHS Licensing + Consulting
	Raz Imports	Home decor, wall decor (Worldwide)	
True and the Rainbow Kingdom	Toy State Marketing (USA)	Master toy (Worldwide)	Brand Central
Victoria Schultz	Charting Creations	Cross-stitch charts & kits (Worldwide)	MHS Licensing + Consulting
Walking Dead (The)	Poetic Brands Ltd./PoeticGem	Nightwear, underwear (U.K.)	Striker Entertainment
WHAM!	Cotton Division/Cotton On	Accessories, apparel (Worldwide)	Epic Rights
	Danilo Promotions Ltd.	Calendars (Worldwide excl. U.S., Canada)	
WWE	Reliance Games	Arcade-style game (North America)	World Wrestling Entertainment (WWE)
X Factor (The)	Wilton Bradley	Electronics, headphones, karaoke machines, microphones, speakers (U.K.)	FremantleMedia Kids & Family Entertainment
Yes	RentEvent	Wall clocks (GAS)	Epic Rights
Zits	Lappan Verlag GmbH div. Carlson Verlag	Calendars (GAS)	King Features Syndicate
ZZ Top	RentEvent	Wall clocks (GAS)	Epic Rights

\*Extension or renewal.



# contacts & connections

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

**A&A Global Industries/Koko's Confectionery**, Philip Brilliant, VP Marketing & Licensing, 410-252-1020 x349, pbrilliant@aaglobal.com, P. 7.

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

**Acco Brands**, Jenny Matthews, Licensing Account Manager, 937-495-5146, jenny.matthews@acco.com, P. 9.

**ACI International**, Sean Mitchell, EVP Marketing & Licensing, 310-889-3464, smitchell@aciint.com, P. 10.

**Agency for the Performing Arts (APA)**, Brian Dow, Partner & Head Branding, Marketing, Licensing & Endorsements, 310-888-4200, bdow@apa-agency.com, P. 6.

**Alita's Brand Bar**, Alita Friedman, CEO, 774-322-1470, alita@alitasbrandbar.com, P. 7.

**Amscan**, Barry Morin, SVP Marketing & Licensing, 914-345-2020, bmorin@amscan.com, P. 7.

**Aquarius Entertainment Merchandising**, Linda Judy, VP Licensing & Business Development, 559-561-4577, linda@aquariusimages.com, P. 7.

**Authentic Brands Group (ABG)**, Ken Ohashi, EVP Lifestyle, 212-760-2410, kohashi@abg-nyc.com, P. 8.

**Avalanche Licensing/Avalanche Trading Co.**, Ronald Petrucci, EVP Sales, 978-594-4155, ron@avalanchewear.com, P. 7.

**Bare Tree Media**, Robert Ferrari, CEO, 617-899-3347, rferrari@baretreemedia.com, P. 9.

**Baum Textile Mills/Windham Fabrics**, Mickey Krueger, President, 201-659-0444, mickey@baumtextile.com, P. 8,9.

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

**Big Tent Entertainment**, Tami Thosath, Director Licensing, tami@bigtent.tv, P. 10.

**Bioworld Merchandising**, Beth Taylor, Director Licensing, 972-488-0655, beth@bioworldmerch.com, P. 9.

**Bioworld Merchandising**, Raj Malik, CEO, 972-488-0655, rajm@bioworldmerch.com, P. 10.

**BoxLunch**, Cindy Levitt, VP General Merchandise Manager, 626-839-4681 x2216, clevitt@hottopic.com, P. 10.

**Brand Central**, Ross Misher, CEO, 310-268-1231, ross@brandcentralgroup.com, P. 10.

**Brand Liaison (The)**, Steven Heller, Founder, 855-843-5424, steven@thebrandliaison.com, P. 6,7.

**Brandgenuity**, Jay Asher, Partner, 212-925-0730, jay@brandgenuity.com, P. 10.

**Bravo Sports**, Joseph Klingl, VP Marketing & Product Development, 562-484-6331, jklingl@bravocorp.com, P. 10.

**BrownTrout Publishers**, Joseph Angard, Licensing Consultant, 800-777-7812 x195, jangard@browntrout.com, P. 6.

**Bulls I Toy**, Mike Simon, Director Licensing & Product Development, 760-297-1968, mjsimon@bullsitoy.com, P. 8.

**Cheesecake Factory**, Donald Evans, CMO, 818-871-3000, devans@thecheesecakefactory.com, P. 8.

**Columbia Sportswear**, Matt Merriman, Senior Director Licensing, 503-985-4000, mmerriman@columbia.com, P. 10.

**Cool Mini Or Not (CMON)**, Kevin Clark, Director Research & Development, 470-375-2872, kevinclark@coolminiornot.com, P. 6.

**Cotton Babies Inc.**, Julia Lohmeyer, Assistant, 888-332-2243 x236, julia@cottonbabies.com, P. 6.

**Cotton Citizen**, Adam Vanunu, Founder & Creative Director, 310-965-0529, adam@cottoncitizen.com, P. 6.

**Cra-Z-Art**, Nellie Mahabir, CEO, 973-598-3800 x208, nmahabir@cra-z-art.com, P. 10.

**Creative Licensing Corp.**, Rand Marlis, President, 310-479-6777, rand@creativelicensingcorporation.com, P. 7.

**Crocs**, Greg Thomas, Senior Manager Global Licensing, 303-848-7589, gthomas@crocs.com, P. 6.

**Crown Point Graphics**, Carol Dierckes, VP Sales & Marketing, 317-575-9975, cdierckes@crownpointgraphics.com, P. 9,10.

**Custom Art Concepts**, Greg Berg, Founder, 715-381-8209 x11, greg@customartconcepts.net, P. 9.

**Danielle Nicole**, Danielle DiFerdinando, CEO & Designer, 212-947-9001, info@danielle-nicole.com, P. 9.

**DecoPac**, Danna Dueck, Director Licensing, 763-398-5675, danna.dueck@decopac.com, P. 8.

**Design Design**, Tom Vituj, Creative Director Product Development, 616-771-8319, tom.vituj@designdesign.us, P. 8.

**DesignPac Gifts**, Trish Dean, Director of Purchasing - Consumables, 708-450-5700 x622, trish\_dean@designpac.com, P. 6.

**DesignScapes**, Leslie Anderson, Marketing & Product Development, 707-894-7758, leslie@designscapes-llc.com, P. 9,10.

**Digital Brand Products/Digital Brand Architects**, Lauren Fields, Director Licensing, lauren@digitalbrandproducts.com, P. 6.

**Direct Checks Unlimited Sales/Deluxe Corp.**, Tracey Engelhardt, SVP Direct to Consumer, 719-531-3900, tracey.engelhardt@deluxe.com, P. 6.

**Discovery Global Enterprises**, Leigh Anne Brodsky, EVP, 212-548-5837, leigh\_anne\_brodsky@discovery.com, P. 10.

**Disguise**, Joe Anton, President, 858-391-3600, janton@disguise.com, P. 9.

**Disney Consumer Products**, Paul Southern, SVP Licensing Star Wars, 415-623-1928, paul.southern@lucasfilm.com, P. 7,10.

**Enchante Accessories**, Lisa Rosman, Licensing Manager & Senior Designer, 212-689-6008 x1147, lisa@ench.com, P. 9.

**Endeavor (form. WME/IMG Worldwide Licensing)**, Gary Krakower, VP Licensing, 424-653-1900, gary.krakower@img.com, P. 7.

**Entertainment One (eOne)**, Joan Grasso, SVP Licensing North America, 212-353-8800 x5219, jgrasso@entonegroup.com, P. 10.

**Epic Rights**, Lisa Streff, EVP Global Licensing, 310-424-1908, lisa@epicrights.com, P. 8-10.

**Epic Rights**, Meghan Mernin, Director Licensing, 310-424-1909, meghan@epicrights.com, P. 9,10.

**Evergreen Consumer Brands (ECB)**, Steven Immel, Co-CEO & General Counsel, 905-458-7002, simmel@evergreenbrands.net, P. 8,10.

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*Continued on page 14*

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

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*Continued on page 15*

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*Continued on page 17*

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SPORTS & COLLEGIATE

## NFLPA's Top Players

Overall, sports is the second-strongest property type we track. Retail sales grew 4.3% in 2016 to reach \$15.4 billion, according to *TLL's Annual Licensing Business Survey*. Collegiate-based brands also enjoyed strong sales in 2016 at 2.5% growth, reaching \$3.5 billion in sales.

NFL sales, in particular, were up 3.7% in 2016, as compared to 3.4% in 2015. Roughly a third of those sales came from NFLPA-licensed products based on player likenesses (while the NFL licenses the teams). Note that the NFL also tracks the best-selling NFL jerseys, by player, through NFLshop.com. Approximately half of the retail sales of licensed NFL merchandise can be attributed to jerseys.

The NFLPA recently released its Q2 sales results for the 2017–18 season, and along with the list of top-selling player, some interesting highlights from licensees. See the top 25 list below.

- ▶ At No. 1 for all licensed sales, Dak Prescott also sold the most **500 Level** t-shirts during the second quarter.
- ▶ Prescott was the top-seller from Dallas Cowboys Merchandising apparel. Teammates Dez Bryant, Ezekiel Elliott, and Jason Witten rounded out the top four sellers.
- ▶ Prescott, Elliott, Tom Brady, Odell Beckham Jr., and Derek Carr sold the most player socks from **FBF Originals**.
- ▶ Brady, Beckham, Antonio Brown, Carr, and Marshawn Lynch sold the most **Nike** jerseys and t-shirts.
- ▶ Brady, Russell Wilson, Beckham, Brown, and Ben Roethlisberger sold the most children's jerseys from **Outerstuff**.
- ▶ Wilson sold the most pet jerseys and accessories from **Pets First**.
- ▶ Wentz led sales in bracelets, key chains, and lanyards from **Aminco Intl**.
- ▶ Rob Gronkowski (University of Arizona) sold the most collegiate co-brand posters, greeting cards, and invitations from **Team Spirit Store**.
- ▶ Brady sold the most vinyl figures and bobbleheads from **Funko**.
- ▶ Von Miller (Texas A&M University), Ben Roethlisberger (Miami University of Ohio) and Philip Rivers (North Carolina State University) sold the most collegiate jerseys by **Adidas**.
- ▶ Rodgers, Prescott, Elliott, and Bryant sold the most framed items from **Highland Mint**.

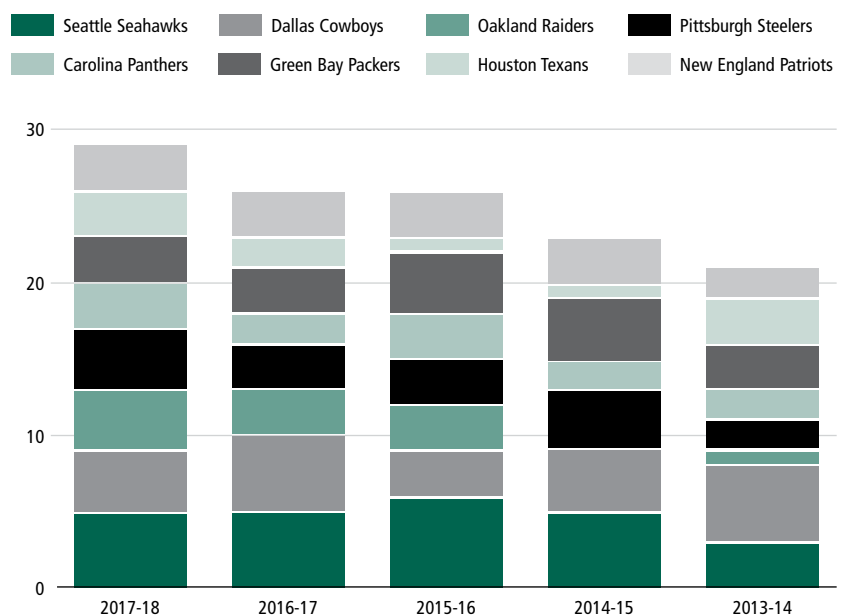
### Star Teams

The Seattle Seahawks are now home to most players who made the NFLPA's list with five players in total making the cut. But the team doesn't count the top-selling players—the Dallas Cowboys (four players) is home to No. 1 and 2, Dak Prescott and Ezekiel Elliott. The New England Patriots boast Tom Brady (No. 3) on its roster. Finally, Russell Wilson at No. 4 takes home the honors for the Seahawks.

Over the years, the number of teams that count three or more best-selling players has remained relatively stable, at seven or eight in each season. Likewise, the number of teams with a whopping five or more players on the top 50 list has remained steady at one each season (except in the 2016–17 season, where the Seattle Seahawks and Dallas Cowboys both counted five players).

What has changed over the years are the spheres of influence. Not included in the list below are teams like the Denver Broncos (peaked with four players in 2013–14; count one player in 2017–18) and San Francisco 49ers (same). Note that the chart tracks only the historical progress of the top eight teams for the 2017–18 season (the only teams with at least three No. 1 players on the NFLPA's top 50 players list). The 2013–14 NFL season was the first for which the full 50 players list was made available.

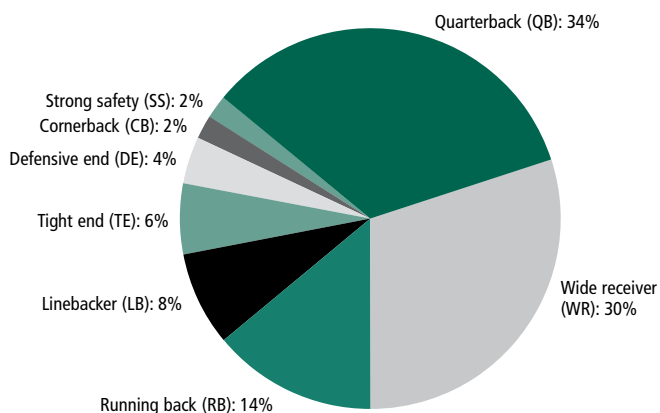
TOP 8 TEAMS HOME TO BEST-SELLING NFL PLAYERS, 2013–14 THRU 2017–18 SEASONS



SOURCES: NFLPA, THE LICENSING LETTER

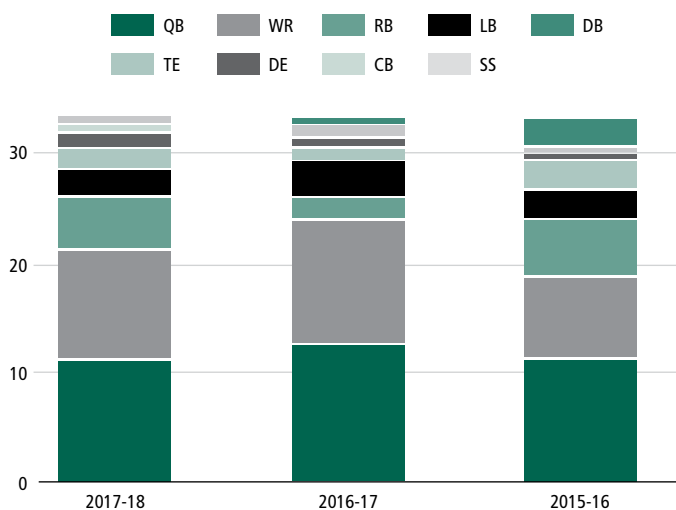


**TOP-SELLING 50 NFL PLAYERS, BY POSITION, Q2 2017-18**



**Note:** Based on top 50 players ranked by retail sales of licensed merchandise for the 2017-18 NFL season (YTD Mar. 1-Aug. 31, 2017). Numbers may not add up exactly due to rounding.  
**SOURCES:** NFLPA, THE LICENSING LETTER

**BEST-SELLING 50 NFL PLAYERS, BY POSITION, 2015-16 THRU 2017-18 SEASONS**



**SOURCES:** NFLPA, THE LICENSING LETTER

**What's Your Position?**

Quarterbacks are the most represented on the top 50 players list with 17 players making up 34%, followed by wide receivers (15 players; 30%) and running backs (7 players; 14%). The top 11 players take up these three positions.

In 2017-18, defensive backs fell off the top 50 list; four appeared in the 2015-16 season. The 2015-16 NFL season was the first for which positions for the full 50 players list were made available.

**Most Valuable Players**

Prescott's rise to the top of the pack is a dramatic story—especially for a player who was only poised to begin his second season in the league at the time the sales results for the NFLPA list were recorded. Last season,

Prescott made his debut on the list at No. 8 on the Q3 list for February 2017. He finished last season at No. 2, behind teammate Ezekiel Elliott.

**Take a Knee**

A quick note regarding the impact of merchandising sales from the debate surrounding certain NFL players who elected to take a knee during the national anthem. When contacted for comment earlier this season, neither the NFL nor the NFLPA saw reason to worry. Licensees and retailers have remained, similarly, mum.

And while neither licensing body responded to specific requests regarding sales growths recently, we suspect that any declines were offset by an increase in sales from either invigorated or new fans. One player in particular, Pittsburgh Steelers Alejandro Villanueva (he didn't make the top 50 list), was reported to have a sharp increase in jersey and merchandise sales. A similar phenomenon was observed with Colin Kaepernick's jersey back in the day.

**TOP 25 NFL PLAYERS, BY RETAIL SALES OF LICENSED PRODUCTS, 2017-18 SEASON (YTD MAR. 1-AUG. 31, 2017)**

RANK	PLAYER	POSITION	TEAM
1	Dak Prescott	QB	Dallas Cowboys
2	Ezekiel Elliott	RB	Dallas Cowboys
3	Tom Brady	QB	New England Patriots
4	Russell Wilson	QB	Seattle Seahawks
5	Odell Beckham Jr.	WR	New York Giants
6	Aaron Rodgers	QB	Green Bay Packers
7	Antonio Brown	WR	Pittsburgh Steelers
8	Derek Carr	QB	Oakland Raiders
9	Marshawn Lynch	RB	Oakland Raiders
10	Carson Wentz	QB	Philadelphia Eagles
11	Dez Bryant	WR	Dallas Cowboys
12	Von Miller	LB	Denver Broncos
13	Rob Gronkowski	TE	New England Patriots
14	Jason Witten	TE	Dallas Cowboys
15	Khalil Mack	DE	Oakland Raiders
16	J.J. Watt	DE	Houston Texans
17	Ben Roethlisberger	QB	Pittsburgh Steelers
18	Matthew Stafford	QB	Detroit Lions
19	Amari Cooper	WR	Oakland Raiders
20	Julio Jones	WR	Atlanta Falcons
21	Philip Rivers	QB	Los Angeles Chargers
22	Cam Newton	QB	Carolina Panthers
23	Richard Sherman	CB	Seattle Seahawks
24	Le'Veon Bell	RB	Pittsburgh Steelers
25	Julian Edelman	WR	New England Patriots

**SOURCES:** NFLPA, THE LICENSING LETTER

American football is not a stranger to controversy, and this was one of the least reprehensible and most morally upright in its history. Despite allegations of domestic violence and uncertainty over whether he can even play, Ezekiel Elliott is No. 2 on the list. Based on USA Today's reporting on the issue, other members of the top 25 list have also had run-ins with the law: Marshawn Lynch (No. 9, DUI in 2012), Dez Bryant (11, domestic violence in 2012), Von Miller (12, driving offense in 2013), Le'Veon Bell (24, marijuana possession in 2014), Julian Edelman (25, assault in 2011). If anything, the recent debate will positively affect the League's image.

### The Top 25 List

The NFLPA's list is based on total overall sales of all licensed products from online and traditional retail outlets. Sales for the 2017–18 season to date are reported by over 80 NFLPA licensees such as Nike, VF Imagewear, Fanatics, Outerstuff, Fathead, McFarlane Toys, OYO Sportstoy, Bleacher Creatures, Forever Collectibles, and Photo File. Licensed product categories include men's, women's,

and youth game jerseys and t-shirts; player murals; figurines; matted and framed photos; bobbleheads; drinkware; jewelry; and electronic device accessories.

### NFL Experience in Times Square

TLL had the opportunity to visit a new, permanent, \$30 million, powered by a partnership between the NFL, Cirque du Soleil, the NFLPA, and the Witkoff Group. The experience takes up 40,000 sq. ft. of real estate over four floors—and all 32 teams are represented, more or less. Go to [www.thelicensingletter.com](http://www.thelicensingletter.com) for a more detailed wrap-up of the experience with pictures.

Major licensees represented at the location's gift shop (including exclusive NFL Experience-branded goods) include, in alphabetical order: Boelter Brands, Dooney & Bourke, Dynasty Drink, Fanatics, Foco, Forever Collectibles, Highland Mint, Jarden, Little Earth Productions, M&M, Mizco Intl., Myron Cope, New Era Cap, Panini, Pro Specialties Group, Rawlings, Riddell, The Licensed Products Co., Wilson, WinCraft, and Winning Streak Sports.

## ENTERTAINMENT/CHARACTER

### Can Disney Digest its Newest Acquisition?

Disney acquires a number of key 21st Century Fox assets in a transaction valued at \$66.1 billion—the deal is expected to close in 12 to 18 months, provided that it passes antitrust scrutiny. CEO Bob Iger has extended his contract to 2021 (or an extra two years) to help the entertainment giant digest its newest purchase.

To be more exact, an incomplete list of the assets includes TV studios Twentieth Century Fox Television, FX Productions and Fox21 as well as FX Networks, National Geographic, Fox's regional sports networks, Star India, interests in Hulu (bringing Disney's share up to 60%), Sky, Tata Sky, Endemol Shine Group, and BOOM! Studios. Not included in the deal are certain broadcast assets like Fox News and the Big Ten Network.

Some of the most significant in brand licensing news:

- ▶ The entire Star Wars family is together again thanks to Disney's acquisition of Fox's distribution rights to *Star Wars: A New Hope*.
- ▶ All the characters from Marvel Comics have reunited—Fox held the film and TV rights to X-Men, Deadpool, and Fantastic Four. The acquisition will let Disney bring these properties into the Marvel Cinematic Universe. (Technically, Sony still owns Spider-Man, but Marvel is free to use him in films following a 2015 deal.)
- ▶ Disney's park attractions will get a boost from the rights to James Cameron's *Avatar* and the film's upcoming sequels.
- ▶ The National Geographic brand is now in the hands of the House of Mouse.

- ▶ *The Simpsons* and *Bob's Burgers*
- ▶ *American Horror Story*
- ▶ The *Kingsman* films
- ▶ *Ice Age* and its sequels
- ▶ The *Alien* films
- ▶ *Planet of the Apes*

Disney eats up nearly half of all retail sales among the top entertainment/character licensors in the U.S., according to TLL's \$100 million list (tracking retail sales of licensed merchandise for the top entertainment/character properties in the U.S./Canada).

The new film assets give Disney control over 40% of the movie business, which, as *Bloomberg* notes, would likely attract antitrust scrutiny and require the entity to divest some of those assets. But given that Iger was one of the first business titans to jump ship from a White House advisory council earlier this year, who knows if Disney has any friends on the Hill. We doubt that Disney is very attached to Fox's adult-oriented, live-action film business though—the titan declined to buy out the historic Fox studio lot in Century City, for example. It remains to be seen what treatment more mature properties will receive at the hands of Disney. Marvel has already publicly committed to keeping Deadpool, for example, R-rated.

These new properties are certainly going to allow Disney to go neck-and-neck with Netflix, Hulu, and other streaming service providers. Because of its majority stake in Hulu, it seems likely (and the media giant has hinted)

that Disney will release adult-oriented content on that platform. Netflix will no longer feature Disney content, but it's important to note that the rest of the big six are firmly on board, in addition to smaller players—DreamWorks will launch six original cartoon series exclusively on the platform, for example.

The superhero properties, in particular, are going to boost Marvel's publishing and cinematic potential—the only real top-line contenders remaining are Warner Bros. with DC Comics and Sony, which still has its hands on Spider-Man and the Valiant universe. In the latest news from superhero films, Warner is shaking up its upper management after a disappointing performance by *Justice League*. Because Marvel has more or less found its formula for success, it won't be easy for others to compete.

On cable, Fox's regional sports networks, for example, are expected to inject new blood into the slipping ESPN network (whose direct service is launching 2018). The key point that will determine if Disney remains relevant over the next 10 years is how Disney will organize its content on TV versus digital streaming—while cable still has a pulse, it's not exactly growing. The most common assumption is that Disney will release different sets of content exclusively on its cable and digital platforms. This move carries the risk that Disney will end up sinking money into a dying platform—but we're also assuming cable will die.

From the perspective of consumer products licensing, however, this will give licensees greater access to a wider range of assets and a deeper well of marketing and advertising support. It remains to be seen if Disney will be more selective about its licensing partners or whether it will raise its minimum guarantees and/or royalty rates.

Disney said it expects to realize \$2 billion in annual cost savings from the combination, which basically translates to hundreds of job cuts. Who knows how that loss of talent will impact the direction of the entertainment industry—personally, we are looking forward to the rise of many more independent, original projects. But one thing is clear—job cuts are not going to be the biggest worry for whoever ends up at Disney Consumer Products. It remains to be seen if Disney will keep or cull Fox merchandising talent—after all, while the House of Mouse has finally learned how to cash out on superhero properties, that's not exactly true for more adult-oriented properties. Alternatively, Disney leadership might decide that it's not worth it to spend resources on merchandising certain franchises.

The biggest question we have is how Disney will be able to afford everything. The media giant seems to be banking on the influx of properties to support its new digital media initiatives (streaming service will launch in 2019). But it will have to price its new service at bargain rates (at least for the first year) to attract families and nerds away from power players like Netflix. Ever-attentive to Disney's stock price, Iger has been prioritizing short-term profits over the last couple of years—in particular, the House of

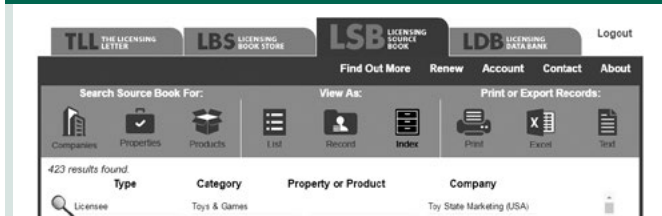
Mouse has been steadily buying out its stock. There is no way that Disney will be able to avoid having to pay out flat or no returns over the next couple of years as it works to digest its newest acquisitions.

Here's a brief timeline of some key Disney acquisitions and sales:

- ▶ 1995—ABC Television Group acquired.
- ▶ 2006—Pixar Animation Studios acquired.
- ▶ 2009—Marvel Entertainment acquired.
- ▶ 2010—Power Rangers franchise sold to Saban Brands for \$100 million.
- ▶ 2010—Miramax Films sold to Filmyard Holdings for \$660 million.
- ▶ 2012—Lucasfilm acquired from George Lucas, including Star Wars and Indiana Jones, for \$4 billion.
- ▶ 2013—Disney Interactive Studios shuts down development studio Junction Point Studios.
- ▶ 2014—Maker Studios acquired for \$500 million.
- ▶ 2015—Disney combines its Consumer Products and Interactive Media divisions into one unified segment, Disney Consumer Products & Interactive Media.
- ▶ 2015—Marvel Studios is reorganized under Walt Disney Studios.

Note how *long* some of these acquisitions took to fully realize their earning potential. For example, Marvel Avengers only appeared on the \$100 million list in 2012 (at \$201 million retail sales in the U.S./Canada)—or three years after Marvel Entertainment was acquired. Could it take that long for Disney to learn how to monetize some of Fox's brands? Perhaps—and that's the weak point that competitors have to attack.

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## VIDEO GAMES

## The Horror: 44% of Upcoming Licensable Video Games Sequels

We've updated our list of upcoming video games with licensing potential, and it counts 80 titles launching from 2018 and beyond.

Retail sales of licensed merchandise based on video game/interactive/online-based brands reached \$607 million in 2016, up 3.5% from the previous year for the U.S./Canada.

Compared to last year's list, the breakdown of the list has remained relatively consistent. Sequels lead at 44% share of the list, followed by new IP (28%), licensed IP (25%), reboots (6%), and graphical updates (5%).

### Franchise Power versus New Faces

Just as with feature films, one of the most reliable indicators of success for a video game property in merchandising is whether it is part of an established franchise. Forty-four games on the list are sequels or prequels and part of established franchises.

Many of these games—like Sega's *Valkyria Chronicles 4* and Sony's *The Last of Us 2*—are not a direct continuation of their predecessor, however, and feature an entirely new cast. In this way, the game's background universe is expanded and deepened while also remaining fresh. Even licensed games like Sony's *Spider-Man* and Overkill's *The Walking Dead* promise entirely new, original stories for gamers to enjoy.

While sequels, reboots, graphical updates, and games based on licensed properties all provide licensees with a track record of fiscal success, new properties are considerably more difficult to judge. Although there is definitely a risk, new IP may also have a greater upside.

Compared to last year, there is a larger share of new IP with 22 titles. In part, this is because of greater optimism on *TLL's* part. In evaluating these properties, we considered past licensing by the developer or licensor and fiscal/critical success of previous games.

Ubisoft's *Starlink: Battle for Atlas* is the only game on the list with a confirmed toys-to-life element—with the decline of pioneers like *Skylanders*, this game has the potential of revitalizing the genre or slamming the final nail in the coffin. Just two games on the most recent list have VR elements.

### Horrorcore

The biggest trend within the next two years of video games? Horror—ranging from low-key, psychological games that require the player to use their tactical skills to survive to those with harrowing hack-and-slash elements. Settings range from fantastical to historical to sci-fi—and the horrors players have to fight against likewise range from zombies to aliens to humans.

Several reboots and graphical updates fall under the horror genre, including Capcom's *Resident Evil 2* (released in 1998) and *Square Enix's Fear Effect* (2000).

## Planned Video Game Releases With Licensing Potential, 2017–2018

GAME	PLANNED RELEASE	PUBLISHER	SUMMARY	SEQUEL	REBOOT	NEW IP	LICENSED	GRAPHICAL UPDATE
Digimon Story: Cyber Sleuth - Hacker's Memory	1/19/2018	Bandai Namco Entertainment	Third-person role playing game uses many of the same assets as the original 2015 game, but from the perspective of a new character.	X				
Ni no Kuni II: Revenant Kingdom	1/19/2018	Bandai Namco Entertainment	Role playing game developed by Level 5 and set hundreds of years after the 2013 game; features the cat and mouse tribes.	X				
The Inpatient	1/23/2018	Sony	Psychological horror game where the player controls an amnesiac patient; set 60 years before the events of 2015's <i>Until Dawn</i> .	X				
The Seven Deadly Sins: Knights of Britannia	1/25/2018	Bandai Namco Entertainment	Fantasy boy's manga series adapted into an anime series; 2nd season and feature film will premiere in 2018.				X	
Dragon Ball FighterZ	1/26/2018	Bandai Namco Entertainment	Competitive 2.5D fighting game based on the Dragon Ball franchise.		X		X	
Monster Hunter: World	1/26/2018	Capcom	Fifth installment in open world action series will boast a more interconnected world map and story narrative.	X				
Shadow of the Colossus	2/6/2018	Sony	Classic 2005 action-adventure game was previously remastered in 2011.					X
Civilization VI: Rise and Fall	2/8/2018	2K Games	Turn-based strategy game expansion explores the rise and fall of civilizations.	X				
Kingdom Come: Deliverance	2/13/2018	Warhorse Studios	Czech medieval open world RPG game follows a knight on his quest for revenge.			X		
Secret of Mana	2/15/2018	Square Enix	Classic 1993 Super Nintendo game is being re-released with 3D graphics.					X

## Planned Video Game Releases With Licensing Potential, 2017–2018 *Continued from page 20*

GAME	PLANNED RELEASE	PUBLISHER	SUMMARY	SEQUEL	REBOOT	NEW IP	LICENSED	GRAPHICAL UPDATE
Metal Gear Survive	2/20/2018	Konami	First Metal Gear game to be developed since Hideo Kojima's departure from Konami in late 2015; online-only.	X				
Far Cry 5	2/27/2018	Ubisoft	First-person shooter features a new, customizable character creator for a sheriff's deputy sent to arrest a cult leader.	X				
The Crew 2	3/16/2018	Ubisoft	Racing game where players can switch between controlling air, land and sea vehicles.	X				
Agony	3/30/2018	PlayWay	First-person survival horror pits the player in hell as a tormented Martyr with the ability to control minds.			X		
We Happy Few	4/13/2018	Gearbox Publishing	Indie dystopian survival and exploration adventure takes place in the mid-1960s in a fictional English city.			X		
Final Fantasy XV	TBA 2018	Square Enix	2016 game shipped 6 million copies worldwide by the end of 2017; being ported to PC.					X
God of War	TBA 2018	Sony	In the eighth installment, Kratos is now a father and living in seclusion in the land of Norse mythology.	X				
Fe	TBA 2018	Electronic Arts	Action adventure game where players control a fox-like creature that protects its forest environ.			X		
Sea of Thieves	TBA 2018	Microsoft	Developer Rare is creating this pirate-themed co-op action adventure.			X		
Detroit: Become Human	TBA 2018	Sony	Neo-noir thriller stars androids on their quest to become something more.			X		
Bloodstained: Ritual of the Night	TBA 2018	505 Games	Spiritual successor to the Castlevania series from producer Koji Igarashi.			X		
Dauntless	TBA 2018	Phoenix Labs	Free-to-play monster hunter PC game from former Riot Games, BioWare, Blizzard, and Capcom developers.			X		
Spider-Man	TBA 2018	Sony	First in a series of games from Insomniac and Sony will tell a new story about an older Peter Parker.				X	
Skull & Bones	TBA 2018	Ubisoft	Tactical piracy and naval warfare game set in an open world.			X		
Project Octopath Traveler	TBA 2018	Nintendo	RP game combines 16-bit style character sprites and textures with polygonal environments and high definition effects.			X		
Starlink: Battle for Atlas	TBA 2018	Ubisoft	Sci-fi action adventure where a player navigates their spaceship through space; features toys-to-life elements.			X		
System Shock	TBA 2018	Night Dive Studios	Remake of the 1994 game; one of the oldest in the sci-fi/horror genre.		X			
State of Decay 2	TBA 2018	Microsoft	Zombie survival game developed by Undead Labs as the sequel to the 2013 game—emphasis on survival.	X				
Red Dead Redemption 2	TBA 2018	Rockstar Games	Western-themed action game follows the story of outlaw Arthur Morgan, a member of the Dutch van der Linde gang.	X				
Anthem	TBA 2018	Electronic Arts	Online multiplayer game developed by BioWare; IP to be "maybe a 10-year journey." Drew Karpysyn amongst writers.			X		
Shenmue III	TBA 2018	Ys Net	Crowdfunded (over \$6.3M pledged) sequel is directed, written and produced by series creator Yu Suzuki.	X			X	
Overkill's The Walking Dead	TBA 2018	Starbreeze Studios, 505 Games	Details are unknown, but the developer promises an "original" co-op story.				X	
Phoenix Point	TBA 2018	Snapshot Games	Turn-based tactical combat game where players fight against alien threat; spiritual successor of the X-COM franchise.			X		
Call of Cthulhu	TBA 2018	Cyanide	Investigation-horror game with stealth and RPG elements based on Lovecraft's famous universe.				X	
Fear Effect Reinvented	TBA 2018	Square Enix	Remake of the 2000 cult classic action game.		X			
BlazBlue: Cross Tag Battle	TBA 2018	Arc System Works	2D fighting game features characters from the BlazBlue, Persona 4 Arena, Under Night In-Birth, and RWBY franchises.				X	

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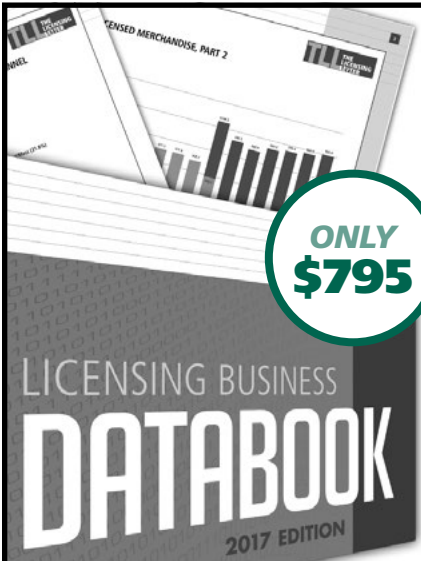
## Planned Video Game Releases With Licensing Potential, 2017–2018 Continued from page 21

GAME	PLANNED RELEASE	PUBLISHER	SUMMARY	SEQUEL	REBOOT	NEW IP	LICENSED	GRAPHICAL UPDATE
The Bard's Tale IV	TBA 2018	inXile Entertainment	Fantasy party-based dungeon crawler role-playing series relaunches with a first-player perspective.	X				
BattleTech	TBA 2018	Paradox Interactive	Turn-based strategy game based on the wargaming and military science fiction franchise.		X		X	
Left Alive	TBA 2018	Square Enix	Survival mecha action shooter gives a new take on the Front Mission franchise.	X				
Laser League	TBA 2018	505 Games	Futuristic multiplayer sports game from the creators of Olli Olli has players compete in an arena filled with deadly lasers.			X		
Resident Evil 2 remake	TBA 2018	Capcom	Expected to release on Xbox One, PS4, and PC—possibly in time for the game's 20th anniversary.					X
Bloodstained: Ritual of the Night	TBA 2018	505 Games	Spiritual successor to the Castlevania series from producer Koji Igarashi earned over \$5.5M in Kickstarter pledges.			X		
Super Meat Boy Forever	TBA 2018	Team Meat	Spin-off of independent platform game features a two button control scheme and randomly generated levels.	X				
Kingdom Hearts III	TBA 2018	Square Enix	Twelfth installment in the RP franchise features protagonist Sora with Donald Duck, Goofy, King Mickey, and Riku as they visit worlds based on Disney properties and Final Fantasy.	X			X	
Valkyria Chronicles 4	TBA 2018	Sega	Sequel takes place in the original universe, but focuses on a different set of characters and introduces a new race.	X				
Kirby Star Allies	TBA 2018	Nintendo	Platform game for the Nintendo Switch; developed by HAL Laboratory.	X				
Conan Exiles	TBA 2018	Koch Media	Open world survival game set in the prehistoric Conan the Barbarian world.				X	
Warhammer: Vermintide 2	TBA 2018	Fatshark	First-person game set in the Warhammer Fantasy universe; players co-op battle against the Chaos army and the Skaven.	X			X	
Jurassic World Evolution	TBA 2018	Frontier Developments	Business simulation game based on the 2015 film; to be released alongside 2018 film sequel.	X			X	
Days Gone	TBA 2018	Sony	Action-focused survival zombie horror set in a post-apocalyptic Pacific Northwest.			X		
Untitled Fire Emblem game	TBA 2018	Nintendo	First title in the franchise to be released on console (Nintendo Switch) since 2007.	X				
Untitled Yoshi game	TBA 2018	Nintendo	Side-scrolling platformer moves 3D characters along a 2D plane.	X				
Metro Exodus	TBA 2018	Deep Silver	Third installment in the Metro series; first-person shooter set in the post-apocalyptic wasteland of the former Russian Federation.	X				
The Wolf Among Us Season 2	TBA 2018	Telltale Games	Continuation from the 2014 series features a narrative related to Bigby and Snow White.	X				
Travis Strikes Again: No More Heroes	TBA 2018	Nintendo	A fresh start for the protagonist of No More Heroes transports him into a video game console to battle against retro game bosses.	X				
World of Warcraft: Battle for Azeroth	TBA 2018	Blizzard Entertainment	Seventh expansion set in the MMO raises the level cap, introduces 2 continents, 20-player PvE mode, and 6 races.	X				
Ace Combat 7	TBA 2018	Bandai Namco Entertainment	Action combat flight simulator will be the first in the series to have VR support.	X				
Cyberpunk 2077	TBA 2019	CD Projekt	Futuristic RPG set in an open metropolis from the developers of the Witcher series.			X		
Wasteland 3	TBA 2019	inXile Entertainment	Squad-based RPG continues to crowdfund for the sequel.	X				
The Last of Us 2	TBA 2019	Sony	Action-adventure survival horror game takes place five years after the first 2013 game.	X				
Untitled Visceral Star Wars game	TBA	Electronic Arts	New Star Wars story; the Visceral studio closed and development was taken over by EA Vancouver. Post-2019 release date.				X	
Dragon Quest Builders 2	TBA	Square Enix	Sequel to the 2016 building action role-playing game.	X				
Dreams	TBA	Sony	Sandbox game from the developer of LittleBigPlanet lets players "play, create, share" to explore one another's dreams.			X		
Metro 2035	TBA	Deep Silver	Another installment in the Metro franchise to follow from the book of the same name.	X				

## Planned Video Game Releases With Licensing Potential, 2017–2018 Continued from page 22

GAME	PLANNED RELEASE	PUBLISHER	SUMMARY	SEQUEL	REBOOT	NEW IP	LICENSED	GRAPHICAL UPDATE
Harry Potter: Wizards Unite	TBA	Portkey Games (Warner Bros.)	Mobile AR game from Niantic, the makers of Pokémon Go.				X	
System Shock 3	TBA	Electronic Arts	Sequel picks up immediately after the events of 1999 game; first-person survival horror set in a cyberpunk universe.	X			X	
Star Citizen	TBA	Cloud Imperium Games	Ambitious space simulator for PC with MMO and a single-player campaign said to be the spiritual successor to Wing Commander.			X		
Untitled Respawn Star Wars game	TBA	Electronic Arts	Titanfall developer Respawn Entertainment is working on a third party action adventure set in "a different Star Wars era."				X	
Untitled Avengers game	TBA	Square Enix	Developed by the teams behind Tomb Raider and Deus Ex; features an original story.				X	
Untitled Guardians of the Galaxy game	TBA	Square Enix	Developed by the team behind Deus Ex.				X	
Untitled Avalanche Studios game	TBA	Avalanche Studios	Developers behind the Just Cause series and Mad Max aim to begin self-publishing new IP.			X		
Untitled Pokémon game	TBA	Nintendo	First time that a "core" game from the franchise will debut on console, the Nintendo Switch.	X				
Untitled Avatar game	TBA	Ubisoft	Will take place on the planet Pandora and develop the franchise alongside the four upcoming films.				X	
Untitled Capcom game	TBA	Capcom	To come from Hideaki Itsuno, director of Devil May Cry series and Dragon's Dogma.			X		
Final Fantasy VII remake	TBA	Square Enix	Remake of the 1997 game retells the story of eco-terrorists fighting against a corrupt megacorporation. To be released in a multi-part series.		X			
Death Stranding	TBA	Sony	Hideo Kojima's first game as an independent studio features Norman Reedus, Mads Mikkelsen, and Guillermo del Toro as characters.			X		
Beyond Good and Evil 2	TBA	Ubisoft	Prequel to 2003 game takes place a few generations prior to the cult original.	X				
Dragon Age	TBA	Electronic Arts	Fourth installment in high-fantasy RP series by BioWare confirmed to be in development.	X				
Untitled PlatinumGames game	TBA	PlatinumGames	New IP; possibly Microsoft's Scalebound project cancelled in early 2017.			X	X	
Ori and the Will of the Wisps	TBA	Microsoft	Metrodvania game is the sequel to the 2015 title; protagonists return to explore beyond the forest of Nibel.	X				

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## Who's News

Are you hiring—or being promoted, changing jobs, retiring, launching a new company, or otherwise changing your employment? Email Jen at [jen@plainlanguagemedia.com](mailto:jen@plainlanguagemedia.com) and we'll announce the news in our next issue of Who's News.

**CJ Kettler** is the new President of King Features Syndicate. Kettler is charged with bringing King properties—including Popeye, Betty Boop, Prince Valiant, Flash Gordon, and Cuphead—into the digital age as programming continues to expand onto streaming services and OTT platforms.

**Thomas Ferguson** is the new VP Licensing & Partnerships for Endemol Shine North America. He will focus on publishing, e-commerce, branded content experiences, as well as live events for Endemol Shine series. **Kelly Hill** will continue as VP Licensing Partnerships; together with Ferguson, the two will lead the company's licensing efforts under SVP Brand & Licensing Partnerships **Tamaya Petteway**.

On the other side of the pond, Endemic Shine Group shuts its U.K. digital talent management firm FlipSide Talent. Earlier this year, Endemic had shut down digital media-based operation Endemol Shine Beyond USA. FlipSide's founders, **Fleur Brooklin Smith** and **Mike Cook**, launch a new venture Above The Fray—which reps creators like Daniel Howell and Phil Lester, Emma Pickles, Thomas 'TomSka' Ridgewell, Jana Vlogs, Lucy Wood, Grace and Amanda Mandeville, Mikey Pearce, Stuart Ashen, and Marc Zapanta.

Beanstalk appoints **Jasen Wright** to serve as VP Brand Management.

**Sam Ferguson** is promoted to VP Licensing at Jazwares.

Manufacturer of model, toy, and collectible horses, Breyer, appoints **Rick Reke-dal** as EVP Brand & Business Development and **Rhion Magee** as VP Creative.

**Lindsey Chester** joins Bulldog Licensing as its new Retail Licensing Manager.

Half Moon Bay names **Etta Saunders** as its new Head Licensing & Product Development. Saunders will leave Parragon Books to take up her new position in January next year.

Performing rights organization ASCAP appoints **Stephanie Ruyle** to replace retiring **Vincent Candilora** as EVP & Head Licensing. Ruyle will be in charge of ASCAP's licensing revenues across all platforms, including digital services, television, radio, concerts, retail and restaurants, among others; she reports directly to CEO **Elizabeth Matthews**.

Michael Kors taps **Francesca Leoni** to serve as SVP & Chief Brand Officer for the Michael Kors brand, effective Feb. 5, 2018. Leoni currently serves as the Worldwide Communications Director for Valentino.

**Barry Hafft** joins Trends International as the company's EVP Sales & Retail Services.

The Bon-Ton Stores promotes **Chad Stauffer** to President Merchandising & Marketing.

Former Macy's VP **Margaret Sotrop** joins retail services provider GSP as its new Executive Creative Director to oversee everything from campaign development to visual merchandising.

Sesame Street producer **Benjamin Lehmann** is promoted to Executive Producer of the show.

Guru Studio hires **Kara Lord Piersimoni** as its new VP Production and Daniel Rattner as Senior Director Marketing & Branding.

The Fred Rogers Co. names **Matthew Shiels** to the newly-created position of Director Business & Legal Affairs.

Creative Covers for Golf, producer of custom headcovers for school and university mascots as well as corporate branding and licensee designs, appoints **Stan Denenberg** to develop new business and licensing opportunities.

Egmont Publishing U.K. promotes new commercial roles to its board: **Sarah Bates**, Commercial Director Books; **Ingrid Gilmore**, Sales, Marketing & PR Director Books; **Siobhan Galvin**, Commercial Director Magazines; and **Anna Buss**, Finance Director. **Cally Poplak**, MD, will take direct responsibility for all business operations.

The Interactive Advertising Bureau promotes **Patrick Dolan** to President and names **Anna Bager** as EVP Industry Initiatives.

Cartamundi CEO **Chris Van Doorslaer** passed away.



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