

TLL THE LICENSING LETTER

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Comic-based Originals Lead TLL's List of Films with Licensing Potential

TLL identified 213 upcoming films through 2025 as potential source material for licensed consumer products. Comic book-based properties lead the count, with 39% of films on the list, followed closely by original works (37%). Rounding off the list are movies originally sourced from books (23%), games (16%), TV (12%), and toys (10%; categories may overlap or be unknown).

Considering only the films with confirmed dates (or 68% of titles on the list), original films lead at 30%. They are followed by comic books (22%), books (15%), toys (5%), TV (6%), and games (5%; categories may overlap or be unknown).

Over 90% of dated films have a release date within the next three years; just 9% of films with a scheduled release are slated for 2022 or later. Given the nebulous nature of the list, 35% of films on the list are untitled. Thirty-two percent have a release date yet to be determined. And as always, release dates for every film on the list are subject to change.

Note that we have refined our categorization process so that each titled film is identified as being sourced from a book, game (traditional or video), toy, comic, TV series, or as an original creation. There are 195 films on the list for which there is sufficient information to identify a source. If you're comparing these breakdowns to a previous edition of the list, the uptick in the number of original movies is largely fueled by sequels and reboots.

Live action films make up the bulk of films on the list at 77% of releases and of those, 66% have CGI elements. Most of these films have one or more characters rendered in CGI, such as Disney's *Christopher Robin* and Universal's *Detective Pikachu*, or altered by it, such as Fox's *Alita: Battle Angel* or Warner's *Aquaman*. We also included films that heavily rely on CGI such as Paramount's *Bumblebee*, but not those that might use it occasionally, such as Sony's *The Girl in the Spider's Web*.

Disney, Warner & Sony Top Studio Count

Disney is producing the largest share of films on the list at 29% share, followed by Warner Bros. (22%) and Sony (13%), largely thanks to its Pixar and Marvel studio releases.

Not counting the 34 Disney film entries on the list that are untitled (but scheduled),

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SPORTS

Olympic Licensing: PyeongChang, Tokyo & Beijing

Long before an Olympic Games begins, its officially licensed merchandising program is pivotal in generating excitement. The selection process and final announcement of an official mascot, the launch of unique merchandise, and the sale of souvenirs all serve to project the host city's message on to the world stage and promote the Olympic brand.

TLL estimates that Olympics-based licensed merchandise sales will generate approximately \$200 million in 2018 thanks to the 2018 PyeongChang Games and other efforts.

There are three tiers of licensing within the Olympic movement:

- ▶ Organizing Committee for the Olympic Games (OCOG)—License companies from the host country that create souvenirs related to the Games to be held in that country;
- ▶ National Olympic Committee (NOC)—License companies to create team-specific souvenirs for their own country that is participating in an Olympic Game; and the
- ▶ International Olympic Committee (IOC)—Operates a worldwide licensing program in categories like films and video games. Makes all broadcasting deals and retains right to historical footage as well as OGOC marks.

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➔ Licensing Ledger

Spanish soccer league **LaLiga** and **Relevant**, a multinational media, sports and entertainment group, craft a 15 year-long, equal joint venture to promote soccer in the U.S. and Canada. LaLiga will bring the first regular season clubs match to the U.S., dubbed LaLiga North America.

LaLiga North America is now LaLiga's exclusive representative in the U.S. and Canada for all business and development activities. The operation supports the soccer league's growth through youth academies, development of youth soccer coaches, marketing agreements, consumer activations, exhibition matches, and plans to have an official LaLiga Santander match played in the U.S.

Advent Intl., owner of the Serta and Beautyrest brands, as well as **THL Partners** are apparently interested in acquiring **Mattress Firm**, according to a *New York Post* report. The Mattress Firm is "teetering on the edge of bankruptcy" and a sale may come as part of a pre-packaged bankruptcy deal.

Hasbro and DC Comics settle a trademark lawsuit over the term "Bumblebee" in which the toyco sought to block sales of a **Mattel**-manufactured toy based on the DC Super Hero Girls character Bumblebee, a black teen whose battle suit helps her project supersonic blasts, shrink, and fly. Hasbro argued that consumer might confuse the toy with its Transformers yellow Autobot who is getting his own spin-off film from Paramount on Dec. 21. DC Comics revived its character, originally introduced in a 1977 Teen Titans comic, in 2015. **Mattel** and **Lego** began selling branded action figures and construction toys the same year. In contrast, Hasbro introduced its Bumblebee character in 1983 and obtained a trademark on the name in 2015.

Steve Jackson Games invites outside creators to contribute adventures and content to its *The Fantasy Trip* (TFT) roleplaying game via a limited publishing agreement being offered in 2019.

According to ICv2, the agreement is similar ones used by **Wizards of the Coast** to allow third-party publishers to produce material for specific editions of *Dungeons & Dragons*. Under this specific TFT license, writers and illustrators will be able to create original PDFs using TFT game mechanics—including adventures, area writeups and histories, creatures, and characters—to sell on Steve Jackson Games' ecommerce site. Creators will earn royalties works sold under an official "Compatible with The Fantasy Trip" logo.

Thunderbird Entertainment is going public via a reverse takeover by **Golden Secret Ventures**. The combined entity will be listed on the TSX Venture Exchange when the transaction closes by Oct. 1. The company reports that Thunderbird generated revenues of \$100 million, net income of \$2.8 million and adjusted EBITDA of \$6.4 million for the 9 months ending March 31, 2018.

In one of the first cases of its kind—in part because most that came before had settled—a Chinese court upheld the IP rights of Western prodco **eOne** to its Peppa Pig mark and imagery. **eOne** brought its copyright suit against a Chinese firm's toys kitchen set decorated with Peppa Pig images via its shop in **Alibaba's** local Taobao marketplace.

Bongo House, the comics licensee behind the *The Simpsons* and *Spongebob Comics*, is expected to close as its two flagship titles end or take an "extended break," respectively, and Bongo's co-founder and creative director, **Bill Morrison**, moves on to helm *MAD Magazine*.

The Wasserstein family is exploring a sale of **New York Magazine**, according to the *Wall Street Journal*. The magazine was purchased for \$55 million via **New York Media** in 2004. New York Media also owns various web properties drawing 35 million unique visitors including *The Strategist*, entertainment news website *Vulture*, food and restaurant site *Grubstreet*, tech purveyor *SelectAll*, and fashion website *The Cuts*. The company also merged *Splitsider*, a comedy site that launched in 2010, into *Vulture.com*.

MGA Entertainment is bringing a portion of its plastic manufacturing to the U.S.; CEO **Isaac Larian** said that the toyco is scouting for an injection and blow molding manufacturing expert to help with the move. **MGAE** has a factory in Ohio.

Separately, **Hasbro** chairman **Brian Goldner** shared plans to bring more manufacturing to the U.S. The toyco aims to carry out 40% of all production outside China.

Genius Brands raises \$4.5 million in a funding round led by financier **Robert Wolf** of 32 Ventures. The money will drive preschool property **Rainbow Rangers**, set to launch Nov. 5 on **Nick Jr.** and in late Spring in retail.

Gen Z will outnumber **Millennials** by next year, per an analysis from Bloomberg of UN data. The report states that Gen Z (born after 2000) will account for 32% of the global population by 2019, compared to 31.5% for Millennials (born 1980–2000).



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Licensed Entertainment/Character Sales

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Disney's share falls behind that of Warner Bros. (recalculated at 15% and 22%, respectively).

Just under 10%, or 16 films, on the list are "self-produced" by non-traditional prodcos like new units under Hasbro, Ubisoft, and Activision Blizzard.

Comic-based Films Lead in Diversity

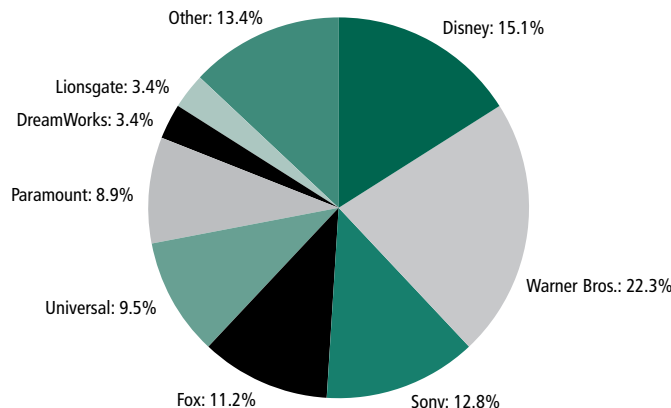
For the first time, *TLL* crunched the list to see how well women and minorities, including people of color, were represented. Because many films on the list have not announced their cast yet, or major plot details, *TLL* primarily considered the lead character(s) based on the source material. Films starring non-humans, like Universal's *Sing 2*, were considered based in part on announced voice actor casting or not at all.

Overall, 25% of films on the list have a female lead and 14% have some kind of minority representation. No film on the list has LGBT representation, but this may be a byproduct of *TLL*'s selection process and lack of information. Along animated versus live action lines, the share was pretty even at 18% of titles with a female lead each, as well as 10% and 11% minority representation, respectively.

A quarter (25%) of all comic book-based films feature female characters as the lead, thanks to representation in flicks like Fox's *Alita: Battle Angel*, Disney's *Captain Marvel*, and Warner's *Wonder Woman 1984*. As the list of films might suggest, most are superheroes. Approximately 15% are diverse, including Warner's *Shazam!*.

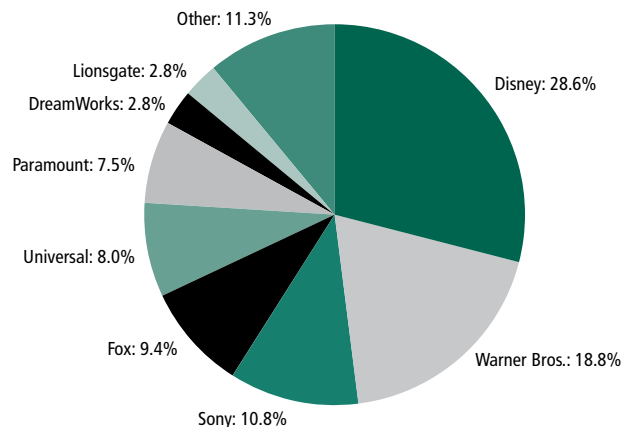
For films based on TV series, 24% feature a female lead. Examples include Disney's *Kim Possible* and Paramount's *Dora*. Because there are so few TV-based films however,

STUDIO SHARE OF UPCOMING FILMS WITH LICENSING POTENTIAL, TITLED RELEASES ONLY, 2018–2025



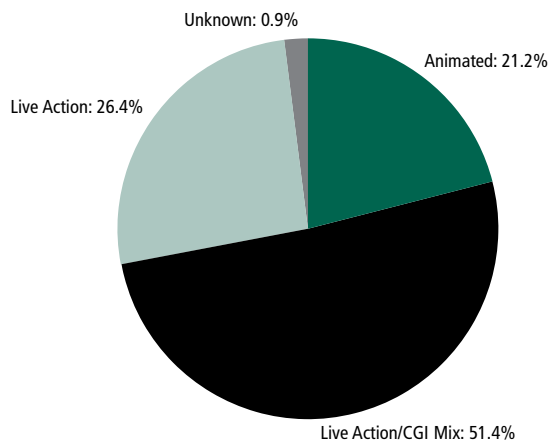
SOURCE: THE LICENSING LETTER

STUDIO SHARE OF UPCOMING FILMS WITH LICENSING POTENTIAL, INCLUDING UNTITLED RELEASES, 2018–2025



SOURCE: THE LICENSING LETTER

UPCOMING FILMS WITH LICENSING POTENTIAL, ANIMATED VS. LIVE ACTION, 2018–2025



SOURCE: THE LICENSING LETTER

at 10% share of the total, they make up only 8% of all films with female leads. *Dora* is also one of three films in this group with a minority lead.

Original films actually lead in equitable representation overall, with 22% of films boasting a female lead and 27% a diverse lead. Surprisingly, there is little overlap between these two categories—but films like Sony's *Slender Man* and Disney's *The Lion King* make a good attempt in that department (they were on the line).

Book-based titles were the most skewed in this measure, with 21% of films boasting female leads and 6% diverse leads (Disney's *Mulan* and *Aladdin*). Female leads are represented in Sony's *The Girl in the Spider's Web*, Universal's *Wicked*, and Disney's *Maleficent 2*.

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For toy-based films, the most diverse are those sourced from girl-oriented dolls, rather than boy- or unisex-g geared action figures and construction sets. Universal's *Monster High*, STX's *UglyDolls*, and Sony's *Barbie* are three examples, and there are two Lego-based films we are keeping our eyes on for which details are not currently available. Most toy-based films (85%) are animated/live action with heavy CGI elements.

With only 8 confirmed titles (and 4 of them animated), game-based films had, surprisingly enough, no confirmed female or diverse leads. Examples include Universal's *Detective Pikachu*, Warner's *Minecraft: The Movie*, and Columbia's *The Angry Birds Movie 2*.

SHARE OF FILMS WITH LICENSING POTENTIAL WITH DIVERSE LEADS, 2018–2025

CATEGORY	BOOK	GAME	TOY	COMIC	TV	ORIGINAL
Female Lead	19%	0%	8%	39%	11%	22%
Diverse Lead	9%	0%	14%	36%	14%	27%

SOURCE: THE LICENSING LETTER

Upcoming Films With Licensing Potential, 2018–2025

FILM	PLANNED RELEASE	DESCRIPTION	FILM COMPANY	SEQUEL	REBOOT	BOOK	GAME	TOY	COMIC	ORIGINAL	TV
Christopher Robin	8/3/2018	Winnie-the-Pooh and friends reunite with their old pal Christopher Robin (Ewan McGregor), who is now an adult.	Walt Disney Studios	X		X					
Scarface	8/10/2018	Reboot of the 1983 film from the Coen brothers.	Universal Pictures		X					X	
The Meg	8/10/2018	Scifi giant shark action thriller set in the '70s and based on Steve Alten's book of the same title.	Warner Bros.			X					
Slender Man	8/24/2018	Based on the meme where an unnaturally tall man with a blank, featureless face stalks, abducts, and/or traumatizes children.	Sony Pictures							X	
The Predator	9/14/2018	Fourth installment in the Predator film series is set to take place between Predator 2 (1990) and Predators (2010).	20th Century Fox	X						X	
Venom	10/5/2018	Tom Hardy stars as the anti-hero in this R-rated adaptation of the symbiote storyline in Spider-Man.	Sony Pictures						X		
Goosebumps: HorrorLand	10/12/2018	Director Rob Letterman and Jack Black return for the adaptation of one of R.L. Stine's most frightening tales.	Sony Pictures	X		X					
Mowgli	10/19/2018	Live action adaptation of the Jungle Book, the tale of an orphan boy raised by jungle animals. Voices by Benedict Cumberbatch, Christian Bale, and Cate Blanchett.	Warner Bros.			X					
Bohemian Rhapsody	11/2/2018	Biopic stars Rami Malek as Freddie Mercury of the British rock band Queen.	20th Century Fox							X	
The Girl in the Spider's Web	11/9/2018	All-new cast to feature in the fourth entry of the Millennium book series by Stieg Larsson.	Sony Pictures	X		X					
The Grinch	11/9/2018	Reimagining of the Dr. Seuss Christmas tale stars Benedict Cumberbatch as the Grinch.	Universal Pictures		X	X					
Fantastic Beasts: The Crimes of Grindelwald	11/16/2018	Second installment in J.K. Rowling's Fantastic Beasts trilogy features magizoologist Newt Scamander and a young Albus Dumbledore.	Warner Bros.	X		X					
Creed II	11/21/2018	Sequel to 2015's next-generation Rocky hit stars Sylvester Stallone and Michael B. Jordan.	MGM Studios	X						X	
Ralph Breaks the Internet	11/21/2018	Rich Moore returns to direct the sequel, which will see Ralph leave the arcade to explore the internet.	Walt Disney Studios	X			X				
Robin Hood	11/21/2018	A gritty take on the classic Robin Hood story stars Taron Egerton and Jamie Foxx.	Lionsgate			X					
Pokémon the Movie: The Power of Us	11/24/2018	Animated sequel stars Pikachu and Ash as they join a new cast of characters in the seaside town of Frau City to celebrate the Lugia.	Pokémon Co.	X			X				
Spider-Man: Into the Spider-Verse	12/14/2018	Animated feature produced by LEGO movie directors Phil Lord and Christopher Miller stars the (black) Miles Morales as Spider-Man.	Sony Pictures						X		
Mary Poppins Returns	12/19/2018	Emily Blunt stars and Rob Marshall directs this 20-years-later tale of the wonderful nanny.	Walt Disney Studios		X	X					
Alita: Battle Angel	12/21/2018	James Cameron directs this scifi based on Japanese manga. Stars a female cyborg in a dystopian future.	20th Century Fox						X		
Aquaman	12/21/2018	The reluctant king of the seven seas anchors the 6th installment in the DCEU in a battle between surface dwellers and his own people.	Warner Bros.	X					X		
Bumblebee	12/21/2018	Sixth installment in the live action Transformers franchise follows daredevil Autobot Bumblebee in his own movie.	Paramount, Hasbro	X				X			

Upcoming Films With Licensing Potential, 2018–2025 *Continued from page 4*

FILM	PLANNED RELEASE	DESCRIPTION	FILM COMPANY	SEQUEL	REBOOT	BOOK	GAME	TOY	COMIC	ORIGINAL TV
Empty Man (The)	TBA 2018	Adaptation of Cullen Bunn and Vanessa Del Rey's supernatural thriller comic book stars James Badge Dale and carries an R rating. Seeking distribution.	20th Century Fox						X	
Stan & Ollie	1/1/2019	Stars comedy duo Laurel & Hardy and their 1953 variety hall tour of Blighty; licensed from Larry Harmon Pictures.	BBC Films, eOne							X
Hellboy	1/11/2019	R-rated reboot is loosely based on the Rise of the Blood Queen arc, starring David Harbour as Hellboy and Milla Jovovich as the villain.	Lionsgate		X				X	
The Lego Movie 2: The Second Part	2/8/2019	Sequel to 2014's block building blockbuster sees the citizens of Bricksburg face off against alien invaders.	Warner Bros.	X				X		
X-Men: Dark Phoenix	2/14/2019	The sequel to X-Men: Apocalypse tackles the Jean Grey arc and brings back much of the cast. Includes space travel and a Hans Zimmer score.	20th Century Fox		X				X	
How to Train Your Dragon: The Hidden World	3/1/2019	The third and final installment stars Hiccup and Toothless in their biggest adventure yet.	DreamWorks Animation	X		X				
Captain Marvel	3/8/2019	Marvel's first female superhero movie follows Captain Marvel, aka Carol Danvers. Prequel to the MCU set in the '90s.	Walt Disney Studios						X	
Wonder Park	3/15/2019	The story of a magnificent amusement park where the imagination of a wildly creative girl named June comes alive.	Paramount, Nickelodeon							X
Dumbo	3/29/2019	Live action adaptation of Disney's titular big-eared flying Elephant. Directed by Tim Burton.	Walt Disney Studios		X			X		
Pet Semetary	4/5/2019	Horror reboot based on the 1983 Stephen King novel.	Paramount		X	X				
Shazam!	4/5/2019	Zachary Levi plays an ancient Egyptian wizard and Asher Angel his teenage counterpart. Seventh entry in DCEU based on comics rather than the TV show.	Warner Bros.						X	
Disneytoon Studio film (untitled)	4/12/2019	Animated feature will explore "the future of aviation." Directed by Klay Hall and Bobs Gannaway.	Walt Disney Studios							X
Missing Link	4/19/2019	Stop-motion animated comedy features the voices of Hugh Jackman, Zoe Saldana, and Zach Galifianakis.	Laika							X
Avengers 4 Untitled (aka Avengers: Infinity War Part 2)	5/3/2019	Second half of the third Avengers film.	Walt Disney Studios	X					X	
Detective Pikachu	5/10/2019	First ever live action film in the franchise based on the 3DS game of the same name.	Universal Pictures				X			
UglyDolls	5/10/2019	Kelly Clarkson and Pitbull voice in this adaptation of Pretty Ugly's plush dolls.	STX Entertainment					X		
John Wick 3: Parabellum	5/17/2019	Third installment in the franchise stars Keanu Reeves and Halle Berry as the legendary ex-hitman fights his way out of New York.	Lionsgate	X						X
Rocketman	5/17/2019	Elton John biopic. Taron Egerton stars, with Dexter Fletcher directing and Matthew Vaughn producing.	Paramount							X
Aladdin	5/24/2019	Live action reboot stars Will Smith as Genie, Naomi Scott as Princess Jasmine, and Mena Massoud as Aladdin.	Walt Disney Studios		X	X				
Minecraft: The Movie	5/24/2019	Swedish-American 3D film based on the video game; directed by Rob McElhenney.	Warner Bros.				X			
The Billion Brick Race	5/24/2019	Another LEGO movie sequel built brick-by-brick.	Warner Bros.	X				X		
Godzilla 2: King of the Monsters	5/31/2019	Sequel to the 2014 film follows the heroic efforts of the crypto-zoological agency Monarch as its members face off against a battery of god-sized monsters.	Warner Bros.	X						X
Charlie's Angels	6/7/2019	Elizabeth Banks directs the reboot of the 2000 film based on the 1970s TV series.	Sony Pictures		X					X
Gambit	6/7/2019	Channing Tatum stars in this X-Men spinoff as the fan-favorite mutant Cajun.	20th Century Fox						X	
The Secret Life of Pets 2	6/7/2019	Animated sequel to 2016's animated hit, The Secret Life of Pets. Original cast joined by Patton Oswalt, Tiffany Haddish, Nick Kroll, and Pete Holmes.	Universal Pictures	X						X
Justice League: Part 2	6/14/2019	Sequel follows the DC Comics-based superhero team.	Warner Bros.	X					X	X
Men in Black (untitled)	6/14/2019	Spinoff expands on the original trilogy's universe but will not feature Will Smith or Tommy Lee Jones.	Sony Pictures	X						X
Toy Story 4	6/21/2019	It's one more Pixar play date for Tim Allen and Tom Hanks.	Walt Disney Studios	X						X
Spider-Man: Far from Home	7/5/2019	Sequel to the 2017 Homecoming film that was the second reboot of the film franchise.	Sony Pictures	X	X				X	
The Lion King (live action)	7/19/2019	Live action remake of the 1993 animated film stars Beyoncé, Donald Glover, and James Earl Jones.	Walt Disney Studios		X					X

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Upcoming Films With Licensing Potential, 2018–2025 Continued from page 5

FILM	PLANNED RELEASE	DESCRIPTION	FILM COMPANY	SEQUEL	REBOOT	BOOK	GAME	TOY	COMIC	ORIGINAL	TV
Wish Dragon	7/26/2019	Jackie Chan joins this modern-day fairy tale about an encounter between a boy and a dragon who is able to make wishes come true.	Sony Pictures							X	
Dora	8/2/2019	Nick's TV show stars a live action, older Dora in the city. To be scripted by Nicholas Stoller and produced by Michael Bay's Platinum Dunes.	Paramount								X
The New Mutants	8/2/2019	A team of young mutants are locked in a facility in this YA, horror-themed take on the X-Men franchise.	20th Century Fox						X		
Artemis Fowl	8/9/2019	Sci-fi/fantasy book series stars a 12 year-old pitted in a battle of strength and cunning against a race of fairies who may have disappeared his father.	Walt Disney Studios			X					
The Grudge	8/16/2019	A new take on the 2004 U.S. film (itself a remake of the 2002 Japanese original Ju-on) will be the 12th film in the franchise.	Sony Pictures		X					X	
Playmobil (untitled)	8/16/2019	First in a trilogy built around the 2 3/4-inch tall figures. Lino DiSalvo directs with The Little Prince team producing.	Open Road Films					X			
It Chapter Two	9/6/2019	Bill Skarsgård returns as Pennywise in this sequel with Jessica Chastain, James McAvoy, and Bill Hader playing the adult versions of the Losers' Club.	Warner Bros.	X		X					
Spies in Disguise	9/13/2019	3D animation based on the 2009 short, Pigeon: Impossible. Voices by Will Smith and Tom Holland.	20th Century Fox							X	
The Angry Birds Movie 2	9/20/2019	To be directed by Thurop Van Orman and John Rice; launches on the 10th anniversary of the original game.	Columbia Pictures	X			X				
Abominable	9/27/2019	A group of misfits seek to reunite a Yeti with his family on the 3000-mile journey from Shanghai to the Himalayan snowscapes.	DreamWorks Animation							X	
Joker origin film (untitled)	10/4/2019	Joaquin Phoenix is the Joker in this darker, grittier take on the Prince of Crime's origin story set in the '80s. Takes place outside the DCEU.	Warner Bros.						X		
Are You Afraid of the Dark	10/11/2019	Early '90s Nick anthology series starring teens telling scary stories around a campfire comes to the big screen with Gary Dauberman writing and producing.	Paramount								X
Jungle Cruise	10/11/2019	Based on the Disney theme park ride. Stars Dwayne Johnson and Emily Blunt.	Walt Disney Studios							X	
The Addams Family	10/11/2019	CGI comedy based on The Addams Family comics by Charles Addams.	MGM Studios						X		
Wonder Woman 1984	11/1/2019	Gal Gadot returns as the lead and Patty Jenkins as director in this sequel to the 2017 film set during the Cold War.	Warner Bros.	X					X		
Disney fairy tale (untitled)	11/8/2019	That's right, Disney has an animated feature slated to hit before its Frozen sequel.	Walt Disney Studios								
Sonic the Hedgehog (untitled)	11/15/2019	Deadpool director Tim Miller set to executive produce a live action CGI movie based on the video game icon.	Sony Pictures				X				
Bond 25	11/18/2019	Daniel Craig's final 007 film.	Universal Pictures	X		X					
Terminator 6 (untitled)	11/22/2019	James Cameron produces and Tim Miller directs this reboot starring Arnold Schwarzenegger.	Paramount		X					X	
Frozen 2	11/27/2019	Sequel to the 2013 animated musical blockbuster.	Walt Disney Studios	X						X	
Star Wars: Episode IX	12/20/2019	Final chapter of the newest Star Wars trilogy from J.J. Abrams.	Walt Disney Studios	X						X	
Wicked	12/20/2019	Film adaptation of the Tony-winning musical.	Universal Pictures			X					
Dragon Ball Super: Broly	TBA 2019	Funimation Films and 20th Century Fox take the film to theaters in January.	Toei Animation								X
Dune	TBA 2019	Denis Villeneuve directs the adaptation of Frank Herbert's 1965 sci-fi novel set to star Timothée Chalamet.	Legendary Pictures			X					
Hello Kitty	TBA 2019	The British cartoon feline gets her own feature film.	Sanrio						X		
Highlander	TBA 2019	Chad Stahelski directs the reboot of the 1986 film to be made in three arcs. Boasts a completed script.	Lionsgate		X					X	
Kim Possible	TBA 2019	Live action adaptation of will be written and produced by the TV series' creators.	Walt Disney Studios								X
Shaun the Sheep Movie 2	TBA 2019	Director Richard Starzak returns with another comedy featuring Shaun and the gang as they fight against an alien invasion.	Aardman	X							X
Shrek 5	TBA 2019	Sequel will revive the Shrek film brand.	DreamWorks Animation	X						X	
The Mitchells Vs. The Machines	1/10/2020	Animated comedy centered around a dysfunctional yet loving family whose road trip gets interrupted by a tech uprising.	Sony Pictures							X	
Bad Boys for Life (Bad Boys 3)	1/17/2020	Will Smith and Martin Lawrence return for another sequel to the action comedy series (1995, 2003) about two loose cannon cops.	Sony Pictures	X						X	
Doctor Sleep	1/24/2020	Adaptation of 2013 Steven King novel picks up the life of the Redrum kid, now an adult and struggling with the same demons that plagued his father.	Warner Bros.			X					

Upcoming Films With Licensing Potential, 2018–2025 *Continued from page 6*

FILM	PLANNED RELEASE	DESCRIPTION	FILM COMPANY	SEQUEL	REBOOT	BOOK	GAME	TOY	COMIC	ORIGINAL TV
Peter Rabbit 2	2/7/2020	Will Gluck returns to direct and write the sequel.	Sony Pictures	X	X					
Disney live action (untitled)	2/14/2020	Potentially Peter Pan, The Little Mermaid, Pinocchio, Labyrinth, Lady and the Tramp, Disenchanted, Cruella, or The Sword in the Stone.	Walt Disney Studios							
Nimona	2/14/2020	Animation based on Noelle Stevenson's graphic novel follows the titular shapeshifter and sidekick to the villainous Lord Ballister Blackheart.	20th Century Fox						X	
Bloodshot	2/21/2020	First film in the five-part Valiant Comics film franchise stars Vin Diesel and has an R rating.	Sony Pictures						X	
Pixar Animation (untitled)	3/6/2020	Potentially a suburban fantasy world film from the Monsters University team.	Walt Disney Studios							
G.I. Joe 3	3/27/2020	A much more contemporary approach to the whole franchise.	Paramount, Hasbro		X		X			
Mulan (live action)	3/27/2020	Live action reimaging of the animated 1998 feature. Stars a young Chinese maiden who disguises herself as a warrior in order to save her father.	Walt Disney Studios		X	X				
Cyborg	4/3/2020	Cybernetic member of the Justice League is played by Ray Fisher.	Warner Bros.					X		
Disney live action (untitled)	4/3/2020	Potentially Peter Pan, The Little Mermaid, Pinocchio, Labyrinth, Lady and the Tramp, Disenchanted, Cruella, or The Sword in the Stone.	Walt Disney Studios							
Fast & Furious 9	4/10/2020	Vin Diesel is expected to return to continue the F&F franchise.	Universal Pictures							X
Trolls World Tour	4/17/2020	Anna Kendrick and Justin Timberlake reprise their roles in this sequel to the 2016 musical comedy-adventure.	Universal Pictures	X						X
Marvel film (untitled)	5/1/2020	Potentially an Avengers spin-off or sequels to Guardians of the Galaxy, Black Panther, Doctor Strange, Captain Marvel, or Black Widow.	Walt Disney Studios					X		
Barbie	5/8/2020	Contemporary take on the Mattel toy that emphasizes feminism and identity. Anne Hathaway leads and Alethea Jones directs.	Sony Pictures				X			
Scooby-Doo (aka S.C.O.O.B.)	5/15/2020	Scooby-Doo and the Mystery, Inc. gang roll again.	Warner Bros.		X					X
Disney live action (untitled)	5/29/2020	Potentially Peter Pan, The Little Mermaid, Pinocchio, Labyrinth, Lady and the Tramp, Disenchanted, Cruella, or The Sword in the Stone.	Walt Disney Studios							
Godzilla vs. Kong	5/29/2020	The two monster franchises are united in an ecosystem of giant superspecies.	Warner Bros.	X						X
Maleficent 2	5/29/2020	Sequel to the 2014 film will see Angelina Jolie return as the titular character opposite Ed Skrein as a new main villain; Joachim Rønning directs.	Walt Disney Studios	X	X					
The Six Billion Dollar Man	6/5/2020	Mark Wahlberg stars and produces this sci-fi action film.	Warner Bros.							X
Pixar Animation (untitled)	6/19/2020	Potentially a suburban fantasy world film from the Monsters University team.	Walt Disney Studios							
Minions 2	7/3/2020	Spinoff from the Despicable Me franchise made over \$1 billion worldwide when it was released in 2015.	Universal Pictures	X						X
Bob's Burgers	7/17/2020	Emmy Award-winning animated TV series launched 2011 stars a family that runs a burger joint.	20th Century Fox							X
Marvel film (untitled)	7/21/2020	Potentially an Avengers spin-off or sequels to Guardians of the Galaxy, Black Panther, Doctor Strange, Captain Marvel, or Black Widow.	Walt Disney Studios					X		
Green Lantern Corps	7/24/2020	A group of humans join a peacekeeping force that protects the universe.	Warner Bros.		X			X		
The SpongeBob Movie	7/31/2020	Director Paul Tibbitt returns to the TV-based franchise with a 3rd film.	Paramount	X						X
The Croods 2	9/8/2020	The prehistoric family is back following the first 2013 film.	DreamWorks Animation	X						X
Disney live action (untitled)	10/9/2020	Potentially Peter Pan, The Little Mermaid, Pinocchio, Labyrinth, Lady and the Tramp, Disenchanted, Cruella, or The Sword in the Stone.	Walt Disney Studios							
Micronauts	10/16/2020	Sci-fi toys from the late '70s and early '80s also carried a comic book series back in the day.	Paramount, Hasbro				X			
Marvel film (untitled)	11/6/2020	Potentially an Avengers spin-off or sequels to Guardians of the Galaxy, Black Panther, Doctor Strange, Captain Marvel, or Black Widow.	Walt Disney Studios					X		
Ron's Gone Wrong	11/6/2020	Animated feature tells the story of a friendship between an 11 year-old boy and his not-quite-working robot.	20th Century Fox						X	
Vivo	11/6/2020	Lin-Manuel Miranda's animated film follows a musical monkey who journeys from Havana to Miami.	Sony Pictures						X	
Rugrats	11/13/2020	Live action adaptation of the animated Nick TV series to star CGI versions of the main characters and be written by David Goodman.	Paramount							X
Fantastic Beasts and Where to Find Them 3	11/20/2020	J.K. Rowling has already begun penning the script for the third entry in the series.	Warner Bros.	X	X					

Continued on page 8

Upcoming Films With Licensing Potential, 2018–2025 *Continued from page 7*

FILM	PLANNED RELEASE	DESCRIPTION	FILM COMPANY	SEQUEL	REBOOT	BOOK	GAME	TOY	COMIC	ORIGINAL TV
Avatar 2	12/18/2020	Sequel to the highest grossing film of all time is directed, produced, and co-written by James Cameron.	20th Century Fox	X						X
Disney live action (untitled)	12/23/2020	Potentially Peter Pan, The Little Mermaid, Pinocchio, Labyrinth, Lady and the Tramp, Disenchanted, Cruella, or The Sword in the Stone.	Walt Disney Studios							
Sherlock Holmes 3	12/25/2020	Director Guy Ritchie and co-stars Robert Downey Jr. and Jude Law reprise their roles in this sequel.	Warner Bros.	X		X				
Sing 2	12/25/2020	Sequel to 2016 animated musical comedy set in a city of humanoid animals.	Universal Pictures	X						X
Call of Duty	TBA 2020	Video game adaptation has Stefano Sollima in talks to direct.	Activision Blizzard Studios				X			
Star Wars (untitled)	TBA 2020	Expected to be an off-shoot from the official timeline.	Walt Disney Studios	X						X
Star Wars Anthology: Boba Fett	TBA 2020	James Mangold directs the origin story of “fan-favorite” bounty hunter Boba Fett.	Walt Disney Studios	X						X
The Flash: Flashpoint	TBA 2020	John Francis Daley and Jonathan Goldstein direct this adaptation of the Flashpoint time travel comics storyline.	Warner Bros.						X	
Disney live action (untitled)	2/12/2021	Potentially Peter Pan, The Little Mermaid, Pinocchio, Labyrinth, Lady and the Tramp, Disenchanted, Cruella, or The Sword in the Stone.	Walt Disney Studios							
Marvel film (untitled)	2/12/2021	Potentially an Avengers spin-off or sequels to Guardians of the Galaxy, Black Panther, Doctor Strange, Captain Marvel, or Black Widow.	Walt Disney Studios						X	
Foster	3/5/2021	A young reader is transported into the mythical world of his favorite fantasy series.	20th Century Fox							X
The Boss Baby 2	3/26/2021	Alec Baldwin returns in the sequel.	DreamWorks Animation	X						X
Fast & Furious 10	4/2/2021	The last entry in the franchise is expected to have its date pushed back.	Universal Pictures	X						X
Marvel film (untitled)	5/7/2021	Potentially an Avengers spin-off or sequels to Guardians of the Galaxy, Black Panther, Doctor Strange, Captain Marvel, or Black Widow.	Walt Disney Studios						X	
Disney live action (untitled)	5/28/2021	Potentially Peter Pan, The Little Mermaid, Pinocchio, Labyrinth, Lady and the Tramp, Disenchanted, Cruella, or The Sword in the Stone.	Walt Disney Studios							
Jurassic World 3	6/11/2021	J.A. Bayona directs with Steven Spielberg and Colin Trevorrow returning as executive producers.	Universal Pictures	X						X
Disney live action (untitled)	7/9/2021	Potentially Peter Pan, The Little Mermaid, Pinocchio, Labyrinth, Lady and the Tramp, Disenchanted, Cruella, or The Sword in the Stone.	Walt Disney Studios							
Indiana Jones 5	7/9/2021	Leading actor Harrison Ford and director Steven Spielberg return for a 5th time with Jonathan Kasdan to script.	Paramount	X						X
Dungeons & Dragons	7/23/2021	Chris McKay is in negotiations to direct this sequel to the 2000 adaptation of the tabletop role-playing game.	Paramount, Hasbro	X			X			
Disney live action (untitled)	7/30/2021	Potentially Peter Pan, The Little Mermaid, Pinocchio, Labyrinth, Lady and the Tramp, Disenchanted, Cruella, or The Sword in the Stone.	Walt Disney Studios							
Marvel film (untitled)	7/30/2021	Potentially an Avengers spin-off or sequels to Guardians of the Galaxy, Black Panther, Doctor Strange, Captain Marvel, or Black Widow.	Walt Disney Studios						X	
Spooky Jack	9/17/2021	Dark, comedic look at the world of “eerie” things conjured by children from writer Robert Ben Garant.	DreamWorks Animation							X
Disney live action (untitled)	10/8/2021	Potentially Peter Pan, The Little Mermaid, Pinocchio, Labyrinth, Lady and the Tramp, Disenchanted, Cruella, or The Sword in the Stone.	Walt Disney Studios							
Marvel film (untitled)	11/5/2021	Potentially an Avengers spin-off or sequels to Guardians of the Galaxy, Black Panther, Doctor Strange, Captain Marvel, or Black Widow.	Walt Disney Studios						X	
Disney Animation (untitled)	11/24/2021	Potentially Peter Pan, The Little Mermaid, Pinocchio, Labyrinth, Lady and the Tramp, Disenchanted, Cruella, or The Sword in the Stone.	Walt Disney Studios							
Avatar 3	12/17/2021	Second sequel to the highest grossing film of all time.	20th Century Fox	X						X
Disney live action (untitled)	12/22/2021	Potentially Peter Pan, The Little Mermaid, Pinocchio, Labyrinth, Lady and the Tramp, Disenchanted, Cruella, or The Sword in the Stone.	Walt Disney Studios							
Marvel film (untitled)	2/18/2022	Potentially an Avengers spin-off or sequels to Guardians of the Galaxy, Black Panther, Doctor Strange, Captain Marvel, or Black Widow.	Walt Disney Studios						X	
Pixar Animation (untitled)	3/18/2022	Potentially a suburban fantasy world film from the Monsters University team.	Walt Disney Studios							
Marvel film (untitled)	5/6/2022	Potentially an Avengers spin-off or sequels to Guardians of the Galaxy, Black Panther, Doctor Strange, Captain Marvel, or Black Widow.	Walt Disney Studios						X	
Disney live action (untitled)	5/27/2022	Potentially Peter Pan, The Little Mermaid, Pinocchio, Labyrinth, Lady and the Tramp, Disenchanted, Cruella, or The Sword in the Stone.	Walt Disney Studios							

Upcoming Films With Licensing Potential, 2018–2025 *Continued from page 8*

FILM	PLANNED RELEASE	DESCRIPTION	FILM COMPANY	SEQUEL	REBOOT	BOOK	GAME	TOY	COMIC	ORIGINAL TV
Disney live action (untitled)	5/27/2022	Potentially Peter Pan, The Little Mermaid, Pinocchio, Labyrinth, Lady and the Tramp, Disenchanted, Cruella, or The Sword in the Stone.	Walt Disney Studios							
Pixar Animation (untitled)	6/17/2022	Potentially a suburban fantasy world film from the Monsters University team.	Walt Disney Studios							
Marvel film (untitled)	7/29/2022	Potentially an Avengers spin-off or sequels to Guardians of the Galaxy, Black Panther, Doctor Strange, Captain Marvel, or Black Widow.	Walt Disney Studios						X	
Disney live action (untitled)	10/7/2022	Potentially Peter Pan, The Little Mermaid, Pinocchio, Labyrinth, Lady and the Tramp, Disenchanted, Cruella, or The Sword in the Stone.	Walt Disney Studios							
Disney live action (untitled)	11/4/2022	Potentially Peter Pan, The Little Mermaid, Pinocchio, Labyrinth, Lady and the Tramp, Disenchanted, Cruella, or The Sword in the Stone.	Walt Disney Studios							
Disney live action (untitled)	11/16/2022	Potentially Peter Pan, The Little Mermaid, Pinocchio, Labyrinth, Lady and the Tramp, Disenchanted, Cruella, or The Sword in the Stone.	Walt Disney Studios							
Fantastic Beasts and Where to Find Them 4	TBA 2022	The 4th installment in J.K. Rowling's series.	Warner Bros.	X		X				
Disney live action (untitled)	2/17/2023	Potentially Peter Pan, The Little Mermaid, Pinocchio, Labyrinth, Lady and the Tramp, Disenchanted, Cruella, or The Sword in the Stone.	Walt Disney Studios							
Avatar 4	12/20/2024	Third sequel to the highest grossing film of all time.	20th Century Fox	X						X
Fantastic Beasts and Where to Find Them 5	TBA 2024	The 5th installment in J.K. Rowling's series.	Warner Bros.	X		X				
Avatar 5	12/19/2025	Fourth sequel to the highest grossing film of all time.	20th Century Fox	X						X
20,000 Leagues Under the Sea	TBA	Remake of the original 1954 Disney movie and classic Jules Verne novel.	20th Century Fox		X	X				
Assassin's Creed 2 (untitled)	TBA	Sequel to 2016 film is a prequel to the video game Assassin's Creed II.	Ubisoft Motion Pictures	X			X			
Bad Boys 4	TBA	Follows the 3rd Bad Boys film, Bad Boys for Life.	Sony Pictures	X						X
Ballerina	TBA	Possible spinoff of the John Wick franchise; female-centric action script.	Lionsgate							X
Batgirl	TBA	The studio is reportedly looking for a female filmmaker to take up the project after Joss Whedon left.	Warner Bros.						X	
Birds of Prey	TBA	Black Canary, the Huntress, Cassandra Cain, Renee Montoya, and Harley Quinn star in this spin-off adaptation of Suicide Squad.	Warner Bros.	X					X	
Black Adam (untitled)	TBA	After being attached to play Shazam!, Dwayne Johnson is now getting his own DCEU film for the villain/antihero Black Adam.	Warner Bros.						X	
Black Widow	TBA	Cate Shortland is set to direct this stand-alone feature starring Scarlett Johansson.	Walt Disney Studios						X	
Borderlands	TBA	R-rated video game adaptation has recruited producers Avi Arad and his son Ari Arad to the project.	Lionsgate				X			
Clifford The Big Red Dog (untitled)	TBA	Live action/CG hybrid to be scripted by Justin Malen.	Paramount			X				X
Clue	TBA	Ryan Reynolds stars in the second film to be based on the Hasbro board game.	20th Century Fox		X			X		
Contra	TBA	Konami's classic '87 arcade game stars a pair of muscle-bound heroes in their fight against enemy forces on a tropical archipelago.	Beijing Starlit Movie and TV Culture				X			
Cruella	TBA	Emma Stone stars in '70s England as a younger version of 101 Dalmation's Cruella de Vil.	Walt Disney Studios		X	X				
Deadpool 3	TBA	Rumored to involve another popular group in the X-Men mythos, X-Force.	20th Century Fox	X					X	
Deadshot (untitled)	TBA	Spin-off film adaptation of Suicide Squad stars the defacto leader of the task force team.	Warner Bros.		X				X	
Downton Abbey	TBA	The original principal cast from the TV series assemble for the feature film.	Universal Pictures							X
Duke Nukem	TBA	John Cena is in talks to frontline this adaptation of a long-running video game franchise	Paramount				X			
Five Nights at Freddy's	TBA	Chris Columbus will write and direct the movie adaptation of Scott Cawthon's indie horror video game.	Blumhouse				X			
Fruit Ninja (untitled)	TBA	Live action family comedy based on the popular mobile game app.	Vinson Films				X			
Gears of War	TBA	Shane Salerno is signed on to write the script; casting is ongoing for this video game adaptation.	Universal Pictures				X			
Gotham City Sirens	TBA	Spin-off film adaptation of Suicide Squad stars Margot Robbie as Harley Quinn alongside two other female supervillains.	Warner Bros.	X					X	

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Upcoming Films With Licensing Potential, 2018–2025 *Continued from page 9*

FILM	PLANNED RELEASE	DESCRIPTION	FILM COMPANY	SEQUEL	REBOOT	BOOK	GAME	TOY	COMIC	ORIGINAL	TV
Harbinger	TBA	Second Valiant Comics film to follow Bloodshot.	Sony Pictures						X		
Hard Boiled	TBA	Adaptation of Frank Miller and Geof Darrow's Dark Horse comic series.	Warner Bros.						X		
Inhumans	TBA	An isolated community of superhumans fights to protect itself in a storyline that would introduce dozens of characters to the MCU.	Walt Disney Studios						X		X
Joker & Harley Quinn film (untitled)	TBA	This criminal love story picks up where Suicide Squad left off.	Warner Bros.	X					X		
Joker standalone film (untitled)	TBA	Jared Leto leads and executive produces; little else is known.	Warner Bros.						X		
Just Cause	TBA	Jason Momoa stars in this feature film adaptation of the Square Enix video game.	Prime Universe Productions				X				
Justice League Dark	TBA	The lineup is expected to include DC heroes with more supernatural powers like John Constantine and Swamp Thing.	Warner Bros.						X		
Mega Man	TBA	Henry Joost and Ariel Schulman will write and direct this adaptation of the Capcom game.	20th Century Fox				X				
Metal Gear Solid	TBA	Video game adaptation to be directed by Jordan Vogt-Roberts. Script is complete.	Sony Pictures				X				
Mobile Suit Gundam	TBA	Live action film based on the mecha anime and sci-fi franchise from Japan's Sunrise.	Legendary Pictures					X			
Monster High	TBA	Based on the Mattel toy line. Children of famous monsters experience high school in this live action musical.	Universal Pictures					X			X
Mortal Kombat	TBA	Simon McQuoid directs this R-rated video game adaptation with screenwriters Dave Callaham and Oren Uziel.	Warner Bros.				X				
Nightwing	TBA	Chris McKay directs this action-packed, martial arts-heavy adaptation of the original Robin.	Warner Bros.						X		
Paddington 3	TBA	Second sequel to 2014 film; based on the children's books by Michael Bond.	Warner Bros.	X	X						
Prince Charming (live action)	TBA	A revisionist take on classic fairy tales from the leading man's brother's point of view.	Walt Disney Studios							X	
Raving Rabbids	TBA	Video game franchise spin-off from the Rayman series gets a stop motion/live-action movie.	Sony Pictures				X				
Silver and Black	TBA	Another Spider-Man spinoff film stars two female sometimes-heroes Black Cat and Silver Sable. Pushed from its 2019 release date.	Sony Pictures						X		
Snow White (untitled)	TBA	Live action remake of Disney's classic animation set to feature new songs from songwriters Benj Pasek and Justin Paul.	Walt Disney Studios		X	X					
Star Wars (untitled)	TBA	The Last Jedi director Rian Johnson will write and direct at least the first installment of a brand new Star Wars Trilogy following Episode IX.	Walt Disney Studios	X						X	
Suicide Squad 2	TBA	Gavin O'Connor is set to direct the sequel.	Warner Bros.	X					X		
Super Mario Bros.	TBA	Classic Nintendo video game is getting an animated film adaptation from Illumination Entertainment.	Universal Pictures		X		X				
Sword in the Stone (live action)	TBA	Juan Carlos Fresnadillo directs this lighthearted view of the legend of King Arthur. Loosely based on the books by T.A. Barron.	Walt Disney Studios		X	X					
T.H.U.N.D.E.R. Agents	TBA	Ordinary people selected to be peace keepers for the UN are given super powers. To be filmed in the U.S. and China.	Huayi Brothers						X		
The Batman	TBA	Ben Affleck previously expected to star and direct this standalone Batman film. Now Matt Reeves will direct and casting is uncertain.	Warner Bros.		X				X		
The Division	TBA	Tom Clancy video game adaptation stars Jessica Chastain and Jake Gyllenhaal in post-pandemic New York.	Ubisoft Motion Pictures				X				
The Matrix	TBA	A reboot is in the planning stages for the 1999 sci-fi action film.	Warner Bros.		X					X	
The Merlin Saga	TBA	One of two films based on the T.A. Barron books chronicling the origin story of a young Merlin.	Walt Disney Studios				X				
The Wee Free Men	TBA	First novel in the bestselling Discworld series by the late Terry Pratchett.	Jim Henson Co.				X				
Transformers 7	TBA	Booted from its 6/26/2019 release date. Hasbro has said the franchise will continue at least through Transformers 8.	Paramount, Hasbro	X				X			
Tuzki	TBA	Live action/CGI-animated film stars popular Chinese rabbit emoticon Tuzki.	Turner Asia Pacific, Tencent							X	
Uncharted	TBA	Prequel film to the video game by Naughty Dog; stars Tom Holland as a young Nathan Drake.	Sony Pictures				X				
Under	TBA	Franco-Belgian graphic novel about sewer-dwelling mutants boasts a \$9.3 million budget.	Born Wild, Titan						X		

SOURCE: THE LICENSING LETTER

Licensing News

Licenses Recently Granted, U.S.

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Beekman 1802	Bloomingtondale's	Home decor	Beekman 1802
	Target	Food items	
Ben 10	BOOM! Entertainment/BOOM! Studios, Inc.	Comic books, graphic novels	Cartoon Network Enterprises
Black Panther	KidsEmbrace/Inspired Products Group	Car seats	Disney Consumer Products
Bob Ross	Big G Creative	Games	Firefly Brand Management
Brady Bunch (The)			CBS Consumer Products
Buck Wear	Robert Lang Co.	Coasters, drinkware, mugs	MHS Licensing + Consulting
Cuphead	McFarlane Toys	Construction sets	King Features Syndicate
DC Comics	One61 Studio div. Bioworld Merchandising	Smart watches	Warner Bros. Consumer Products
Disney Princess	Hasbro	Figures	Disney Consumer Products
	Hybrid Promotions dba Hybrid Apparel	Apparel	
	Joe Books Ltd.	Graphic novels (children's)	
Disney Villains	Blonds (The)	Fashion apparel	
ED by Ellen DeGeneres	Nordstrom	Loungewear	ED by Ellen DeGeneres/BCL-ED Newco
Fortnite	McFarlane Toys	Accessories, collectible figurines, resin statues	WME/IMG Worldwide Licensing d.b.a. Endeavor
Home Alone	Big G Creative	Games	20th Century Fox Consumer Products
Jimmy the Bull	Enesco Ltd.*	Giftware	Brand Liaison (The)
John Wayne	Advanced Graphics	Standeers, wall decor	Dimensional Branding Group (DBG)
	Jam City	Virtual goods	
	Riley Blake Designs	DIY crafts, fabrics, patterns	
	Streamline Design & Silkscreen dba Iron & Resin	Caps, t-shirts	
Lisa Frank x SpongeBob	Hot Topic	Accessories, apparel	Nickelodeon & Viacom Consumer Products (NVCP), Lisa Frank
Lovitude	Conimar	Coasters	MHS Licensing + Consulting
Marvel	Bo Bridges Gallery	Limited edition fine art, wall art	Disney Consumer Products
	IDW Publishing	Books, comic books	
Miffy & Friends	Cool Décor Company	Lighting	Big Tent Entertainment
Monsters	Big G Creative	Games	General Mills
Munchkin	Cool Mini Or Not (CMON)	Board games	Surge Licensing
Naruto Shippuden	Cryptozoic Entertainment	Digital collectibles	Viz Media
Overwatch	Hasbro	NERF blaster	Blizzard Entertainment
Pottery Barn	Nuna Baby Essentials Inc.	Baby products	Pottery Barn Kids/PBTeen div. Williams Sonoma
Ryan's World	Beverly Hills Teddy Bear	Toys	pocket.watch
	Bonkers Toys	Blind packs, plush, surprise egg, toys	
	H.I.S. Intl.	T-shirts (children's)	
	Orb Factory (The)	Activity sets, craft kits, toys	
Sesame Street	McGraw-Hill Education (School Group Div.)	Educational publishing	Sesame Workshop
Skee-Ball	Atom Age Industries	Apparel, buttons, enamel pins, magnets	Dimensional Branding Group (DBG)
Splendid	Sunham Home Fashions	Bath, bedding, decorative pillows	Delta Galil (U.S.)
Statue of Liberty (The)	Shinola Detroit	Limited edition watches	Statue of Liberty - Ellis Island Foundation Inc. (The)
Stephanie Ryan	Conimar	Coasters, cutting boards, floor mats, placemats, trays	MHS Licensing + Consulting
Winnie the Pooh	Scentsy Inc.	Scented plush	Disney Consumer Products

*Extension or renewal.

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International Properties Available or Recently Assigned			
PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
Betty and Bunny	Animation stars a little girl and a funny rabbit as they learn nursery rhymes, colors, shapes, the alphabet, phonics, and numbers.	All (North America)	Cathy Malatesta, Lawless Entertainment
Bluffer's Guides	Over 40 yrs. of witty, pocket-sized manuals aim to bring a novice up to scratch on topics ranging from wine and etiquette to fishing and management.	All (Worldwide)	Iain Wakefield, Haynes Publishing
Bomberman	Strategic, maze-based video game has sparked a franchise from its initial 1983 release.	All (Worldwide)	Jennifer Coleman, 4K Media
Contra	Video game franchise since 1987 features run-and-gun-style action as well as trailblazing multiplayer cooperative gameplay.		
Fingerlings	Interactive toys cling to a child's finger and go wherever they go. Characters react to sound, motion, and touch with over 40 animations.	All (ANZ)	Alan Schauder, Merchantwise
Frogger	Classic video game introduced in 1981 requires that a player successfully maneuver a frog across obstacle filled roads and rivers to score.	All (Worldwide)	Jennifer Coleman, 4K Media
Historic Royal Palaces	Six royal palaces boast over 1,000 years of architecture, art, and design.	All (Worldwide)	Emma Saunders, Historic Royal Palaces Enterprises Ltd.
House of Turnowsky	Luxury greeting card, stationery and lifestyle design brand.	All (Turkey)	Hakan Durdag, Lisans Dagitim Iletisim A.S. (Lisans A.S.)
		All (Israel)	Merav Shmueli, Yooka
Inn At Little Washington (The)	Restaurant and inn by chef Patrick O'Connell celebrates its 40th anniversary. World renowned Michelin 2 star restaurant and 5 stars lodgings.	All (Worldwide)	Gerald Lypka, GEL Designs
Jen Montgomery	Design and lifestyle brand inspired by kitsch botanicals and happy mid-century color palettes.	All (Worldwide)	Marty Segelbaum, MHS Licensing + Consulting
Jetty Home	Art brand by Emily Wood is light and fresh with natural elements. Many works feature hand lettering techniques and typography.	All (Worldwide)	
Lovitude	Art brand by Anne Pryor about love and gratitude uses alcohol ink, her breath and essential oils to create visual blessings said to awaken and activate souls.	All (Worldwide)	
Pininfarina	Italian car design firm and coachbuilder since 1930 known for its iconic designs for brands like Ferrari and Maserati.	All (Worldwide)	Bruno Maglione, WME/IMG Worldwide Licensing d.b.a. Endeavor (U.K.)
Pinky and Panda	Children's animated series features an adorable girl and a little boy panda along with their friends as they explore ABC's, numbers, shapes, colors, and more.	All (North America)	Cathy Malatesta, Lawless Entertainment
Queer Eye	Reboot of Queer Eye franchise featuring a transformative life makeover in each episode.	All (Worldwide)	Gary Krakower, WME/IMG Worldwide Licensing d.b.a. Endeavor
ROUTE 66	Legendary U.S. highway once linked Chicago to the American west. Now a byword for adventure and a love of the open road.	All (U.K.)	Vicky Hill, Bulldog Licensing
Royal Horticultural Society	Brand recognized for over 200 yrs., featuring a new Geometric Style Guide with 22 new patterns inspired by formal garden designs from the 1600s and 1700s.	All (Worldwide)	Cathy Snow, Royal Horticultural Society/RHS Enterprises Ltd.
Rubik's	Toy brand with an estimated 400 MM sold. Approximately one in seven people have played the game that is now an icon of '80s pop culture.	All (South Korea)	Jason Lee, Infiniss Co. Ltd.
		All (Chile)	Jose Donoso, Doce & Friends
		All (South Africa)	Signet Licensing & Marketing
		All (Bolivia, Ecuador, Peru)	Veronica Crespo, AMV Licensing
		All (Russia)	Paul Tush, Plus Licens Russia
		All (Australia)	Thomas Punch, Haven
		All (Indonesia)	One RDM
Smiley	Over 40 year-old lifestyle brand whose iconic happy face shows spirit and reminds people just how powerful a smile can be.	All (South Korea)	Jason Lee, Infiniss Co. Ltd.
		All (Chile)	Jose Donoso, Doce & Friends
		All (South Africa)	Signet Licensing & Marketing
		All (Bolivia, Ecuador, Peru)	Veronica Crespo, AMV Licensing
		All (Russia)	Paul Tush, Plus Licens Russia
		All (Australia)	Thomas Punch, Haven
		All (Australia)	One RDM
UEFA EURO 2020	European football's governing body includes UEFA Women's EURO 2021, UEFA U-21 Championship 2019 & 2021, UEFA Futsal EURO 2022, and new Nations League Finals tournament to be held in 2019 and 2021.	All (Worldwide)	Mickael Andreo, WME/IMG Worldwide Licensing d.b.a. Endeavor (U.K.)

*Extension or renewal.

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Licensing News *Continued from page 12*

International Licenses Recently Granted

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
44 Cats	Toy Plus (Far East) Ltd.	Master toy (Worldwide)	Rainbow S.p.A.
Abraham Hunter	Brand & Oppenheimer	Printed fabric kits (Worldwide)	MHS Licensing + Consulting
	Dicksons Gifts	Plocks (Worldwide)	
	Wally Packaging/Dream Works Design	Gift bags (U.S., Canada)	
Activision classics	Traly	Blind packs, lanyards, metal boxes, mobile phone cases, pins (U.S., Canada)	Activision
Al Agnew	Castor Printing & Publishing House	Jigsaw puzzles (Worldwide)	MHS Licensing + Consulting
	Pintoo Corp.		
Audrey Jeanne Roberts	Design Design	Greeting cards (Worldwide)	
	Emerald Wholesale	Printed rugs (U.S., Canada)	
	HouseWares Intl.	Ceramic mugs (U.S., Canada)	
Beatles Yellow Submarine	FieldCandy	Camping accessories, tents (Worldwide)	Caroline Mickler
Ben Hogan	TP Korea Co. Ltd.*	Performance apparel (South Korea)	Perry Ellis Intl./PEI Licensing
Betty Boop	Ningbo Peacebird Fashion Co., Ltd.	Apparel (Mainland China excl. Hong Kong, Macau, Taiwan)	King Features Syndicate
	Ripple Junction	Accessories, apparel, enamel pins, mobile phone accessories (U.S., Canada)	
	Undiz	Nightwear (women's), swimwear (women's), underwear (women's) (France, Belgium, Germany, Spain, Poland, Saudi Arabia, Qatar, Lebanon, UAE, Ukraine, Russia, DOM TOM, Morocco)	
Bleach	Quidd	Digital stickers, figures, trading cards (Worldwide)	Viz Media
BMW	Fossil Group Inc.	Smartwatches, watches (Worldwide)	Brandgenuity
Brutus	Hanes Australia Pty. Ltd. div. Hanesbrands	Socks, underwear (men's) (ANZ)	King Features Syndicate
Buck Wear	Carden Intl.	Wall decor (U.S., Canada)	MHS Licensing + Consulting
Call of Duty	Traly	Blind packs, lanyards, metal boxes, mobile phone cases, pins (U.S., Canada)	Activision
Call of Duty: Black Ops 4	Traly	Blind packs, lanyards, metal boxes, mobile phone cases, pins (U.S., Canada)	Activision
Christine Adolph	Dicksons Gifts	Plocks (Worldwide)	MHS Licensing + Consulting
Chuck Chicken	Koala Pop Korn	Popcorn (Australia)	Animasia Studio Sdn Bhd
Chupa Chups	NIGHT : SHIFT	Bedding, decorative pillows, loungewear, throws (North America)	Lisa Marks Associates (LMA)
	United Legwear & Apparel	Socks (U.S., Canada)	
Collin Bogle	Carden Intl.	On-demand wall decor (U.S., Canada)	MHS Licensing + Consulting
	Carson Home Accents/Carson Industries	Flags (U.S., Canada)	
Coraline	Funko	Pop vinyl figures (U.S., Canada)	Striker Entertainment
Corona	Bioworld Merchandising	Apparel, footwear, swimwear (U.S., Canada)	Joester Loria Group (JLG)
	PolyGroup Inc.	Pool floats (U.S., Canada)	
	Silver Buffalo	Cozies, drinkware, pitchers, plates (U.S., Canada)	
	Spencer Gifts/Spirit Halloween	Accessories, apparel, housewares (U.S., Canada)	
	WCN Group/West Coast Novelty	Bottle ponchos, cozies, cup packs, tin buckets (U.S., Canada)	
Crash Bandicoot	Traly	Blind packs, lanyards, metal boxes, mobile phone cases, pins (U.S., Canada)	Activision
Cuphead	Artovision	Art prints, desktop art, postcards, shadowbox art (U.S., Worldwide (online))	King Features Syndicate
Death Note	Quidd	Digital stickers, figures, trading cards (Worldwide)	Viz Media
Discovery Project C.A.T.	ALEX AND ANI	Jewelry (Worldwide)	Discovery Consumer Products
Disney	Moose Toys	Play sets (Worldwide)	Disney Consumer Products
DKNY	Marchon	Eyewear (Worldwide)	G-III Apparel Group
Doctor Who	Character Options/Character Group plc (The)	Collectible prop replicas (U.K.)	BBC Worldwide
	Escape Hunt Group Ltd. (U.K.)	Live escape games (U.K.)	
	Seven20 (Underground Toys)	Collectible prop replicas (U.K.)	

*Extension or renewal.

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International Licenses Recently Granted

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Dog Whisperer (The)	NutriPack	Pet food (North America)	All-American Licensing & Management Group (AALMG)
Donna Karan New York	Marchon	Eyewear (Worldwide)	G-III Apparel Group
emoji x Pond's	Unilever U.K.	Creams (Worldwide)	Emoji Co. GmbH
Farah	Peers Hardy (U.K.) Ltd	Jewelry (men's), watches (men's) (U.K., Ireland)	Perry Ellis Intl./PEI Licensing
Flash Gordon	Louvre Museum (The)	Catalogue reproductions, original plate reproductions (France)	King Features Syndicate
Fortnite	Funko	Accessories, apparel, collectibles, key chains, pop vinyl figures (U.S., Canada, U.K.)	WME/IMG Worldwide Licensing d.b.a. Endeavor
	Jazwares	Master toy (Worldwide.)	
	Spencer Gifts/Spirit Halloween	Accessories, cosplay, costumes (U.S., Canada)	
Garfield	Bare Tree Media	Emoji (Worldwide)	Paws, Inc.
Hamsta World	Empire Apparel Trading Co	Apparel (Australia)	Happy Ink
Harry Potter	Kano Computing Ltd.	Electronic learning aids, mobile apps (U.S., Canada, U.K., Australia)	Warner Bros. Consumer Products
Hart Schaffner Marx	Peerless Clothing	Apparel (men's) (U.S., Canada)	Authentic Brands Group (ABG)
Hautman Brothers	Carson Home Accents/Carson Industries	Flags, mats (U.S., Canada)	MHS Licensing + Consulting
Havanera	Fashion Footwear LLC	Footwear (U.S., Canada)	Perry Ellis Intl./PEI Licensing
Hello Kitty	Proactiv Co. (The)	Skin care products (Worldwide)	Sanrio
Historic Royal Palaces	Brink Nordic ApS*	Christmas decorations (hand blown glass) (Europe)	Historic Royal Palaces Enterprises Ltd.
	Clogau Gold Of Wales Ltd.*	Jewelry (U.K.)	
	Halcyon Days Ltd.*	Enameled jewelry, fine bone china, giftware, silk scarfs (U.K.)	
Honey Smacks	Funko	Collectible figures, fleece blankets (U.S., Canada)	Kellogg
James Meger	Northcott Silk	Fabric (Worldwide)	MHS Licensing + Consulting
	WinCraft	Garden flags (U.S., Canada)	
Jay Kemp	Fabrique Innovations	Fabric, fleece fabric, throws (U.S., Canada)	
Jeff Renner	Fabrique Innovations		
Jetty Home	HouseWares Intl.	Ceramic mugs (U.S., Canada)	
	Mixtiles	Wall decor (Worldwide)	
Kenneth Cole	Brandzstorm India Pvt. Ltd.	Apparel, footwear, handbags, travel gear (India, Bangladesh, Sri Lanka)	Kenneth Cole Productions
Kim Norlien	Artisans Apparel	Apparel (U.S., Canada)	MHS Licensing + Consulting
Kitt Wichmann	WinCraft	Garden flags (U.S., Canada)	
Laundry by Design	Levy Group*	Dresses (U.S., Canada)	Perry Ellis Intl./PEI Licensing
Laundry by Shelli Segal	Levy Group*	Dresses (U.S., Canada)	
Llama Llama	PhatMojo	Master toy (North America)	Genius Brands Intl.
Lovitude	Artistic Reflections	Wall decor (U.S., Canada)	MHS Licensing + Consulting
Lyrics by Lennon & McCartney	Simon & Schuster Children's Publishing	Books (children's) (Worldwide)	Epic Rights
Marvel	Funko	Pop vinyl figures (U.S., Canada)	Disney Consumer Products
Marvel Characters	Diamond Select Toys & Collectibles	Busts, dioramas, resin statues (Worldwide)	
Marvel Legends	Hasbro	Action figures (Worldwide)	
Mentos	NIGHT : SHIFT	Bedding, decorative pillows, loungewear, throws (North America)	Lisa Marks Associates (LMA)
Miffy	Designworks Clothing Co.	Accessories, apparel (Australia)	Centa IP
	Hardie Grant Egmont	Books (Australia)	
	Mistiyarn Pty Ltd. tda Mitch Dowd Design	Accessories, apparel (Australia)	
My Singing Monsters	Commonwealth Toy & Novelty	Plush (Worldwide)	Alita's Brand Bar

*Extension or renewal.

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Licensing News *Continued from page 14*

International Licenses Recently Granted

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
My Singing Monsters	FanWraps	Automotive decals, collectibles, electronic accessories, home decor (U.S., Canada)	Alita's Brand Bar
Naruto Shippuden	Quidd	Digital stickers, figures, trading cards (Worldwide)	Viz Media
Olive Oyl	Hanes Australia Pty. Ltd. div. Hanesbrands	Socks, underwear (men's) (ANZ)	King Features Syndicate
	Tendencia en Movimiento, S.A. De C.V. /Jaime Ibiza	Handbags (Mexico)	
Original Penguin	Kiona S.A. de C.V.	Luggage (Mexico)	Perry Ellis Intl./PEI Licensing
Otter Pops	Body Rags Clothing Co.	Apparel, headwear (U.S., Canada)	Lisa Marks Associates (LMA)
Perry Ellis	Six Lincoln	Activewear (boys'), swimwear (boys') (U.S., Canada)	Perry Ellis Intl./PEI Licensing
PEZ Candy	Christopher Radko/Rauch Industries	Christmas ornaments (glass) (North America)	Lisa Marks Associates (LMA)
	IG Design Group Americas Inc.	Gift wrap (North America)	
Popeye	Cend Intl. Ltd. div. The Hut Group	Apparel, mobile accessories, mugs, posters (Worldwide)	King Features Syndicate
	Hanes Australia Pty. Ltd. div. Hanesbrands	Socks, underwear (men's) (ANZ)	
	HUF	Accessories, apparel, skateboards (U.S., Canada, U.K., Germany, Benelux, Italy, France, Australia, Japan, Brazil)	
	Pixowl	Digital content, mobile game apps (Worldwide)	
	Tendencia en Movimiento, S.A. De C.V. /Jaime Ibiza	Handbags (Mexico)	
Prince Valiant	Louvre Museum (The)	Catalogue reproductions, original plate reproductions (France)	
Rainbow Rangers	Spencer Gifts/Spirit Halloween	Accessories, costumes (North America)	Genius Brands Intl.
Reiss	Global Brands Group	Accessories, footwear (U.S., Canada, U.K., Europe, Australia, Hong Kong)	Reiss
Rise of the Teenage Mutant Ninja Turtles	Playmates Toys	Action figures, playsets, role play, vehicles (U.S., Canada)	Nickelodeon & Viacom Consumer Products (NVCP)
Roald Dahl	Creative Tops	Tableware (U.K.)	Roald Dahl Story Co. (The)
Rubik's	Lagoon Group	Wire puzzles, wooden puzzles (U.S., U.K., Australia)	Smiley Company (The)/SmileyWorld
	McDonald's	Promotional toys (Austria, Canada, France, Italy, Spain, UAE)	
Sanrio megology	Jerry Leigh Apparel	Apparel (Worldwide)	Sanrio, Megology
Self	Beyond Yoga	Activewear (U.S., Canada, U.K., Australia)	Condé Nast Licensing
Shopkins	Smith & Brooks Ltd.	Apparel (U.K.)	Bulldog Licensing
	Specsavers Optical Group	Eyewear (Britain, Ireland)	
	Whitehouse Leisure LLP	Amusement plush (U.K.)	
	Winning Moves U.K. Ltd.	Card games, games (U.K.)	
Smiley	VF Jeanswear	Jackets, jeans, shirts (Worldwide)	Smiley Company (The)/SmileyWorld
Snap, Crackle, Pop	Funko	Collectible figures (U.S., Canada)	Kellogg
Spider-Man	Funko	Pop vinyl figures (U.S., Canada)	Disney Consumer Products
Spirit Riding Free	Just Play	Dolls, playsets, plush, toys (U.K.)	Universal Brand Development (U.K.)
	Playmobil Germany/Brandstätter Stiftung & Co. KG	Playsets (U.K.)	
Spyro	Traly	Blind packs, lanyards, metal boxes, mobile phone cases, pins (U.S., Canada)	Activision
Stephanie Ryan	Enchante Accessories	Boxes, greeting cards, wine tubes (Worldwide)	MHS Licensing + Consulting
Swee'pea	Hanes Australia Pty. Ltd. div. Hanesbrands	Socks, underwear (men's) (ANZ)	King Features Syndicate
Swizzels Matlow	Posh Paws Intl. Ltd.	Plush (U.K.)	Blonde Sheep Licensing
	Whitehouse Leisure LLP		
Teletubbies	Big Tree Toys	Bath toys, sand & beach toys (South Korea)	DHX Brands
	Coquad	Mobile phone accessories, mobile phone cases (South Korea)	
	Ezen Creation Co., Ltd.	Soft toys (South Korea)	
	Penguin Random House Korea	Books (South Korea)	
Tina Higgins	Emerald Wholesale	Printed rugs (U.S., Canada)	MHS Licensing + Consulting

*Extension or renewal.

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International Licenses Recently Granted

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Tony the Tiger	Funko	Collectible figures, fleece blankets (U.S., Canada)	Kellogg
Toucan Sam	Funko	Collectible figures (U.S., Canada)	Kellogg
Vampire: The Masquerade	Nice Game Publishing Gmbh	Board games (Worldwide)	White Wolf Entertainment div. Paradox Interactive
Van Gogh Museum	Vans	Footwear (Worldwide)	Moxie & Co.
Very Hungry Caterpillar (The)	Bon Bon Buddies	Easter eggs (U.K.)	Rocket Licensing
	Hallmark Cards Plc	Greeting cards (U.K.)	
	Insect Lore	Nature kits (U.K.)	
	James Galt & Co. Ltd.	Educational toys (U.K.)	
	Signature PG	Personalized giftware (U.K.)	
Victoria Schultz	Carden Intl.	On-demand wall decor (U.S., Canada)	MHS Licensing + Consulting
Wiggles (The)	Centura Brands	Bath, health & beauty aids (U.S., Canada)	Playology Intl. Inc.
	Danawares	Activity sets, craft kits, stationery, tabletop (U.S., Canada)	
	Gertex Hosiery	Headwear, hosiery (U.S., Canada)	
	JCorp	Daywear (U.S., Canada)	
	Riley Blake Designs	DIY crafts, fabrics (U.S., Canada)	
	TCG (form. The Canadian Group)	Floor mats, games, puzzles (U.S., Canada)	
Wimpy	HUF	Accessories, apparel, skateboards (U.S., Canada, U.K., Germany, Benelux, Italy, France, Australia, Japan, Brazil)	King Features Syndicate

*Extension or renewal.



contacts & connections

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

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Activision, Rob Kostich, EVP & GM Call of Duty, 310-255-2570, rkostich@activision.com, P. 13.

Advanced Graphics, Craig Henderson, VP Licensing & Sales, 801-499-5000 x105, craig.henderson@advancedgraphics.com, P. 11.

ALEX AND ANI, Colleen Fugere, VP Licensing & Sponsorships, 401-633-1486, colleen@alexandani.com, P. 13.

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All-American Licensing & Management Group (AALMG), Michael Gottsegen, Partner, 818-749-7236, michael@aalmg.com, P. 14.

Artisans Apparel, Charlie O'Mahoney, President & COO, 800-657-4766, comahoney@artisansinc.com, P. 14.

Artistic Reflections, Greg Hennes, President & Owner, 612-377-2630, greg@hennesart.com, P. 14.

Artovision, Stuart Sandler, Owner, 715-514-0401, stuart@artovision.com, P. 13.

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Authentic Brands Group (ABG), Jarrod Weber, President Brand, 212-760-2410, jweber@abg-nyc.com, P. 14.

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Beyond Yoga, Michelle Wahler, Co-founder & CEO, 310-665-9773, michelle@beyonyoga.com, P. 15.

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Bioworld Merchandising, Jennifer Staley, VP Licensing, 972-488-0655, jennifers@bioworldmerch.com, P. 13.

Blizzard Entertainment, Matt Beecher, VP Global Consumer Products, 949-955-1380 x14262, mbeecher@blizzard.com, P. 11.

Blonds (The), David Blond, Co-founder & Creative Director, contact@theblonds.nyc, P. 11.

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Body Rags Clothing Co., Ken Snow, CEO, 603-893-5069, ksnow@bodyrags.com, P. 15.

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BOOM! Entertainment/BOOM! Studios, Inc., Lance Kreiter, VP Licensing & Merchandising, 323-617-4124, lkreiter@boom-studios.com, P. 11.

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- Cartoon Network Enterprises**, Peter Yoder, VP Cartoon Network Enterprises, 212-275-6535, peter.yoder@turner.com, P. 11.
- CBS Consumer Products**, Veronica Hart, SVP Licensing & Consumer Products, 212-975-6894, veronica.hart@cbs.com, P. 11.
- Christopher Radko/Rauch Industries**, Amy Pearson, VP Design, Product Development & Brand Marketing, 800-717-2356, claire@katandannie.com, P. 15.
- Commonwealth Toy & Novelty**, Alec Kessler, EVP, 212-242-4070, akessler@cwt-ny.com, P. 14.
- Condé Nast Licensing**, Cathy Hoffman Glosser, SVP Licensing, 212-286-7396, cathy_glosser@condenast.com, P. 15.
- Conimar**, Marilyn Pasteur, Creative Director, 800-874-9735, marilyn@conimar.com, P. 11.
- Cool Décor Company**, 305-501-4222, info@cooldecorcompany.com, P. 11.
- Cool Mini Or Not (CMON)**, Chern Ann Ng, CEO, 470-375-2872, chernng@coolminiornot.com, P. 11.
- Cryptozoic Entertainment**, Jamie Kiskis, VP Marketing & Product Development, 949-385-6000, jamie.kiskis@cryptozoic.com, P. 11.
- Delta Galil (U.S.)**, Maria Paciulli, Senior Director Licensing, 213-747-7002, maria.paciulli@deltagalil.com, P. 11.
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- Diamond Select Toys & Collectibles**, Zach Oat, Marketing Supervisor, 443-318-8336, ozach@diamondselecttoys.com, P. 14.
- Dicksons Gifts**, Stephanie Flinn, Vp Product Development, 812-522-1308, sflinn@dicksonsgifts.com, P. 13.
- Dimensional Branding Group (DBG)**, John Leonhardt, President, 415-310-6135, john@dimensionalbranding.com, P. 11.
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- Disney Consumer Products**, Josh Silverman, EVP Global Licensing, 818-544-0567, josh.silverman@disney.com, P. 11,13.
- Disney Consumer Products**, Paul Gitter, SVP Licensing Marvel, 818-544-1950, paul.gitter@disney.com, P. 11,14–15.
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- Epic Rights**, Lisa Streff, EVP Global Licensing, 310-424-1908, lisa@epicrights.com, P. 14.
- Fabrique Innovations**, Sy Garfinkel, CEO, 212-244-0099, sykelcg@aol.com, P. 14.
- FanWraps**, Nick Murray, President, 877-721-2929, nick@fanwraps.com, P. 15.
- Fashion Footwear LLC**, Morris Abraham, President, sales@wantedshoes.com, P. 14.
- Firefly Brand Management**, Cynthia Modders, President & CEO, 415-513-5826, cynthia@fireflybrandmanagement.com, P. 11.
- Fossil Group Inc.**, Kosta Kartsotis, CEO, 972-234-2525, legal@fossil.com, P. 13.
- Funko**, Brian Mariotti, President & CEO, 425-783-3616, brian@funko.com, P. 13–16.
- G-III Apparel Group**, Jeffrey Goldfarb, EVP & Director Strategic Planning, 212-403-0500, jeffg@g-iii.com, P. 13–14.
- GEL Designs**, Gerald Lypka, Licensing Agent, 703-864-7891, gel4@juno.com, P. 12.
- General Mills**, Kate Saba, Partnerships & Licensing, 763-764-7600, kate.saba@genmills.com, P. 11.
- Genius Brands Intl.**, Lloyd Mintz, SVP, Head Worldwide Consumer Products, 310-273-4222, lmintz@gnusbrands.com, P. 14–15.
- Global Brands Group**, Elliott Azrak, EVP Global Licensing, 646-839-7322 x117322, ellieott@ameny.com, P. 15.
- H.I.S. Intl.**, Steve Rahmey, President, 212-967-3990 x6680, srahmey@nokidding-his.com, P. 11.
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- Hot Topic**, Cindy Levitt, VP General Merchandise Manager, 626-839-4681 x2216, clevitt@hottopic.com, P. 11.
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- IDW Publishing**, Eric Moss, Senior Director Licensing & Business Development, 858-270-1315 x2130, eric@idwpublishing.com, P. 11.
- IG Design Group Americas Inc.**, Lois Watson-Clapp, VP Creative & Product Development, 770-551-9727, info@thedesigngroup.com, P. 15.
- Jam City**, Sam Notowitz, VP Business Development, 310-425-9238, samn@jamcity.com, P. 11.
- Jazwares**, Judd Zebersky, CEO, 954-845-0800, judd@jazwares.com, P. 14.
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- McGraw-Hill Education (School Group Div.)**, Marty Lange, SVP, Chief Product & Operating Officer, 630-789-4000, marty.lange@mheducation.com, P. 11.
- Megology**, Megan Bomgaars, Founder, 303-875-8346, info@megology.com, P. 15.
- MHS Licensing + Consulting**, Marty Segelbaum, President, 952-544-1377 x202, marty@mhslicensing.com, P. 11–16.
- Mixtiles**, Freya Gothelf, freya@mixtiles.com, P. 14.
- Moxie & Co.**, Arlene Scanlan, Managing Partner, 203-259-2729 x11, ascanlan@moxieco.com, P. 16.
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international contacts & connections

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Olympic Licensing

Continued from page 1

More often than not, purchases are driven by a country's local population. For example, 70% of merchandise sales tied to the 2016 Rio Olympic Games were made by Brazilians, while 30% were from foreign visitors.

While most licensing activity has typically been organized by the OCOGs, based around a specific Games' mascots and logos, the IOC has stepped up to nurture the Olympic brands themselves over the last couple of years. IOC-led programs include the Olympic Heritage Collection (lifestyle brand counts a select handful of licensees including Lacoste) and the Olympic Games Collection (up to 80 licensees exploit the trademarks associated with past Games). The IOC is also licensing the official Olympic rings mark with five interlocking rings for the first time with its The Olympic Collection.

The IOC is also collaborating with NOCs on ecommerce as well as merchandise; it recently signed a 12-year sponsorship deal with Alibaba to provide cloud computing

services. The IOC will launch a dedicated Tmall store by the end of the year.

Generally, the Summer Games both generate more total licensing fees and command a higher royalty rate than those held in winter. Direct revenues to an OCOG have historically ranged from \$23–190 million.

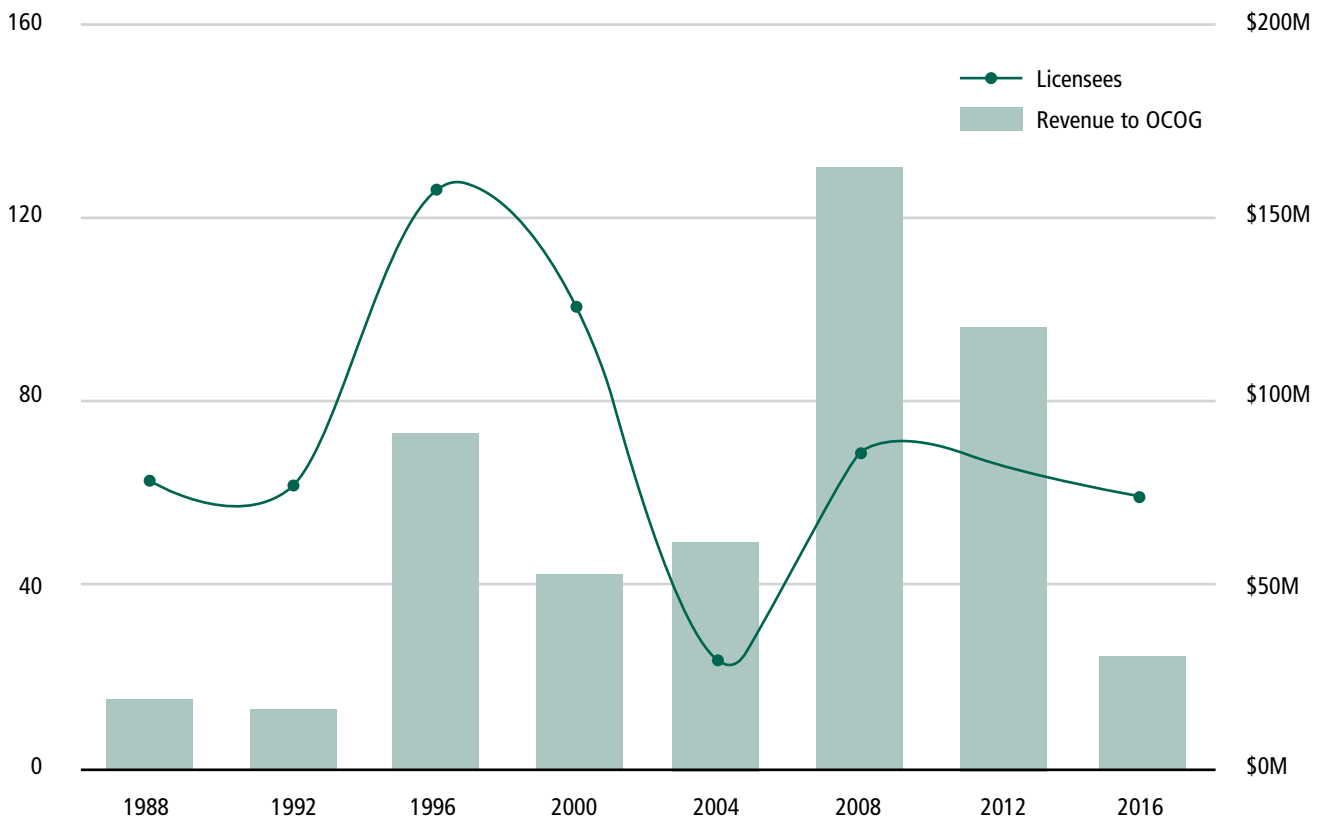
On average, the most recent Summer Olympics counted 70 licensees and \$69 million in revenue to their OCOGs. The Winter Games, however, had an average of 61 licensees and \$29 million in licensed revenue.

The royalty rate for Olympic licensed products varies by category—it may reach as high as 20% for some goods—but a more typical overall rate is near the 10% royalty estimated for the 2016 Rio Summer Olympics and the 7% royalty estimated for the 2014 Sochi Winter Olympics.

Summer Games

The 2016 Rio Games generated \$31 million in revenue to its OCOG with just over 5,000 different products available. The committee reported \$300 million in retail sales, with \$45 million of that total attributable to the signature

SUMMER OLYMPIC GAMES LICENSING PROGRAMS, 1988–2016



SOURCE: Olympic Marketing Fact File, THE LICENSING LETTER

product of the Summer Games—the Havaianas flip-flop. Just over 3 million pairs of the footwear were sold.

The 2012 London Games had nearly double the amount of products as in Rio (10,000) and the second-highest revenues to its OCOG at \$119 million. The committee reported that over 100 million products were sold for over £1 billion (roughly \$1.5 billion) in retail sales. Twenty product categories included apparel, soft toys, pin badges, and programs.

The Tokyo 2020 committee expects that licensing will make up 4% of total revenues, for an estimated \$120 million in revenue. The first official Olympic shops have already opened their doors, with approximately 700 items being sold including shirts, towels, and key chains. The licensing team is targeting children first and foremost; the Games' official mascots were selected through a national vote by grade-school students.

Looking forward, the next Summer Games hosts will be Paris in 2024 and Los Angeles in 2028. Given that the final sell-off period has not concluded for the 2018 PyeongChang Games, final revenue estimates are not

available. An estimated 1,500 products were produced spanning apparel, confectionery, stationery, plush, pin badges, and accessories. TLL estimates that retail sales will ultimately fall anywhere between \$90–225 million and that direct revenues could reach up to \$25 million.

Winter Games

The 2014 Sochi licensing program generated a reported \$500 million in retail sales with over 5,000 products available. The OCOG made \$35 million in direct revenue. Products included apparel and footwear, sporting goods, household goods, accessories, stationery, souvenirs, and toys.

In contrast, the 2010 Vancouver Games generated over \$50 million for its organizing committee. The big-ticket item were the Red Mittens—approximately 3.5 million pairs were sold for total royalties revenue of \$54.6 million.

Looking forward, the Beijing 2022 committee has also opened official stores selling over 140 products to the public including badges, keyrings, apparel, and commemorative stamps. Unlike the Tokyo 2020 team, however, the official mascots are slated to be selected this coming fall.

WINTER OLYMPIC GAMES LICENSING PROGRAMS, 1994–2018



Note: 2018 PyeongChang figures are not finalized; estimates by TLL.
SOURCE: Olympic Marketing Fact File, THE LICENSING LETTER

PRODUCTS

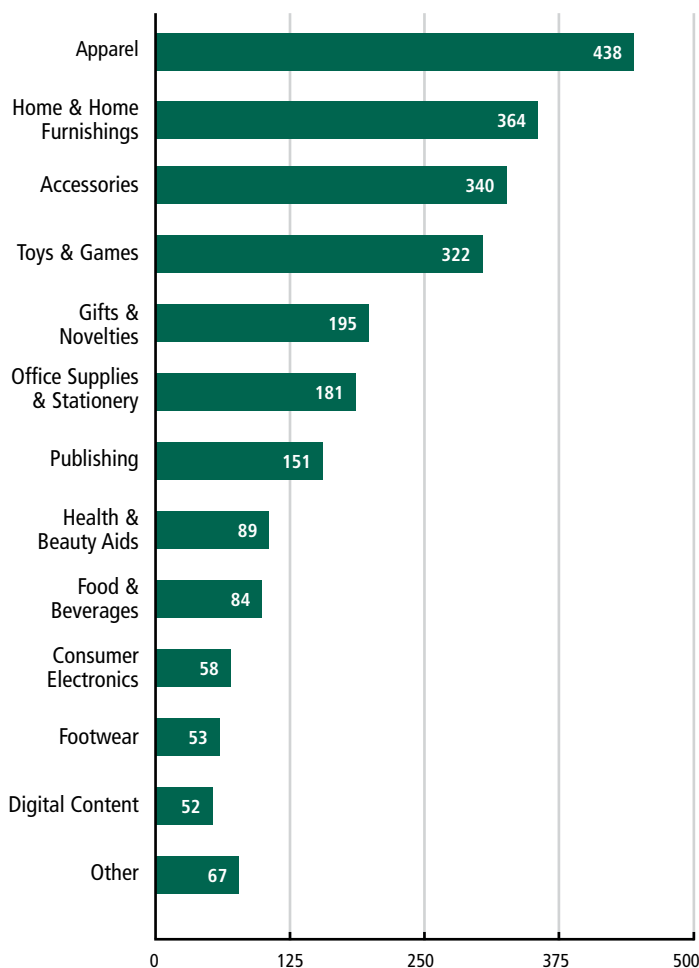
What's the Deal? Apparel, Home & Accessories Lead TLL's Deal Sheet Count

TLL broke down the numbers behind the Deal Sheet to discover the driving trends behind licensing deals this year through August 2018.

The most popular product category for deals struck this year was apparel, making up 18.3% of the total share with 428 deals. The home & home furnishings category was second at 15.2% share, followed by accessories at 14.2% share. Surprisingly, toys and games was the fourth-largest category at 13.5% share.

For the purposes of this analysis, each product announcement was broken out and considered as a “separate” deal for a total of 2,394 listings—one brand and one product category. Many deals include more than one product category, such as “t-shirts, socks, and key chains.” These examples would have been broken out and sorted under “apparel, accessories, and gifts & novelties,” respectively.

LICENSING AGREEMENTS BY PROPERTY TYPE, 2018



Note: Based on licensing announcements in TLL's Deal Sheet through August 2018.

SOURCES: THE LICENSING LETTER

Eighteen deals were not included here because of their experiential nature, including branded restaurants, character appearances, and in-flight travel packs. This is because TLL does not track experiential licensing arrangements in the same way as we do consumer goods, making a numerical comparison unrepresentative. Experiential announcements are included in the Deal Sheet, typically, when the broader agreement also includes consumer goods.

Within 438 apparel deals, most announcements were for the complete set—tops and bottoms—or not otherwise distinguished. Within the broader apparel category, t-shirts made up 11.6% of deals while activewear and swimwear had 3.9% share each.

Home and home furniture includes 364 listings spanning home goods and décor (54.7%; incl. gardening), kitchen (20.1%), bedding (7.1%), and furniture (5.5%). The category is evenly split between soft goods (cushions, pillows, rugs) and hard goods (ceramics, tableware, wall clocks).

Accessories counts 340 items, including hosiery (17.9%), bags (17.4%), headwear (12.6%), underwear (5.3%), eyewear (4.7%), and jewelry (3.2%). Just over 38% of listings in this category were for simply “accessories.”

With 322 entries, toys & games is the fourth-largest category. The most popular categories are toys (35.7%), figures (22.7%), board/card games (16.8%), puzzles (10.6%), and plush (8.7%). Action figures and activity toys have 2.8% share each.

Gifts & novelties is one of the most diverse categories, counting 195 entries. Most products are either novelties (33.3%) or gifts (32.8%), followed by costumes (12.8%) and other holiday-specific items (8.2%). We included personalized (10.3%) and promotional (2.6%) deals here.

Office/school supplies & stationery included arts & crafts (22.1%), stationery (21.5%), office supplies (15.5%), greeting cards (14.4%), stickers (9.9%), journals/notebooks (8.3%), back-to-school (5.5%), and writing instruments (2.8%).

Over 150 publishing items include books (23.8%), calendars (19.2%), posters (13.2%), comics & graphic novels (9.3%), coloring books (8.6%), and activity books (7.3%). Over 18.5% of listing announcements stated simply “publishing.”

Health & beauty aids (HBA) had just 89 entries, with over one-third of listings for fitness and sports equipment (36.9%). It was followed by bath products such as soap and body wash (23.8%), beauty goods like cosmetics and serums, health products like bandages and oral care (7.1%), and fragrance (3.6%). Just over 10% of listings were simply for “HBA.”

Just over half of 84 listings for food & beverage deals were for food such as baked goods, fruit, and meal kits (51.2%). Confectionery and chocolate followed at 28.6% share. Beverages made up just 9.5% of listings under this

umbrella with juices and unspecified mixes. For the adults, alcoholic deals were at 7.1% share and cannabis-infused goods at 3.6% share.

Consumer electronics included actual electronic devices such as headphones, speakers, and power banks at 44.8% share. The rest (55.2%) was occupied by deals for cell phone accessories including cases, charging stands, and screen protectors.

Just over one quarter of footwear entries were actually for indoor slippers (26.4%), while the rest were for sneakers, boots, and shoes (73.6%).

HEALTH & BEAUTY AIDS

Fragrance: Hit Me One More Time

Retail sales of licensed fragrance grew 1% in 2017 to reach \$3.98 billion in the U.S./Canada, according to *TLL's Licensing Business Survey*.

Britney Spears and **Revlon** have teamed up to launch *Britney Spears Prerogative*, a new fragrance inspired by the singer's career and her 24th in all. The gender-neutral scent features an oriental woody amber scent with a gourmand twist, latex petals, red calla lily and more. The fragrance bottle uses sharp edges and sharply rounded corners to reflect the many turns in Spears' career.

Paris Hilton releases *Platinum Rush* in association with **Parlux**. The new fragrance, also her 24th, was inspired by "the symbol for true love, rarity, and strength" and is the third scent in the heiress' Rush collection. Notes consist of Asian pear, red apple, juicy fresh mango, liquid amber and more. The fragrance release coincides with Hilton's European DJ tour of the same name.

Disney partners with fragrance and home décor company, **Scentsy**, for signature fragrances and scented plush toys featuring Mickey & Minnie Mouse, Hundred Acre Wood, Disney Princess, and Finding Nemo.

The most popular **Chupa Chups** aromas are coming to four foam fragrances from French brand **Foamous**. The cheeky 1960's-inspired range will launch in autumn in territories including France, Mexico, Brazil, and Spain.

Kim Kardashian's KKW Fragrance is being sued (again) for allegedly stealing another company's trademark-protected logo. At issue is a Kimoji Vibes fragrance being sold in a bottle whose shape resembles Vibes Media's thought-bubble graphic. This particular scent reportedly generated \$5 million in sales in a matter of minutes when it was released alongside Kardashian's other new \$45 fragrances, Kimoji Peach and Cherry. **Vibes Media** is claiming classic "confusion" (consumers will believe that it sponsored Kardashian's fragrance) as well as "reverse confusion" (consumers will believe that Kardashian sponsored its logo). The case is *Vibes Media, LLC, v. KKW Fragrance, LLC, 1:18-cv-04910 (N.D. Ill)*.

Most products under digital content were mobile apps (38.5%), followed by digital content like emoji or stickers (36.5%) and video games (25%).

Within the "other" category, all product categories make up less than 1% of total listings. These include pet products (0.8% of the total), luggage (0.6%), lottery/gambling (0.5%), party goods (0.4%), baby products and automotive accessories (0.3% each), and musical instruments (just 1, making its share less than 0.1%).

TOYS & GAMES

Retail: Toy & Game Sales Set to Grow in 2018

American toy sales were up 7% to reach \$7.9 billion in the first half of 2018, according to The NPD Group. The research firm logged significant gains in **lower-priced toys** (ranging from \$5–19.99) including L.O.L. Surprise!, Total Marvel, Fingerlings, Hatchimals and Soft'n Slo Squishies.

Youth electronics was the fastest growing super-category with a 43% uptick. The category includes brands like Fingerlings, Star Wars, and Tamagotchi. Growth within the category is projected by the NPD to increase in the next year and a half, primarily influenced by robotic/interactive playmates and new developments in tech.

Action figures and accessories grew by 16% in the half-year period. The category was bolstered by films like *Black Panther* and *Avengers: Infinity War*.

The **doll** category was up by 17% due in part to L.O.L. Surprise!, Hatchimals, and Barbie—which captured more than two-thirds of growth. The NPD estimates that fashion dolls, role play, and large dolls will perform well in the second part of 2019, driven by the release of *Frozen 2* in November 2019.

Separately, ICv2 reports that sales of **hobby games** in the U.S./Canada topped \$1.5 billion for the first time in 2017, up 8% to reach \$1.55 billion. ICv2 notes that the 8% growth rate was the slowest, in both absolute dollars and percentage, since it started tracking sales in 2013.

- ▶ **Collectible games**, the largest category, shrank 3%, from \$750 million in 2016 to \$725 million in 2017.
- ▶ **Hobby board games**, the second largest category, grew 13% from \$305 million in 2016 to \$345 million in 2017, another big jump for a hot category.
- ▶ **Non-collectible miniatures** had the fastest growth rate at 32%, up from \$205 million in 2016 to \$270 million in 2017.
- ▶ **Hobby card and dice games** grew 15%, from \$130 million in 2016 to \$150 million in 2017.
- ▶ **Role-playing games**, the smallest category, was up 22% from \$45 million in 2016 to \$55 million in 2017.

DIGITAL CONTENT

Content Kings: Cloudco, Streaming & Services

American Greetings Entertainment (AGE) rebrands as **Cloudco Entertainment** following a recent spinoff by the former division of American Greetings into its own stand-alone company. Cloudco now owns kids brands including Care Bears, Holly Hobbie, Madballs, Buddy Thunderstruck, and Tinpo. Long-time owners the Weiss family retains 100% ownership of Cloudco, and all current key Cloudco executives and management remain in place.

Cloudco will continue with all former AGE marketing initiatives, content development and production activities, and consumer product programs, and partnerships. The new prodco is currently working on the production of three major initiatives:

1. An all-new *Holly Hobbie* live-action TV series with **Aircraft Productions** and **Wexworks Media** for **Hulu**, Family Channel in Canada, and The Universal Kids Channel.
2. *Tinpo*, an all-new animated series produced for **Cbeebies** in partnership with **OLM/Sprite Animation** and **Dentsu Inc.**
3. A soon-to-be-announced *Care Bears* live-action/animated feature film in development with a major Hollywood studio.

The breakaway box office successes of recent **Star Wars** films (save *Solo: A Star Wars Story*) are being redirected into a live-action series that will cost parentco **Disney** a reported \$100 million and be streamed on its homegrown, as-yet-unnamed platform, per *The New York Times*. Marvel Cinematic Universe (MCU) director Jon Favreau will be helming the series, which will step back in the franchise's timeline, opening seven years after *Return of the Jedi*.

The *NYT* reports that the new series will be 10 episodes, portioning the budget to roughly \$10 million per episode—the paper notes that the cost beats out other ambitious streaming productions like **Netflix's** (cancelled) *Sense8*, which reportedly cost \$9 million an episode in its second season.

In addition to the new **Star Wars** series, **Disney** is developing or producing “at least” 9 films for the service, per the *NYT*—previous statements indicated that there would be 4 or 5 flicks a year available exclusively on the service. While there is no official launch date, the House of Mouse stated that the first MCU film to be exclusively streamed there would be *Captain Marvel*, which lands in theaters on March 8, 2019.

The average consumer has 4.5 different sources (up from 3.7 in 2014) to choose from when they're ready to watch a TV show, including linear TV, DVR, VOD, Netflix, and Hulu, according to **Hub Entertainment Research**. Among younger viewers aged 18-34, the number of platforms is even higher at 5.1 average platforms. Only 39% of viewers say that live, linear TV from a traditional pay TV service is what they turn to first, down from 47% last year.

The number of SVOD services will increase by 37% by 2023, according to **The Digital TV Research**, which projects total subscribers will rise to 208 million from 132 million at the end of 2017. **Netflix** tops the list with 67.3 million streaming subscribers by 2023, followed by **Amazon Prime** with 60.6 million.

Adding to the mix, **Walmart** is considering launching a subscription streaming video service to compete with Netflix and Amazon Prime Video, according to *The Information*. Separate from its Vudu on-demand offering, the new service will be competitively priced at under \$8 per month.

WarnerMedia picks up two geek-oriented streaming companies as the result of a recent deal by new parentco **AT&T**. The new arrangement grants WarnerMedia control of anime streamer **Crunchyroll** and digital media prodco **Rooster Teeth**.

NBCUniversal is reportedly considering launching a free streaming service and app later this year called Watch Back, per *Information.com*. The project is expected to be largely a marketing effort aimed at bringing new audiences to NBCUni's shows.

ENTERTAINMENT

TV Watchlist:
New Series, Shows & Surprises

As the number of sources for consuming serial entertainment grow, so do the number of TV shows. Scripted original TV shows are expected to grow to as many as 520 shows this year, according to an FX study. That follows an additional 7% growth in 2017, 8% in 2016, and 9% in 2015—all the signs of a bubble ready to pop.

Viacom is in discussions to acquire digital media company **AwesomenessTV** for less than half of its one-time \$650 million valuation, reports *Bloomberg*. Comcast holds a 51% in the company, while Verizon and Hearst each hold a 24.5% piece. AwesomenessTV was co-founded by Brian Robbins, now president of Viacom's Paramount Players production division.

MAD Magazine content, including current events commentary as well as classic MAD material, will be available to **Snapchat** users starting Sept. 1 as part of a partnership between WarnerMedia and Snap. John Ficarra, former MAD executive editor, and Peter Girardi, EVP of Blue Ribbon Content, will oversee the venture.

Nat Geo taps **Bear Grylls** to host six-part nature doc *Hostile Planet*, set to debut in Spring 2019. Meanwhile, *StarTalk* with **Neil DeGrasse Tyson** is back for another season.

Esme & Roy, **Sesame Workshop's** first new animated program in over a decade, premieres on **HBO** in the U.S. and **Treehouse** in Canada.

Nickelodeon gave a 26-episode greenlight to a relaunch of *Rugrats* and **Paramount Pictures** will produce a live-action film featuring CGI characters. Both the TV series and movie will include new adventures with the main characters, plus some newcomers.

Cartoon Network will premiere **DHX Media's** new animated series *Mega Man: Fully Charged*. Before the linear premiere, the first 10 episodes will be available on the Cartoon Network app and various TV providers' VOD as well as on-demand streaming platforms in the U.S. The latest update in the video game series—*Mega Man 11*—will be released for consoles in October.

Banijay Group's **Zodiak Kids** partners with Icelandic lifestyle brand **Tulipop** on a co-development and co-production deal for an animated TV series based on Tulipop's characters and landscapes.

The CW is developing a live-action *Batwoman* series written by former *Vampire Diaries* exec producer Caroline Dries and based on the **DC Comics** character. Kate Kane stars as *Batwoman*, an out lesbian and highly trained street fighter primed to right the Gotham's criminal resurgence.

An adaptation of the **Valiant** comic *Quantum and Woody* is in development at **TBS**, with Anthony Russo and Joe Russo (*Avengers: Infinity War*) and Mike Larocca (*Spy*) on board to exec produce via their shingle AGBO.

Anne Rice's *The Vampire Chronicles* is in development at **Hulu**. Paramount TV and Anonymous Content optioned the book series last year, and Rice's son Christopher Rice will serve as exec producer alongside her and Anonymous' David Kanter and Steve Golin.

Netflix announces its first slate of series and films based on the stories from **Millarworld**, the entertainment company run by Mark Millar and Lucy Millar. Netflix bought last year and whose global comic book franchises include *Wanted*, *Kingsman*, and *Reborn*. Original series to be produced include *Jupiter's Legacy*, a multigenerational American superhero epic as well as multilingual series *American Jesus*, which follows a 12-year-old boy who suddenly discovers he's returned as Jesus Christ. Film projects include *Empress*, *Huck*, *Sharkey*, and *The Bounty Hunter*.

eOne signs a first-look deal renewal with filmmaker, producer, and show creator Datari Turner under his **Datari Turner Productions** banner. Building from the 2016 initial partnership which saw success with titles such as WeTV series *Growing Up Hip Hop*, Turner will continue to create, produce and develop original programming.

In more **eOne** news, the company secures the IP to graphic comic series *Skin&Earth*, written and illustrated by singer/songwriter **Lights**. The first six issues will be developed for television, as well as digital and gaming content. *Lights* is co-managed by eOne; Andrew Lazar of Mad Chance Productions will produce *Skin&Earth*.

Amazon Studios gives an eight-episode straight-to-series order to *Tales From the Loop*, an hourlong series based on the sci-fi art of **Simon Stalenhag**, from writer Nathaniel

Halpern (*Legion*), director Mark Romanek, Matt Reeves' 6th & Idaho, and Swedish production shingle Indio. Series is a co-production with Fox 21 Television Studios.

Chris Addison and Will Smith are back together. The pair is creating transatlantic fantasy detective series *Warlock Holmes* (working title), described as "Princess Bride-meets-Game of Thrones." The project already has a British broadcaster on board.

EXPERIENTIAL

Experiential Track: Theme Parks, Exhibits & Food

A **Nickelodeon** theme park is headed to the Mall of China in Chongqing, China. The 28,000 sq. meter (or just over 300 sq. ft.) park will showcase 29 attractions and 14 Nick properties, including *SpongeBob SquarePants*, *Dora the Explorer*, *Teenage Mutant Ninja Turtles*, and *PAW Patrol*. The theme park is slated to open in 2020.

Animaccord and Italian theme park **Leolandia** will open a new branded area inspired by *Masha and the Bear*. *La Foresta di Masha e Orso* offers visitors more than 10,000 sq. meters (over 100 sq. ft.) to explore a themed roller coaster; a courtyard with a water play area, slides and interactive water lilies; live shows; two shops; and a refreshment point. The new themed area extends the existing partnership between *Masha and the Bear* and **Leolandia**.

As part of Mickey Mouse's 90th anniversary celebrations, the House of Mouse brings its central character to the forefront with an interactive New York art exhibition—*Mickey: The True Original Exhibition*. The 16,000 sq. ft. exhibition from **Disney Parks, Experiences & Consumer Products** features larger-than-life multimedia art installations and photo-worthy experiences from muralists, sculptors, artists, and designers.

Other anniversary celebrations include those at **Disney Parks & Resorts** locations in Florida, California, Shanghai, Hong Kong, Tokyo, Paris, and through the Disney Cruise Line. To mark the date, new brand and product collaborations spanning fashion, food, consumer electronics, toys, accessories are now available worldwide.

Munchies, the **Vice** and **Fremantle Media** co-owned publisher, partners with **Triple Five Media** to craft a curated food court at American Dream, a 4.5 million sq. ft. shopping and entertainment complex set to open in the Meadowlands, NJ in Spring 2019. As one of two mess halls, the space will feature 14 vendors selected by Munchies as well as a staging area. Per *Digiday*, Munchies will receive a brand licensing fee, plus royalties that change depending on how much revenue the food court generates.

Blue Apron and **Fox Consumer Products** unveiled the latest menu item in their limited-edition *Bob's Burgers*-themed menu, the Gouda Wife Burger. In collaboration with chef Alvin Cailan, the partners aim to bring the recipes featured on the animated show to life. Blue Apron also tapped apron

Continued on page 26

Continued from page 25

and workwear brand **Hedley & Bennet** for a limited-edition Blue Apron x “Bob’s Burgers” apron. A portion of the collab’s proceeds from September will support **Feeding America**.

Meredith’s Real Simple publication comes to Brooklyn with its first Real Simple Home. The Home showcases DIY organizing strategies, interior design ideas, innovative products from professional home organizers, interior designers and *Real Simple* editors. Participating designers include:

- ▶ Nate Berkus and Jeremiah Brent, interior designers and TV personalities debuting their exclusive new furniture collection for **Living Spaces**;
- ▶ Sabrina Soto, TV personality;
- ▶ Donna Garlough, style director of **Joss & Main**;
- ▶ Jenny Komenda, blogger, **Little Green Notebook**;
- ▶ Robin Henry, founder of **Robin Henry Studio**;
- ▶ Jessica McCarthy, interior designer and founder, **JAM Creative Studio**;
- ▶ Stephanie Sisco; home editor for *Real Simple*; and
- ▶ Various home organizers from **Neat Method**.

Alpha Animation and **Toys UK** join forces with European regional airline **Flybe** for a Super Wings collaboration. The preschool brand will be represented in the skies with over 200 branded activity sheets on Flybe flights aimed at entertaining up to 30,000 children throughout the remainder of the summer holidays.

Sanrio opens the doors of the new Hello Kitty Club with around 3,200 children attending the launch. Kids were encouraged to get creative and make new friends through three immersive Hello Kitty areas: Hello Kitty Bakery, Hello Kitty Bubble lab, and Hello Kitty Dream Factory.

A **Star Trek**-based curriculum is coming to interactive, community-based learning platform Learning for a Small World. The six-week program is designed by the **Smithsonian Institution** in coordination with **CBS Consumer Products** and developer **NetDragon Websoft Holdings Ltd.** It aims to give adult users a multimedia learning experience and sharpen their understanding of the Star Trek franchise and its impact on futuristic technology and social issues.

RETAIL

Retail Alert: Partnerships, M&A & Bankruptcies

Nordstrom will start selling fashions from retailer Lou & Grey at 30 stores and online later this month. Lou & Grey, a concept created by **Ann Taylor** parent Ann Inc., operates 12 standalone stores.

U.S.-based **Tory Burch** will open its first Australian store in Sydney on Wednesday, with plans for a second location in Melbourne later this year.

South Korean retailer **A Land** opens its first U.S. store in Brooklyn, N.Y., with a mix of fashions, home goods, accessories and beauty items, most priced under \$100. The 12-year-old retailer operates 19 stores in Korea, Bangkok and Hong Kong.

Brookstone is going through “Chapter 22”, or its second bankruptcy in recent years. The specialty tech gadget retailer is shuttering its remaining 100 mall stores, but hopes to keep 35 airport stores open.

Heritage Home Group files for Chapter 11 bankruptcy protection. The furniture company has found an unidentified buyer for its Thomasville and Broyhill business units. **RHF Investments**, owner of furniture brands Century, Hancock & Moore, and Highland House, will acquire HHG’s luxury business, which includes the Hickory Chair, Maitland-Smith, and Pearson brands. The three brands will be sold for \$17.45 million, according to a *Wall Street Journal* report. The company sold its Lane and Lane Venture businesses to United Furniture and Bassett Furniture, respectively, last year.

Walmart enters into a five-year strategic partnership with **Microsoft** for cloud and artificial intelligence

technology. Microsoft’s Azure cloud solution is expected to significantly support walmart.com and samsclub.com. In brick-and-mortar, the tech giant is working on a cashier-less and checkout-less solution to better compete with Amazon Go.

Eighty-four percent of customers would prefer **Amazon Go’s** cashier-free shopping experience over that of a traditional grocery store, according to a study by Shorr Packaging. One in four said they’d be willing to pay more for the convenience. On the other hand, over 30% of Boomers wouldn’t shop at an Amazon Go store if they lived close to one, and one in five overall felt that they “would be losing out on something” by doing so.

The share of consumers concerned about negative impacts from new Trump **tariffs** jumped to 38%, up from 15% in May, according to the University of Michigan. That concern is fueling a rise in sales of big-ticket appliances like washing machines and televisions, despite some consumers holding back and waiting for Black Friday deals. According to the National Retail Federation, the average household gets a boost of \$18,000 in purchasing power thanks to free trade agreements.

Retail revenue from **consumer technology** spending is set to reach \$377 billion in 2018, a 6% increase over 2017, according to the Consumer Technology Association mid-year update. Market growth will be driven by artificial intelligence, voice-recognition technology and fast connectivity. In addition, wifi solutions, wireless earbuds and augmented and virtual reality headsets will each pass the \$1 billion wholesale revenue mark for the first time.

Who's News

Are you hiring? Being promoted, changing jobs, retiring? Launching a new company? Issuing a tribute?

Email the editor at karina@plainlanguagemedia.com and we'll announce the news in our next issue of Who's News.

Mattel shareholders elect **Adriana Cisneros**, CEO of Cisneros Group of Companies, and **Roger Lynch**, President & CEO of Pandora Media, to the company's Board of Directors.

Separately, Mattel promotes **Steve Totzke** to the role of CCO as he is charged with oversight of a new, unified global commercial organization for Mattel and maximizing retail partnerships as well as expanding the company's ecommerce capabilities. Totzke reports to **Ynon Kreiz**, Chairman & CEO, and works closely with **Richard Dickson**, President & COO.

Authentic Brands Group (ABG) appoints **Daniel W. Dienst** as its Executive Vice Chairman & Chief Strategy Officer. Dienst recently served at Martha Stewart Living Omnimedia and is currently a Director of Knoll, a design-driven modern furniture brand.

IMG formalizes the development of a full-service creative and event production company called Focus. **Dominic Kaffka**, VP Creative & Production at IMG, will lead the new enterprise on top of his current remit. Focus specializes in planning and executing fashion shows and events, as well as consulting and creative direction.

FremantleMedia names **Jennifer Mullin** its new CEO as of Sept. 1. Mullin has been CEO of FremantleMedia North America, the company's largest unit, since May 2017. She replaces **Cecile Frot-Coutaz**, who is leaving the company after more than two decades to head YouTube's EMEA business.

PepsiCo promotes **Ramon Laguarta** to serve as its CEO and a member of its board of directors, effective Oct. 3. Laguarta succeeds **Indra K. Nooyi**, who has served as the company's CEO for the last 12 years. Nooyi will remain chairman until early 2019.

Hasbro's Board extends the employment of Chairman & CEO, **Brian Goldner**, two additional years through Dec. 31, 2022. In addition, **John Frascotti's** duties are expanded to add COO to his current role as President. Frascotti is also appointed to Hasbro's Board of Directors.

Casey Collins will be joining Hasbro as SVP & GM Global Consumer Products. Collins assumes the role from **Simon Waters**, who will be taking on a new position as SVP & GM of the toyco's recently acquired Power Rangers franchise.

Separately, Hasbro-owned mobile game company Backflip Studios adds **Rex Dickson**, as Design Manager, and **Zach Pond**, as Director Digital Marketing, to its team in Boulder, Colo.

Across the pond, Hasbro strengthens its U.K. team with **Becky Langer** as its new Retail Development Manager. Langer reports to **Sally Carnota**, EMEA Retail Development.

Warwick Brenner will head McLaren Automotive's global licensing business beginning Aug. 20. He leaves after six years as the head of WWE's EMEA Consumer Products Group.

IDW Media Holdings appoints **Kerry McCluggage** as the company's new CEO, replacing founder and longtime CEO **Ted Adams**. Adams will take a short sabbatical and return in an unspecified creative role.

Scott Brothers Global appoints **Laura Aldrich** in the newly created position of EVP Licensing. Aldrich reports to President **David Dembroski** and will shepherd the company's rapidly growing consumer products licensing business.

Disney taps **Meredith Roberts** for the newly created position of SVP Animation Strategy for Disney Channels.

Under Armour's SVP Global Brand Management, **Adrienne Lofton**, resigns. **Attica Jaques** now leads the Global Brand Management team.

Portfolio Entertainment has brought on **Donnie MacIntyre** to fill the newly created role of VP Sales & Business Development.

Longtime Barneys New York menswear executive **Jay Bell** is promoted to EVP & General Merchandise Manager of women's wear, succeeding **Leah Kim**. The retailer also hires **Katherine Bahamonde Monasebian** as its new Digital & Technology Chief.

Sara Fernstrom steps down as the CEO of Lyft Brands Group to take on a new role as the CEO of Odd Molly Intl., a global women's fashion house.

HL Group, a strategic communications and marketing firm, appoints **Steven DeLuca** to President & CMO.

Discovery hires **Peter Faricy** for the newly created role of CEO Global Direct-to-Consumer. Faricy joins from Amazon and will oversee Discovery's global digital and direct-to-consumer businesses.

Rag & Bone's **Marcus Wainwright** steps down as the CEO of the ready-to-wear label he founded in 2002, naming **Stefanie Strack** to the position effective Sept. 10. Wainwright will take on the title of Chief Brand Officer, overseeing the creative direction of the brand.

Pamela Post is promoted to Head Scripted for MTV, VHI, and Logo.

As **Luis Silberwasser** departs, NBCUniversal Telemundo Enterprises announces new responsibilities for four execs:

- ▶ **Beau Ferrari**, EVP Telemundo Enterprises, will closely partner with all content divisions and NBCUniversal teams across the portfolio;
- ▶ **Monica Gil**, EVP & CMO Telemundo Enterprises, will serve as the key executive driving the company's reputation, brand and corporate marketing;
- ▶ **Peter Blacker** is promoted to the newly created role of EVP Revenue Strategy & Innovation for Telemundo Enterprises; and
- ▶ **Ronald Day**, EVP Entertainment Telemundo Networks, will be responsible for programming, talent and promotions of primetime, daytime and specials for Telemundo and Universo Networks.

Netflix hires **Alexi Wheeler** to join its kids and family international originals team starting Sept. and based out of its London office. Stateside, Netflix's CFO, **David Wells**, will step down after 14 years with the company once he helps secure a successor.

Stronghold Games and Indie Boards & Cards merge to create Indie Games Studios. Indie Boards & Cards, Stronghold Games, and Action Phase Games will function as distinct brands under the new publisher. **Travis Worthington** will lead the combined company as CEO while continuing as President of the Indie Boards & Cards and Action Phase Games brands. **Stephen Buonocore** will continue as President of Stronghold Games. Buonocore will also become the spokesperson for all brands within Indie Game Studios. **Nick Little** is promoted to VP Game Development & Manufacturing.

La-Z-Boy Home Furnishings & Décor licensee Tipperary Sales hires **R. Byron Brown IV** as SVP Business Development.

The U.S. Polo Assn. hires **Craig Prest** as Creative Director to run its U.K. & Ireland adult apparel and accessories operations.

Reebok appoints **Kelly Hibler** as General Manager of its Reebok Classics business unit, which includes franchise footwear models such as the Classic Leather, Club C, and Freestyle as well as new, modern lifestyle footwear, apparel, and accessories. Hibler leads overall strategy including product creation, marketing, merchandising, and channel segmentation.

NFL Media appoints **Greg Polcsa** to the new role of VP NFL Franchise & Network Marketing.

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Who's News, Cont'd.

Ian Curran is named COO and President of Sega of America. Curran will report to **Tatsuyuki Miyazaki**, CEO of Sega West, and will be responsible for "utilising all resources available to maximise the profitability of the publishing and Sonic business units within the Americas and EMEA."

ESL is restructuring operations in the Asia-Pacific Japan region. As part of the process, ESL appoints **Nick Vanzetti** and **JB Hewitt**, current Managing Directors of ESL Australia, as Managing Directors for the region. **Sebastian Radu**, current Interim CEO, will step down from this role. And **Nick Vanzetti** will take on the role of SVP for the region, overseeing ESL's brand operations in Asia and relocating to the Singapore office in January 2019.

Millennial Esports Corp. appoints **Stephen Shoemaker** to the dual roles of CEO & President of the company, following the conclusion of **Bob Reif's** tenure as President and former CEO **Alex Igelman's** transition to Executive Chairman.

Brandlive hires **Jeff Allen** as CEO.

ECOMI, a blockchain company whose platform allows users to pay, protect, and collect licensed digital collectables, adds **Alfred Kahn** as a strategic advisor.

The North Face appoints **Jean-Marc Djan** as VP Global Footwear.

Nascar's CEO, **Brian France**, is taking an indefinite leave.

DraftKings opens a new office in San Francisco and plans to open another in Las Vegas. Separately, DraftKings hires **Jamie Shea** as Head Digital Sportsbook Operations, **Frank Kunovic** as Director Retail Sportsbook Operations, and **Sean Hurley** as Head Commercial Growth.

Canadian Premier League (CPL) Commissioner **David Clanachan** makes several senior appointments, including **Roy Nasrallah** as VP Marketing, **Eva Havaris** as VP Strategy & League Operations, **Kurt Larson** as Managing Editor of CanPL.ca and the CPL's Director of Content, and **Micki Benedetti** as Director Communications.

Spanish soccer league LaLiga forms a new company, LaLiga North America, in New York under the leadership of CEO **Boris Gartner**. Gartner's team includes VP Business Development **Nicolás García Hemme**. LaLiga North America's board of directors will include **Stephen Ross**, chairman of Relevant; **Daniel Sillman**, CEO of Relevant; **Boris Gartner**, CEO of LaLiga North America; **Javier Tebas**, President of LaLiga; and **Oscar Mayo**, LaLiga's Director Intl. Development.

Brendan Yam is named VP & General Manager of Viacom Digital Studios Intl., a new unit focused on creating, distributing, and monetizing digital content for Viacom's flagship brands outside of the U.S.

Chuck Earling, Director Licensing & Marketing at ICUP Inc., is departing the company to pursue a new opportunity.

Jean-Philippe Randisi steps down from his role as CEO of Zodiak Kids. The prodco has begun searching for a replacement.

Asmodee North America begins its restructuring process following news that the company has found a buyer in the form of French private equity fund Pai Partners. The company will be split into separate publishing and distribution units and its current CEO, **Christian Petersen**, will depart at the end of 2018. The two new units will be Asmodee North America Publishing, led by **Steve Horvath**, currently CMO; and Asmodee North America Distribution, led by **Andre Kieren**, who was hired from Games Workshop earlier this year as Head Distribution.

IDW Entertainment President **David Ozer** is leaving the company to become an independent producer.

Comics licensee Bongo House is expected to shutter as its co-founder and creative director, **Bill Morrison**, moves on to helm *MAD Magazine*.

Julia Posen steps down from her role as EVP & Commercial Director at the Walker Books Group.

Viacom is buying youth media company Awesomeness for \$25 million plus debt, according to *The Hollywood Reporter*. As part of the deal, which had a significantly lower price tag than Awesomeness' \$650 million valuation in 2016, **Jordan Levin** will leave his post as CEO at Awesomeness following a post-acquisition period.



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