

TLL THE LICENSING LETTER

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Art Licensing Hits \$9.23 Billion in Worldwide Retail Sales in 2017

Licensed retail sales of art-based merchandise grew just 4% over the last 5 years in the U.S./Canada compared to 16% worldwide, according to *TLL's Annual Licensing Business Survey*.

In 2017, the product category grew 1.8% from the previous year to reach \$5.86 billion in licensed retail sales in the U.S./Canada—and by the same amount worldwide to reach a total \$9.23 billion.

While the U.S./Canada makes up nearly three-fourths of worldwide licensed retail sales for art-based bands, the smaller International segment surged nearly 50% in size over the last five years. The share of International-based sales increased by one percentage point in 2017; the category is expected to gradually catch up to the volume of domestic sales.

Outside of the U.S./Canada, Europe and Asia are the largest territories by retail sales of licensed art products. Specifically, the U.K. and Japan have the largest share in their respective territories. That is not to say that

competition on world stage is not fierce, however, from U.S.- and Europe-based entertainment/character brands in the children's space and fashion brands in the adult space.

U.S./Canada Sales of Art-based Brands Up 1.8%; Home Boosts Growth

Compared to overall licensed retail sales in the U.S./Canada, art-based properties saw somewhat anemic growth at 1.8%, or just over \$105 million in added sales. The property type makes up 5.4% of total retail sales in the territory, with the art & artist subcategory making up 4% of the total and museums 1.4% share.

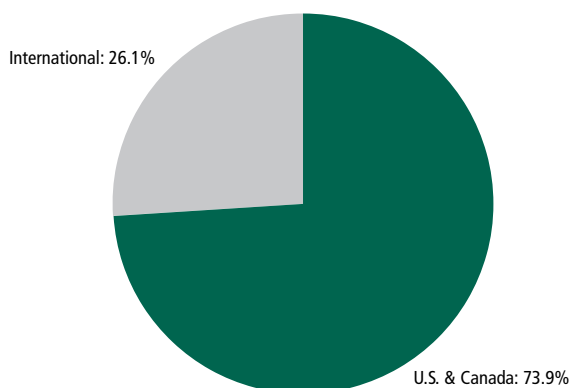
The art & artists subcategory includes fine artists and commercial designers (living and deceased) who create images with products in mind, including textile and surface designers—as well as fine artists who create art for art's sake, for whom licensing is a secondary concern.

Note that not all museum merchandise is licensed; some is sourced by the museum for sale in its own and other retail channels. Survey respondents point to a handful of museums with robust licensing programs bulking as the heart of the museum segment.

Home Goods Lead Sales by Product Category

Every product category in the sector met or beat out the overall art-based licensing growth rate of 1.8%—with the exception of gifts/novelties, declining \$18 million in value (-1.7%) and infant products, up just \$5 million (1.2%). Because the category is the second-largest, at 18.2% share of all art-licensed merchandise sales, it helped depress performance for the sector.

SHARE OF RETAIL SALES OF ART-LICENSED MERCHANDISE, WORLDWIDE, 2017



SOURCE: THE LICENSING LETTER

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➡ Licensing Ledger

Fake **Louis Vuitton** and **Prada** stores bearing lookalike signage as well as merchandise have been spotted in Chinese tier-3 city Renhuai. Mainland China is seeing a boom in fake stores, including a fake **Supreme** location in Shenzhen (a tier-1 city) as well as unauthorized **Yeezy** and **New Balance** stores in Wenzhou (lower-range tier-2). While luxury brands have been predominantly targeting larger tier-1 and tier-2 cities to vend their wares, fake shops have been proliferating in the smaller cities boasting, on average, an annual GDP of under \$67 billion and under 3 million inhabitants. These areas are witnessing a booming, increasingly-connected middle class eager to capitalize on their newfound status.

Procter & Gamble strikes a deal with franchised house cleaning service **The Maids** for the use of its Mr. Clean brand in promotions, advertising, and sales materials. Omaha, Neb.-based company **The Maids** has locations in over 40 states and 3 Canadian provinces. **WarnerMedia** and its operating companies **Warner Bros.**, **HBO**, and **Turner** announce a new diversity and inclusion policy for projects by the companies: "We all must ensure there is greater inclusion of women, people of color, the LGBTQ+ community, those with disabilities and other underrepresented groups in greater numbers." The company is promising an annual report on its progress in providing opportunities for those from under-represented groups at all levels.

Skydance Media acquires the live-action film and TV rights to **ZAG's Miraculous—The Tales of Ladybug & Cat Noir**, and is planning to develop and produce the first live-action adaptations of the property for 2020.

The **Jim Henson Co.** options Susan Dennard's book series *The Witchlands*, set in worlds where each member of the population is born with a magical skill set, to develop as a live-action series.

After **Sears** CEO Edward Lampert urged his company to sell **Kenmore**, his hedge fund **ESL Investments** makes a \$400 million cash offer to acquire the appliances brand. The

offer is conditional on **ESL** receiving equity financing; separately, **ESL** is also offering as much as \$80 million in cash for the retailer's Home Improvement business.

In the midst of Chapter 1 bankruptcy proceedings, **Heritage Home Group** signs an agreement to sell its furniture brands **Broyhill** and **Thomasville & Co.** for \$22 million to a newly-formed entity of **Authentic Brands Group** and **SB360 Capital Partners LLC**. The entity will act as a stalking horse bidder in a court-supervised auction expected to take place within the next 60 days.

Twenty-First Century Fox invests \$100 million in **Caffeine**, a game-focused video streaming service that wants to rival **Twitch**.

CBS Films enters into an exclusive national partnership with **Six Flags Entertainment** for a unique Halloween theme park experience that brings horror flick *Hell Fest* to life in CA, NJ, and IL. New themes areas include *The Mausoleum*, an increasingly narrow hall that forces guests to feel the touch of death; *The Mask Room*, a room filled with floating white faces that come alive; *The Doll Room*, filled with dolls; and *The Torture Chamber*, a display of disassembled, dissected, and disemboweled bodies. **Six Flags**'s Fright Fest celebration open Sept. 15 through Oct. 31 while *Hell Fest* hits screens Sept. 28.

Koko Rose Media brings its arts & lifestyle property *Deer Little Forest* to five indoor activity theme

parks across Asia in an agreement brokered by Tokyo-based **Honmoku File**. The first park is scheduled to open in Bangkok in June 2019 with subsequent parks in Japan, Malaysia, and Singapore slated through 2020 and 2022 and farther-out plans to expand into China. The indoor attractions will include a section of cafés, shops, and grownup hangout areas and will allow kids to explore different professions alongside a newly-designed range of animal bakers, pilots, doctors, shopkeepers, construction workers, and chefs.

eOne and **Alibaba Pictures Group** will co-produce *Peppa Celebrates Chinese New Year*, **Peppa Pig's** debut Chinese movie. The film releases Feb. 5, 2019, coinciding with Chinese New Year celebrations in the Year of the Pig. The film's storyline was developed specifically for young families and incorporates New Year traditions such as dragon dancing and dumpling wrapping. The film introduces brand new **Panda** twins characters, who will be featured on limited-edition panda-themed merchandise to be released exclusively through **Ali Fish**, the licensing and entertainment business unit under **Alibaba Pictures**.

Bandai Namco's classic 1981 arcade game, *Galaga Chronicles*, is getting an animated 12-episode sci-fi adaptation. **The Nuttery** produces with the help of veteran film and TV writer/producer **Roberto Orci** and Emmy-award winning animation studio **ShadowMachine**.

Funko is looking at opening three flagship-style **B&M** locations in major cities like New York, Los Angeles, and Chicago by late 2019 or early 2020, CEO **Brian Mariotti** revealed to the *Puget Sound Business Journal*. The company is looking for at least as much space as its Everett, WA (17,000 rentable sq. ft., of which 14,000 is usable for retail) to replicate its "elevated experience level".



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

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Art Licensing Hits \$9.23 Billion in Worldwide Retail Sales in 2017

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At just over 22% of all art-based merchandise sold in 2017, sales of home-related goods rose 4% from the previous year to add \$50 million to the pot. Specifically, furniture/home furnishings rose 4.8% in 2017, housewares grew 3.8%, and domestics grew 3.7%. Surprisingly, respondents to *TLL's Annual Survey* reported greater growth and sales in hard goods than soft—bucking a decades-long trend.

Retail sales in the broader home-based category continue to be brisk as consumers demand more variety and style in designs across increasingly shorter seasonal periods. Commercial artists as well as museum properties saw a welcome boost in licensed sales even as the market for domestics and home accessories, design, and home improvement grew increasingly crowded.

The largest category, stationery/paper, grew 1.8% or \$25 million in 2017 after jumping 2.7% in 2016 and 2% in 2015. *Survey* respondents reported stable demand for quality greeting cards, calendars, and stationery. While growth in digital greeting cards seems to have faltered, the experiential, luxury aspect of physical cards is cited as a sustaining factor. Retailers have remained friendly towards this category because of its high margins and high seasonal turnover.

Publishing rounds out the top three with 15.8% market share (up one-tenths of a percentage point). The category grew 2.5% in 2017, putting on the brakes on 3.6% growth observed in 2016. Key product trends include children's books (soft and hard formats) as well as adult coloring books (still a thing).

Art brands were one of the few property types to see growth in the infant products sector, however slight that might have been at 1.2% growth in 2017.

RETAIL SALES OF LICENSED MERCHANDISE, BASED ON ART PROPERTIES, U.S./CANADA, 2016–2017 (Figures in Millions)

PRODUCT CATEGORY	RETAIL SALES, 2017	RETAIL SALES, 2016	CHANGE, 2016–2017	SHARE OF MARKET, 2017
Art & Artists	\$4,362	\$4,289	1.7%	74.4%
Museums	\$1,496	\$1,464	2.2%	25.6%
Total Art	\$5,858	\$5,753	1.8%	100.0%

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

SOURCE: THE LICENSING LETTER

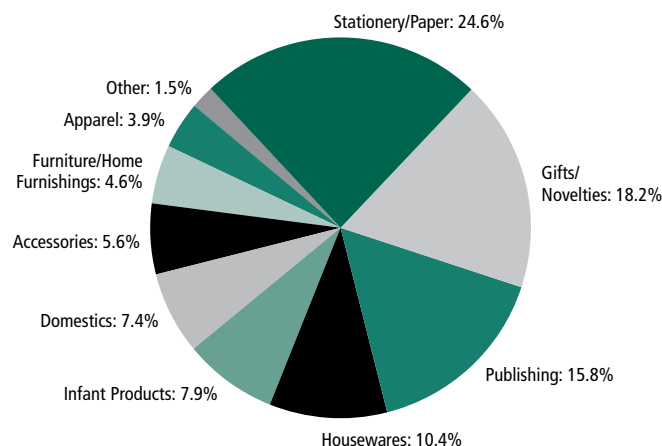
RETAIL SALES OF ART-LICENSED MERCHANDISE, BY PRODUCT CATEGORY, 2016–2017 (Figures in Millions)

PRODUCT CATEGORY	RETAIL SALES, 2017	RETAIL SALES, 2016	CHANGE, 2016–2017	SHARE OF MARKET, 2017
Accessories	\$328	\$318	3.1%	5.6%
Apparel	\$231	\$223	3.5%	3.9%
Domestics	\$435	\$419	3.7%	7.4%
Furniture/Home Furnishings	\$271	\$259	4.8%	4.6%
Gifts/Novelties	\$1,069	\$1,087	-1.7%	18.2%
Housewares	\$608	\$586	3.8%	10.4%
Infant Products	\$462	\$457	1.2%	7.9%
Publishing	\$926	\$904	2.5%	15.8%
Stationery/Paper	\$1,439	\$1,414	1.8%	24.6%
Other	\$89	\$87	2.2%	1.5%
Total	\$5,858	\$5,753	1.8%	100.0%

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

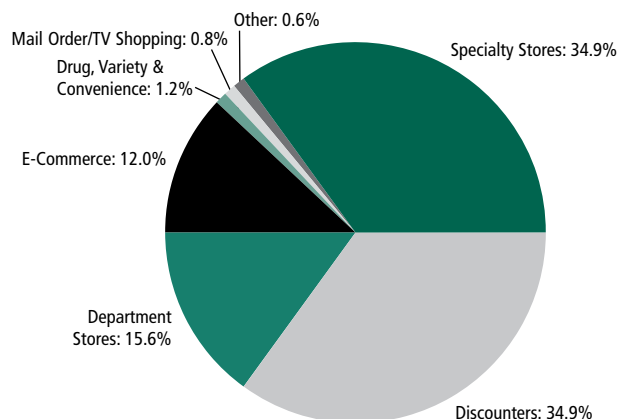
SOURCE: The Licensing Letter

SHARE OF RETAIL SALES OF ART-LICENSED MERCHANDISE, U.S./CANADA, 2017



SOURCE: THE LICENSING LETTER

SHARE OF RETAIL SALES OF LICENSED MERCHANDISE BASED ON ART PROPERTIES, BY DISTRIBUTION CHANNEL, U.S./CANADA, 2017



SOURCE: THE LICENSING LETTER

Continued on page 4

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Apparel and accessories grew 3.5% and 3.1%, respectively, in the U.S./Canada in 2017—making up 9.5% of total art sales.

In some product lines, the volume of sales has been gradually increasing while prices have dropped—leaving the impression of anemic growth. But several *Survey* respondents cited this trend as a future area of sales growth as prices rebound—particularly in infant products and accessories.

Specialty & Discount Lead Distro Channels for Licensed Art Brands

In 2017, specialty retailers and discounters tied for equal share in distribution of licensed products based on art properties in the U.S./Canada. At just over \$2 billion each, or 34.9%, the share of licensed goods sold through specialty stores and the discounters segments converged.

Specialty stores recorded especially laconic growth (1% or \$20 million) within the U.S./Canada in 2017—topping off a five-year trend of where its total share dipped -2.2% from 2013 levels.

Discounters' share grew 2.1% from the previous year, or \$42 million. Its share also dropped over the five-year period between 2013–2017, albeit slightly at just 0.9% in total.

Department stores saw 1% growth (adding \$9 million), capping off a robust five-year gain of 1.6% in licensed retail sales.

Surprisingly, growth in e-commerce sales continues to lag behind that of the overall licensing industry. In 2017, sales rose 3.6% or \$24 million.

Drug, variety, and convenience stores jumped share with a 2.3% boost in sales—a minimal \$2 million. Mail order/TV increased by the same dollar amount, and a staggering 3.5% gain.

Survey: Size & Sales per TLL's Source Book

Museum-based programs have a slightly larger impact internationally than they do in the U.S./Canada. According to *TLL's Source Book*, the ratio of "art & artist" to "museum" brand licensors was 89% to 11%, while internationally, it was 74% to 26%.

U.S.-based licensors of art brands make up 88% of the total listings in the *Source Book*, followed by the U.K. (29% of all international listings), Asia (24%), Canada and the rest of Europe (15% each), and Australia/New Zealand and Latin America (9% each).

Most art licensors are small outfits, with 69% reporting 1–3 employees that are at least part-time. Twenty-three percent have 4–9 employees, followed by 4% each with 10–25 and 100+ employees (none self-reported 26–99 workers).

By that same measure, over half of all art licensors (67%) reported annual licensed retail sales of under \$500,000—compared to 10% who had \$500,000 to \$1 million in sales; 10% with \$1–2 million, 5% with \$2–3 million, and 10% with over \$3 million.

Please note that just under 10% of art licensors listed in the *Source Book* opted to share the number of employees and/or the amount of retail sales enjoyed by their companies—not enough for a statistically sound assessment of the industry.

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Licensing News

Properties Available Or Recently Assigned, U.S.

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
Earth 2 Jane	Girls empowerment brand for tweens & teens focusing on bringing positive messages to girls.	All	Beth Royall-Gordon, G Studios
Masha and the Bear	3D animated series about the adventures of a mischievous little girl Masha and her kind and caring friend, the Bear. (spanish speaking U.S.)	All	Javier Paez, Univision Communications
Miss Universe	Live television events, providing women around the world the opportunity to represent their countries and highlight their accomplishments on an international stage.	All	Tamaya Petteway, Endemol Shine North America

Licenses Recently Granted, U.S.

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
AC/DC	Concept One Accessories	Accessories	Perryscope Productions
Buck Wear	Sign of the Times	Metal signs	MHS Licensing + Consulting
Conan the Barbarian	Shinobi 7	Tabletop games	Cabinet Entertainment (form. Paradox Entertainment)
Cosmopolitan	Gina Concepts div. Gina Group	Cosmetic accessories, cosmetic bags	WME/IMG Worldwide Licensing d.b.a. Endeavor
Cravings by Chrissy Teigen	Gibson Overseas	Housewares, tableware	
Cuphead	McFarlane Toys	Buildable figures, construction block sets	King Features Syndicate
Dippin' Dots	General Mills	Cereal	Brand Squared Licensing
	Goffa Intl.	Plush	
Dog Whisperer (The)	Unitrex	Air fresheners, aromatherapy, dog tags with "calming" oils, wellness products	All-American Licensing & Management Group (AALMG)
Draper James	CB2 div. Crate and Barrel	Tableware	Draper James
Dune	Gale Force Nine div. Battlefront Group	Games	Legendary Entertainment
Exploding Kittens	Concept One Accessories	Accessories	Striker Entertainment
Fingerlings	Super Impulse USA div. Topcat Worldwide	Key chains	
	Winning Moves U.S.A.	Games	
Harry Potter	Pottery Barn Kids/PBTeen div. Williams Sonoma	Home decor	Warner Bros. Consumer Products
Hispanic Heritage Collection	New Era Cap	Headwear	Learfield Licensing Partners
Jessie Paege	Hot Topic	Pins, t-shirts	Scale Management
Jim Killen	Rivers Edge Products	Wall decor	MHS Licensing + Consulting
Kate Hudson	New York & Co.	Apparel	CAA-GBG Global Brand Management Group
Live Nation	Concept One Accessories	Accessories	Live Nation Merchandise
Minecraft	Target	Apparel, collectibles, home decor, toys	Microsoft
Pantone	Cryptozoic Entertainment	Board games	Pantone
Pink Floyd	Concept One Accessories	Accessories	Perryscope Productions
Rainbow Rangers	Basic Fun!	Novelty toys	Genius Brands Intl.
	KIDdesigns/eKids div. SGI Technologies	Youth electronics	
Rick & Morty	Boston America	Beverages, confections	Cartoon Network Enterprises
	Kidrobot	Figures	
Robozuna	Basic Fun!	Master toy	ITV Studios Global Entertainment - Kids Division
Rolling Stones (The)	Concept One Accessories	Accessories	Bravado Intl. Group div. Universal Music Group
Smooshy Mushy	Concept One Accessories	Accessories	Evolution USA
Spider-Man	FIGPIN/CMD Collectibles	Enamel pins	Disney Consumer Products
	Sideshow Collectibles	Figures	

*Extension or renewal.

Continued on page 6

Licensing News *Continued from page 5***Licenses Recently Granted, U.S.**

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Spyro	Concept One Accessories	Accessories	Activision
Sriracha			Huy Fong Foods
			Brandgenuity
Tim Burton's The Nightmare Before Christmas	Petunia Pickle Bottom div. Barbaras Development Inc Co.	Baby gear	Disney Consumer Products
UglyDolls	Sakar Intl.	Electronics	STX Entertainment
Vera Bradley	Sunham Home Fashions	Bath products	Vera Bradley
We Happy Few	Concept One Accessories	Accessories	Striker Entertainment
WWE	National Entertainment Collectibles Association (NECA)	Blind packs, mini collectibles, scalers	World Wrestling Entertainment (WWE)
X-Files	Coop (The)/form. A Crowded Coop	Lunch totes	20th Century Fox Consumer Products

International Properties Available or Recently Assigned

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
44 Cats	Animated series centers on a group of cats who act normally when they are around people, but just like humans when they are on their own.	All (Worldwide)	Matteo Olivetti, Rainbow S.p.A.
Anthem	Co-op action-RPG game set in a new and mysterious world lets players join up with up to three others to assemble exosuits that grow in power as you explore and battle enemies.	All (U.K., Europe)	Rob Corney, Bulldog Licensing
Archie Comics	Comics first published in 1942; brand has expanded into TV shows such as the currently airing "Riverdale", movies, and more.	All (ANZ)	Alan Schauder, Merchantwise
Brandalised	Lifestyle brand featuring a collection of artworks and photographs of Banksy graffiti, the world's most famous graffiti artist.	All (Europe)	Maria Strid, Art Ask Agency
Chic & Love	Fashion and accessories brand combining street style with an avant-garde look. Featuring Swarovski crystals in many of the collections.	All (Italy, Canton Ticino, Poland, Czech Republic, Slovakia, Hungary, former Yugoslavia)	Maurizio Distefano, Maurizio Distefano Licensing (MD Licensing)
Cold Stone Creamery	American ice cream parlor chain since 1988, using the process of preparing your custom ice cream creation on a frozen granite stone.	Accessories, apparel, beverages, food, tabletop, toys (North America)	John Shero, Brand Licensing Team
Dr. Pol	Renowned veterinarian and host of NatGeo Wild show "The Incredible Dr. Pol" and "Calling Dr. Pol" featured on CW Network.	Pet products (North America)	Tim Rothwell, All-American Licensing & Management Group (AALMG)
Dr. Seuss	American children's author with more than 45 titles including The Cat in the Hat, How the Grinch Stole Christmas, Green Eggs and Ham, and The Lorax.	All (EMEA)	Steve Manners, CPLG (U.K.)
Emo Nite	Self-describe as: We are not a band. We are not DJs. We throw parties for the music we love.	All (Worldwide)	Jason Kletzky, Collaborations Licensing
Horrible Histories	Children's history book series, international TV show, stage show and new movie. Delivering historical facts with jokes and humorous illustrations for almost 25 yrs.	All (U.K.)	Rob Wijeratna, Rocket Licensing
Horrid Henry	Children's book and TV series about a naughty prankster who has issues with authority and when faced with a problem, will often retaliate in interesting ways.	All (U.K.)	Caroline Mickler, Caroline Mickler
House of Turnowsky	Luxury greeting card, stationery and lifestyle design brand.	All (U.K.)	Jane Evans, JELC Ltd.
I Like Birds	Scottish publisher of bird-themed greeting cards whose simply beauty and love of nature crosses both language and cultural boundaries.		
Jiffpom	Social media character with 19+MM followers across multiple platforms. Core audience, tween girls and millennial women.	All (U.K.)	Rob Wijeratna, Rocket Licensing
Juventus FC	Italian football club founded in 1897, known for their iconic black and white jerseys.	All (U.S., Canada)	Gary Krakower, WME/IMG Worldwide Licensing d.b.a. Endeavor
Llama Llama	Preschool brand based on the book series known for its emotive content, signature characters, family relationships, and addressing the everyday issues of young children.	All (U.K., Ireland, Spain, Hungary, Poland, Romania)	Teri Niadna, Brandgenuity Europe
Love is...	Iconic '70s comic strip featuring a lovable boy and girl character. Originated from a series of love notes from the cartoonist to her future husband.	All (U.K.)	Rob Wijeratna, Rocket Licensing
Mofy	Preschool brand featuring a lovable, fluffy rabbit that lives in a warm and puffy cotton ball. Focuses on discovery, understanding feelings, and learning to be kinder and braver.	All (Worldwide)	Takehiko Ohya, Sony Creative Products (SCP)

*Extension or renewal.

Continued on page 7

Licensing News *Continued from page 6*

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
Moomins (The)	Book series by Tove Jansson, featuring the Moomin family and their friends live an adventurous life in the idyllic and peaceful Moominvalley in harmony with nature.	All (U.K.)	Caroline Mickler, Caroline Mickler
National Geographic	Since its inception 130 years ago, the core purpose of NatGeo has been to further knowledge and awareness of our world.	All (EMEA)	Maria Maranesi, National Geographic Partners
Natural History Museum (London)	Museum focusing on inspiring a love of the natural world, unlocking answers to issues facing our planet, with a world-leading science research centre and a unique collection.	All (Worldwide)	Maxine Lister, Natural History Museum (London)
Pikmi Pops	Toy brand based around scented tiny, cute animal characters that are housed in different sized lollipop shaped containers and come with a range of surprises.	All (U.K.)	Vicky Hill, Bulldog Licensing
Pirata & Capitano	Preschool animation about two friends teaching us the importance of teamwork and friendship while searching the seas for treasure by ship and plane.	All (U.K.)	Ian Wickham, Licensing Link Europe Ltd.
Romina Arena	Lifestyle brand inspired, created and designed by Italian-American operatic pop singer-songwriter, composer, designer, screenwriter, producer, and chef.	All (Worldwide)	Bill Uglov, CMG Worldwide
Shopkins	Toy brand based on grocery store items with over one thousand characters to collect including special limited editions.	All (U.K.)	Rob Corney, Bulldog Licensing
Silentnight	U.K.'s leading bed brand and sleep expert for over 70yrs.	All (U.K.)	Jane Evans, JELC Ltd.
Tetris	One of the most recognizable and influential video game brands in the world.	All (Asia)	Miki Yamamoto, WME/IMG Worldwide Licensing d.b.a. Endeavor (Japan)
Treasure X	Toy brand where you must dig your way through multiple layers to uncover one of 24 collectible treasure hunters, each with their own weapons and a chance to find gold.	All (U.K.)	Rob Corney, Bulldog Licensing
Yellow Submarine	British animated fantasy film released in 1968, based on the music of The Beatles, mirroring the zeitgeist of the 60's—peace, love, hope, and music.	All (U.K.)	Caroline Mickler, Caroline Mickler
ZAFARI	Story of a secret valley at the base of Mt. Kilimanjaro filled with animals that have been magically born with the skin of other animals.	All (Worldwide)	Claus Tømming, INK Global/Ink Group A/S (Denmark)

International Licenses Recently Granted

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Abraham Hunter	Transfar Intl.	Camping chairs, throws (Worldwide)	MHS Licensing + Consulting
Al Agnew	Villanova Custom Coatings	Engraved tumblers (U.S., Canada)	
Anne Stokes Collection	Anonymous Mint	Coins (Worldwide)	Art Ask Agency
Archie	Acco Brands	Wall calendars (U.S., Canada, Singapore, Malaysia, Philippines, Thailand, Hong Kong, China, South Korea)	King Features Syndicate
Audrey Jeanne Roberts	Dimensions Crafts/CSS Industries	Cross-stitch kits (Worldwide)	MHS Licensing + Consulting
Beast Quest	Signature Publishing Ltd.	Magazines (U.K.)	Coolabi Group
Betty Boop	Forum	Fragrance, nail polish (Brazil)	Vertical Licensing
	Ovadia & Sons	Apparel (Worldwide)	King Features Syndicate
	Rotary Hero	Bobbleheads, pen holders, snow globes, tissue box covers (Japan)	
Bob Ross	Calm	Mobile apps (Worldwide)	Janson Media
Booba	Egmont Polska Sp Z O O	Books (Poland)	3D Sparrow Group Ltd.
Corbert Gauthier	Nicole Brayden Gifts/Divinity Boutique	Greeting cards (Worldwide)	MHS Licensing + Consulting
Crystal Maze (The)	Rascals Products Ltd.	Board games, mobile apps (U.K.)	Bulldog Licensing
Dippin' Dots	Extreme Concepts div. Bentex Group	T-shirts (North America)	Brand Squared Licensing
	Odd Sox	Socks (North America)	
Dog Whisperer (The)	Bow Wow Pets div. European Home Designs	Gift sets, pet products & pet gear (U.S., Canada)	All-American Licensing & Management Group (AALMG)
Dune	Gale Force Nine div. Battlefront Group	Master tabletop games (Worldwide)	Legendary Entertainment, Genuine Entertainment
Eastman House	Three Stars Foam/Saliman & Sons	Mattresses (Saudi Arabia, Kuwait, Oman, Bahrain, Jordan, UAE)	Bedding Industries of America/Eastman House
Elf on the Shelf	Dreamtex Ltd.	Bedding, cushions, towels (U.K.)	Rocket Licensing
	Fashion U.K.	Daywear (U.K.)	

*Extension or renewal.

Continued on page 8

International Licenses Recently Granted

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Elf on the Shelf	Global Licensing Ltd.	Apparel (U.K.)	Rocket Licensing
	Hachette Children's Books	Books (children's) (U.K.)	
	Roy Lowe & Sons Ltd.	Socks (U.K.)	
	TDP Textiles	Nightwear, underwear (U.K.)	
Emo Nite	Ripple Junction	Accessories, apparel (U.S., Canada)	Collaborations Licensing
EV1 by Ellen DeGeneres	Walmart	Accessories (women's), apparel (women's) (U.S., Canada)	ED by Ellen DeGeneres/BCL-ED Newco
Exploding Kittens	Basic Fun!	Construction toys, plush (U.K.)	Striker Entertainment
	Just Toys Intl. (EMEA)	Mini figures (U.K.)	
Find Me in Paris	Éditions Nathan (SEJER div.)	Albums, books (France)	FranceTV Distribution
	Editions Soleil div. Groupe Delcourt	Comic books (France)	
	Groupe Royer	Footwear, slippers, socks (France)	
	Jeux Ravensburger	Puzzles (France)	
	Milan Presse div. Bayard Group	Magazines (France)	
	Sahinler SAS	Apparel, lingerie, swimwear (France)	
Fingerlings	Cardinal Industries	Games, puzzles (Worldwide)	Striker Entertainment
	Centum Books Ltd.	Annuals (U.K.)	
	Commonwealth Toy & Novelty	Plush (Worldwide)	
	Sambro Intl.	Backpacks (U.K.)	
Fortnite	Fashion U.K.	Apparel (U.K.)	WME/IMG Worldwide Licensing d.b.a. Endeavor
	Global Licensing Ltd.		
	Hasbro	Games (Monopoly) (Worldwide) NERF blaster (Worldwide)	
	Rubie's Masquerade Co. U.K. Ltd.	Costumes (Europe)	
	United Legwear & Apparel	Bags, belts, card cases, lunch kits, wallets (North America)	
Frida Kahlo	Temerity Jones London div. SIFCON Intl. plc	Gifts, home accessories (U.K., Europe)	Art Ask Agency
Froot Loops	AwayToMars	Accessories, limited edition apparel (Worldwide)	Kellogg
Harry Potter	Hornby Hobbies	Model trains, slot car sets (Worldwide)	Warner Bros. Consumer Products
Hautman Brothers	Imagimex	Greeting cards (U.S., Canada)	MHS Licensing + Consulting
Hobgoblin Beer	Poetic Brands Ltd./PoeticGem	Apparel (adults') (U.K., Eire)	Licensing Management Intl. (LMI)
Horrible Histories	Paul Lamond Games	Puzzles (U.K.)	Rocket Licensing
Igloo Tag	Winnipeg Art Gallery (WAG)	Art (Canada)	Inuit Art Foundation
International Space Archives	Dreamtex Ltd.	Bedding, bedroom decor (U.K., Eire)	Licensing Management Intl. (LMI)
	JNG Korea Co. Ltd.	Apparel (women's) (South Korea)	
	JY Design & Creations/JYInstyle	Slippers, socks (U.S., Canada)	
	Trends International	Calendars, decals, posters, stickers (North America)	
	TS Distribution SAS	Bags, suitcases (France)	
James Meger	Custom Art Concepts	Wall decor (U.S., Canada)	MHS Licensing + Consulting
Jim Killen	Andrews + Blaine	Jigsaw puzzles (U.S., Canada)	
	Jeanmarie Creations	Wall decor (U.S., Canada)	
	Plaid Enterprises	Paint-by-number kits (Worldwide)	
	Ravensburger North America	Jigsaw puzzles (Worldwide)	
Joan Kelley Walker	Lori Michaels	Fashion apparel, outerwear (Canada)	Benchmark Licensing
	Northpeak Intl.	Apparel (Canada)	

*Extension or renewal.

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Licensing News *Continued from page 8*

International Licenses Recently Granted

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Kitt Wichmann	Jeanmarie Creations	Gift bags (U.S., Canada)	MHS Licensing + Consulting
	Nicole Brayden Gifts/Divinity Boutique	Boxed greeting cards, ceramic mugs (Worldwide)	
Kodak	Forever 21	Apparel (Worldwide)	Eastman Kodak
Laundry by Shelli Segal	Thread Collective Inc. (TCI)	Sportswear (women's) (U.S., Canada, Mexico)	Perry Ellis Intl./PEI Licensing
Laura Ashley	Urban Outfitters	Accessories, apparel (North America)	Laura Ashley
Mickey Mouse	Funko	Key chains, mini figures, pens, pop vinyl figures (U.S., Canada, Europe)	Disney Consumer Products
	Sugarfina	Confections (North America)	
Miraculous: Tales of Ladybug & Cat Noir	Grendene/Ipanema	Flip flops, footwear, sandals (U.S., Europe, South America)	Globosat Programadora Ltda./Gloob
	Winning Moves U.K. Ltd.	Board games (Monopoly) (U.K.)	
MLB Players Association	Player Tokens	Crypto collectibles (Worldwide)	MLB Players Association
Mother&Baby	CuddleCo	Mattresses, textiles (U.K., Ireland)	Golden Goose
	Vital Innovations	Baby products (U.K., Europe)	
My Little Pony	Tutu Du Monde	Dresses (Worldwide)	Hasbro
National Geographic	Dreamtex Ltd.	Bedroom textiles (EMEA)	National Geographic Partners
NBA	Beats By Dr. Dre	Headphones, speakers (Worldwide)	NBA Entertainment (National Basketball Association)
Otter Pops	Funko	Accessories, apparel, digital items, vinyl collectibles (U.S., Canada, Mexico)	Lisa Marks Associates (LMA)
Paris Saint-Germain	Nike	Apparel, lifestyle products, sports training products (Worldwide)	Edge Americas Sports
Pehr	Stokke	Bedding (children's) (Worldwide)	Pehr
PEZ Candy	GBG Socks dba Planet Sox: Global Brands Group	Slipper socks, socks (U.S., Canada)	Lisa Marks Associates (LMA)
PGA Tour	Perry Ellis Intl./PEI Licensing*	Accessories, golf apparel, luggage & bags (U.S., Canada, U.K., Ireland, Mexico)	PGA TOUR
Pikmi Pops	Aykroyd & Sons Ltd.	Nightwear, swimwear (U.K.)	Bulldog Licensing
	Blueprint Collections	Bags, stationery (U.K.)	
	Blues Clothing div. CWI Intl. (Holdings) Ltd.	Leisurewear (U.K.)	
	Spearmark Intl. Ltd.	Housewares, lighting (U.K.)	
	TDP Textiles	Nightwear, swimwear (U.K.)	
Pink Panther	Essentiel Antwerp	Apparel (Benelux, Netherlands, France, U.K.)	CPLG (Benelux)
Pirates of the Caribbean (novels)	TOKYOPOP	Manga (North America)	Disney Publishing
Predator (The)	Reebok Intl.	Footwear (Worldwide)	20th Century Fox Consumer Products
Rick & Morty	Beeline Creative	Housewares, novelty drinkware (U.S., Canada)	Cartoon Network Enterprises
	Concept One Accessories	Accessories (U.S., Canada)	
	Just Toys Intl. (North America)	Toys (North America)	
	Loungefly	Accessories, lunch accessories, mobile phone cases (U.S., Canada)	
	National Entertainment Collectibles Association (NECA)	Chia Pets (Worldwide)	
Robozuna	Bandai U.K.	Master toy (U.K.)	ITV Studios Global Entertainment - Kids Division
Rolling Stones (The)	Gray-Nicolls	Cricket bats & equipment (U.K.)	Bravado Intl. Group div. Universal Music Group
Rovio props incl. The Angry Birds Movie 2	Jazwares	Master toy (Worldwide)	Rovio Entertainment
Simpsons (The)	ASOS Plc	Accessories, apparel (Worldwide)	20th Century Fox Consumer Products

*Extension or renewal.

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International Licenses Recently Granted

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Snoopy	Mothercare	Accessories, apparel (U.K.)	CPLG (U.K.)
Spider-Man	Fifth Sun Apparel	Apparel (Worldwide)	Disney Consumer Products
	Funko	Pop vinyl figures (U.S., Canada)	
	GameStop	Hats, water bottles (U.S., Canada, ANZ, Europe)	
	Hot Toys Ltd.	Figures (Japan)	
Stephanie Ryan	Design Design	Gift packaging, journals, note cards, paper dinnerware, totes, towels (U.S., Canada)	MHS Licensing + Consulting
	Éccolo	Gift items, journals, stationery (U.S., Canada)	
	Hallmark Cards	Greeting cards (Worldwide)	
	Trends International	Planners (U.S., Canada)	
Tapatio Hot Sauce	Brandable	Seasonings (U.S., Canada)	Brand Central
TGI Friday's	Manchester Drinks Co. Ltd.	Pre-mixed cocktails (U.K.)	Beanstalk (U.K.)
That's not my...	Rainbow Designs	Baby toys, soft toys (U.K.)	Bulldog Licensing
Twirlywoos	Golden Bear Toys*	Master toy (Worldwide)	DHX Brands
Wiggles (The)	Fun2Play Toys	Master toy (North America)	Playology Intl. Inc.
Wikipedia	Advisory Board Crystals	Accessories, apparel (Worldwide)	Wikimedia Foundation
World of Warcraft	LILLEbaby	Baby carriers, doll carriers (U.S., Canada)	Blizzard Entertainment
WWE	Rubie's Costume	Costumes, dress-up (U.S., Canada, U.K.)	World Wrestling Entertainment (WWE)
	WizKids div. National Entertainment Collectibles Association (NECA)	Board games, dice games (U.S., Canada, Mexico, Australia, Europe)	
Wychwood Beer Brands	Poetic Brands Ltd./PoeticGem	Apparel (adults') (U.K., Eire)	Licensing Management Intl. (LMI)
X-Files	Loot Crate	Subscription service (Worldwide)	20th Century Fox Consumer Products
	Mattel	Dolls (Barbie) (Worldwide)	
Zorro	Playtech	Online casino games (Worldwide)	Licensing Management Intl. (LMI)

*Extension or renewal.



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international contacts & connections

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Pioneering a Fresh Approach to IP Rights in China

Landmark Western cultural institutions are increasing their presence in the Middle Kingdom. Following the successful launch of its e-commerce initiative this summer, The British Museum recently opened its first physical shop in China with the help of its exclusive official licensee and retail partner Alfilo Brands. Here, Alfilo Brands CEO Yizan He discusses the wave of companies pioneering a new approach to intellectual property (IP) rights in China and rebuilding the country's reputation of having a dubious IP infringement record overseas.

The Chinese IP licensing industry is still in its early stages of development. Out of the world's top 150 IP licensors which generated \$272 billion in sales of licensed products in 2016, only one was Chinese, per License Global. Furthermore, China represents only about 5% of world's total IP market overall. [Ed. note: Chinese licensed retail sales were up 8% to reach almost \$7.3 billion in 2017, or 4.2% of all worldwide sales, according to TLL's Annual Licensing Business Survey.] Nonetheless, given its huge market size and its appetite for leading IPs, we believe China could quickly rise to become one of the largest IP licensing markets within the next three to five years—but only if it tackles the ongoing challenge of IP infringement within the country and its dubious reputation overseas.

Despite the progress China has made in protecting IP rights in recent years, there are still issues that need to be addressed. The recent backlash against e-commerce giant Pinduoduo is a case in point. The retailer was found to be a haven for counterfeit goods, passing off both Western and Chinese brands. This led to the company's rushed announcement of tougher restrictions concerning IP infringement. The point here is that a Chinese e-commerce platform was (knowingly or not) making home-grown brands suffer, which is counterintuitive to China's ambitions to be a leading superpower economy of tomorrow.

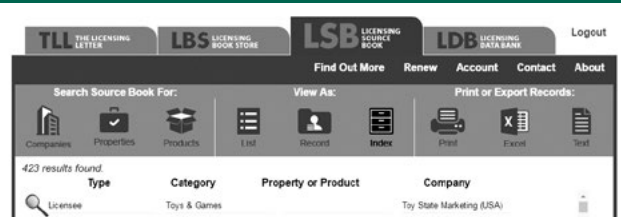
In our sector, working with leading cultural institutions like The British Museum, the V&A, and National Gallery, we've also seen a recent rise in IP abuses within China. This includes companies falsely claiming to own the rights to many of the world's artistic masterpieces, such as the Mona Lisa, Van Gogh's Sunflowers and works by Andy Warhol. These are then fraudulently sub-licensed to other Chinese companies, resulting in an array of products featuring defaced and adapted works of art. Not only does this damage and undermine the reputation of the original institution and its partners, it adds to the negative perception of China overseas in general. What's more, it also infringes on the moral rights protecting the intentions of the original artist. In many countries, including China, moral rights apply even when the paintings belong to public domain. [Ed. note: The U.S. does not recognize moral rights for creators of copyrighted works; these include the right to protect the artistic integrity of a work by preventing changes to it.]

While this kind of activity can leave many companies at a loss and off-balance, we've decided to join the growing wave of companies in China pioneering an approach that is built wholly on integrity, trust, and absolute respect for international IP rights. For example, we proactively assist

our western partners to secure trademark registrations in China. We work closely with Sino-Faith IP Service Group, the largest IP surveillance and protection company in China and also one of our shareholders, to conduct unannounced store visits to ensure that our licensees and retailers stay in compliance. We've also built a partnership with the Alibaba Group, China's largest e-commerce company, to engage Chinese retailers and develop genuine products under license for the British Museum. The 2018 sales from this award-winning initiative is expected to exceed CNY-300 million (\$40 million) with over 400 SKUs of licensed products—making it one of the largest museum licensing programs in the world.

Other leading cultural institutions, such as the National Gallery, London, Museum of Fine Art, Boston, Victoria & Albert Museum, and the Van Gogh Museum are also following this approach in building Chinese licensing programs with their Chinese partners. However, more needs to be done if we are to shed China's questionable IP rights reputation once and for all. The recent announcement of a new law, taking effect January 2019, places greater accountability on e-commerce retailers to tackle the sale of counterfeit goods. It is a step in the right direction. But, ultimately, we believe it's down to Chinese companies themselves to lead by example and start paving the way to a robust and honest approach to IP rights in China. Only then will China genuinely be able to realize its ambition of becoming a leading economic superpower.

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SPORTS

Legal Watch: Sports

CrossFit and **Reebok** settle their litigation-related licensing disputes and “look forward to continuing their work together as partners mutually dedicated to improving individual health and fitness globally.” In 2010, the companies entered into a 10-year licensing and sponsorship agreement where Reebok would act as the title sponsor of the CrossFit Games and be licensed to sell CrossFit-branded fitness apparel and footwear.

Earlier this year, CrossFit sued Reebok claiming underpaid marketing obligations, improperly diverted sales, and underpaid royalties to the tune of \$4.8 billion. Much of the dispute centered around whether Reebok was paying out a royalty rate based on wholesale revenues or retail revenues—a 50% difference. The settlement includes an undisclosed payment to CrossFit. Acquired by **Adidas** in 2005, Reebok has been slow to recover and only recently began reporting a profit this year.

Speaking of underperforming sports brands, **Dick’s Sporting Goods** CEO Edward Stack called out **Under Armour** as a major source of the retailer’s slipping same-store sales despite “double-digit growth” in e-commerce, private brands, and (apparently not all) athletic apparel. Under Armour recently expanded into 1,000 **Kohl’s** stores; that retailer’s quarterly report indicates the brand “delivered very strong growth” in the same time period.

Nike taps **Colin Kaepernick** to lead its 30th anniversary ‘Just Do It’ ad campaign. In 2016, Kaepernick was the 13th best-selling **NFL** player for licensed merchandise, per the **NFLPA**.

Adidas unites the Jenner-Kardashian clan under one banner; **Kylie Jenner** is now an official brand ambassador alongside sister **Kendall Jenner** and brother-in-law **Kanye West**. Jenner previously worked for Puma.

EXPERIENTIAL

Experiential & Content Initiatives: From Theme Parks to Boxing Matches

The Jake Paul x ComedyShortsGamer (Olatunji) and **Logan Paul** x **KSI** boxing matches—a “perverse mix of brazen commercialism and the infliction of genuine pain” proving that “shameless boorishness, materialism, and sexism are popular” per *The Verge*—between two sets of **YouTube’s** most villainous siblings attracted 15,000 in-person U.K. spectators as well as over 800,000 paying streamers (through YT at \$10 each) and over one million estimated illicit pirates (mostly through Twitch).

For the record: Jake Paul won his fight against Olatunji, and celebrated by challenging **Chris Brown** to fight him next (he didn’t respond favorably). Between Logan Paul and KSI, the fight was a draw—and the sequel is expected to take place in the U.S. Paul used much of time in the limelight to launch his new brand, RNBO (“Rise n’ Be Original”). The brand’s dedicated Instagram @shoprnbo boasts over 640,000 followers.

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 moulding 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.

LEGAL

Coloring in the Lines With TRU

According to the *WSJ*, it turns out that the surprising **Toys ‘R’ Us** bankruptcy—which caused vendors like **Mattel** and **Hasbro** to lose \$350 million and some smaller companies to go under—only really happened because a minority group of hedge funds stepped in to turn a profit on TRU debt. Five funds leveraged \$668 million worth of secured debt (just under 13% of the total \$5.3 billion owed) to halt all restructuring efforts to a stop. The effort was led by Solus Alternative Asset Management, which

managed to convince Angelo, Gordon & Co.; Franklin Mutual Advisors; Highland Capital Management; and Oaktree Capital that the company would be “worth more dead than alive.”

In the meantime, most stakeholders, per the paper, were working frantically to restructure operations and resurrect a leaner, more efficient toyco. Owners Bain, KKR, and Tornado, who took the company private in 2005 by loading it up with \$6.6 billion worth of debt—had apparently “sunk”

over \$1.3 billion into the TRU deal and were “unwilling to put in more money” to keep the company afloat.

But the most important parties—the five secured debtors—had purchased their share of TRU debt for as little as 50 cents on the dollar. And they had a vested interest in liquidating TRU, rather than seeing the toyco emerge through a lengthy restructuring process, as the *WSJ* indicated by citing internal documents outlining higher returns for investors.

CONSUMER RESEARCH

Top Ranked Brands by Millennials & Gen Z in 2018

TLL recaps the latest research on Millennials versus Gen Z, covering top-ranked brands, retailers, and dream employers from Moosylvania, Ypulse, Condé Nast, and Comparably.

Favorite Brands

Moosylvania, a branding and digital agency, released its list of top brands according to Millennials aged 18–38 (born between 1980 and 2000). The firm based its list on 3,000 mobile-based write-in responses. Top brands from the previous year remained on top—Nike, Apple, Amazon, and Target.

Surprisingly, Walmart moved up to number five. New additions included ULTA cosmetics, ELF cosmetics, Torrid apparel, Uniqlo apparel, Zara apparel, and Wegman's stores. The best-performing brands focus on inspiring lifestyle and creating participation, leveraging consumers' need to belong in a community. The top 15 out of 100 brands are:

- | | | |
|------------|------------|------------------------------|
| 1. Nike | 6. Samsung | 11. Coca-Cola |
| 2. Apple | 7. Google | 12. Gucci |
| 3. Amazon | 8. Sony | 13. Chevrolet |
| 4. Target | 9. Jordan | 14. Honda & Starbucks (tied) |
| 5. Walmart | 10. Adidas | |

Ypulse, a New York-based youth marketing firm, interviewed 8,494 Gen Z consumers aged under 21 (born after 1997) on 332 brands this year for its annual survey. The firm ranked those brands based on consumers' awareness, past purchase, and loyalty, as well as their perceived personality and influence.

The Ypulse survey found that the Gen Z cohort prefers brands that are healthy, socially-conscious, and connected with influencers on platforms like YouTube, Instagram, and Snapchat. Here's the top 15 out of 100 brands:

- | | | |
|--------------|--------------------|------------------------|
| 1. YouTube | 6. M&M's | 11. Amazon |
| 2. Doritos | 7. Cheetos | 12. Google |
| 3. Oreos | 8. Nike | 13. Apple |
| 4. Netflix | 9. Sour Patch Kids | 14. Kraft Mac & Cheese |
| 5. Hershey's | 10. McDonald's | 15. Gatorade |

Favorite Retailers

Millennial and Gen Z shoppers aged 13–34 (born between 2005 and 1984) value a unique brand experience—both in-store and online—as well as inclusivity, authenticity, and personalization at every touchpoint. This is according to *The Love List: 2018 Brand Affinity Index* from **Condé Nast** in partnership with **Goldman Sachs**, which surveyed 1,489 U.S. consumers nationally and an additional sample

of 1,174 Condé Nast "It Girls," defined as those who engage frequently with one or more Condé Nast brands.

The survey identified top retailers across several fashion, retail, luxury and beauty categories, ranked here:

1. Victoria's Secret, Lingerie
2. Sephora, Beauty Retail
3. Nike, Athletic
4. Ulta, Beauty Retail
5. Nordstrom, Luxury
6. Kate Spade, Handbags
7. Michael Kors, Handbags
8. Adidas, Athletic
9. Gucci, Luxury
10. Coach, Handbags
11. Lululemon, Athletic
12. Target, Haircare
13. Chanel, Fragrance
14. Urban Decay, Beauty Retail
15. Neutrogena, Skincare
16. Macy's, Fragrance
17. DSW, Shoe Retail
18. Louis Vuitton, Luxury
19. Steve Madden, Shoe Retail
20. Marc Jacobs, Fragrance
21. MAC, Beauty Retail
22. Walmart, Beauty Retail
23. Clinique, Skincare
24. Aerie, Lingerie
25. Forever 21, Clothing Retail

Upcoming brands that these young consumers adopted over the past year included Fenty Beauty, Glossier, and Colour Pop as well as Adidas, Tarte, and Victoria's Secret. On the mobile app side, the top three brands were Amazon, Snapchat, and Instagram.

Favorite Employers

Career data site **Comparably** surveyed 23,000 employees between the ages of 18 to 35 on their dream workplace. While Google, Amazon, Microsoft, Uber, and Facebook featured predominantly across all age groups, Gen Z workers aged 18–25 (born between 1993 and 2000) named Snap as a top 10 company. Millennials aged 26–35 (b. 1992–1983) instead picked Netflix as a top 10 company.

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.

Pam Lifford is promoted to President of Warner Bros. Global Brands & Experiences (WBGBE), with responsibility for Warner Bros. Consumer Products, DC, Themed Entertainment, and the new Global Franchise team. Lifford is charged with developing all-new fan-engagement business opportunities. She is tasked ensuring that every touchpoint for cross-divisional and cross-company collaboration under her remit is maximized. Lifford will also coordinate with WarnerMedia sister companies HBO and Turner as well as various AT&T divisions. WBGBE will operate with a "never go dark" approach, offering consumers compelling opportunities 24/7.

The day-to-day operation of DC will continue to be run by **Jim Lee**, Publisher & Chief Creative Officer, and **Dan DiDio**, Publisher, who both now report to Lifford. Consumer Products will be led by its current management team. The Wizarding World franchise business will continue to be overseen separately by **Josh Berger**, President & Managing Director Warner Bros. U.K., Ireland & Spain and President Harry Potter Global Franchise Development, reporting directly to Chairman & CEO **Kevin Tsujihara**.

Cloudco Entertainment (form. American Greetings Entertainment) grows its senior executive team, adding a third hub in London to join its existing Los Angeles and Cleveland offices and increasing its content sales force.

- ▶ **Robert Prinzo** joins as Head Global Licensing, based out of Los Angeles. Joining from Saban Entertainment, Prinzo reports to **Sean Gorman**, Cloudco Entertainment President.
- ▶ Also joining the LA office as Head Business Affairs is **Susan Chung**. Chung also reports to Sean Gorman.
- ▶ Cloudco's final new Los Angeles hire is **Davis Doi** as Executive Producer. Joining from Universal, Doi oversees production on *Tinpo*, a co-production with Dentsu Inc. and OLM/Sprite animation for Cbeebies, and reports to **Ryan Wiesbrock**, Head Development & Production.
- ▶ With the opening of the new U.K. location, Cloudco's Head Global Co-Production & Content Distribution **Karen Vermeulen**

is also assuming increased responsibilities as Managing Director of Cloudco U.K. She oversees the content sales team.

- ▶ **Alexandros van Blanken** is hired as Director Content Distribution and is based in London.
- ▶ Rounding out the content sales team is Los Angeles-based **Alisa Kasimova**, recently promoted to Manager Content Distribution.
- ▶ The London office will now also house Cloudco's Director Intl. Licensing, **Rou-bina Tchoboian**. Tchoboian reports to Prinzo.

Mattel launches a new theatrical film division to develop motion pictures based on its franchises. Mattel Films is led by Executive Producer **Robbie Brenner**, reporting to **Ynon Kreiz**, Mattel's Chairman & CEO. Mattel and Sony had been developing a live-action *Barbie* movie, starring Anne Hathaway, for 2020 release, but that option has lapsed and the project is not moving forward, per the *Hollywood Reporter*. Future potential projects unencumbered by studio options include Hot Wheels, American Girl, Fisher-Price, and Thomas & Friends.

Mattel launches a new division, the Global Franchise Management Group, to be led by **Janet Hsu** in the newly created role of Chief Franchise Management Officer. Reporting to **Richard Dickson**, Mattel's President & COO, she will bring together key areas including consumer products, content development and distribution, digital gaming, live events, and strategic partnerships. Hsu previously served as CEO of Saban Brands.

Separately, **Dr. Judy Olian** is elected to Mattel's board of directors. With the addition of Dr. Olian, Mattel's Board of Directors now includes 10 directors, 5 of whom have joined within the last 5 months.

Hasbro promotes **Samantha Lomow** to President Hasbro Entertainment Brands (incl. My Little Pony, Transformers, and Power Rangers) and **Jonathan Berkowitz** to President Hasbro Brands (incl. Monopoly, Nerf, Play-Doh, Baby Alive, and Furreal). Both execs report to **John Frascotti**, Hasbro President & COO.

Paramount Pictures appoints longtime Viacom executive **Michael D. Armstrong** to the newly created position of EVP Worldwide Television Licensing & Operations. He will lead third-party distribution efforts and reports to Dan Cohen, Paramount's President Worldwide Television Licensing.

As the Getty family takes control over Getty Images, it restructures the company's leadership:

- ▶ **Mark Getty**, grandson of oil tycoon Jean Paul Getty, will become Chairman of the board, succeeding current chairman and Getty Images co-founder **Jonathan Klein**, who will become the deputy chairman.
- ▶ Chief Operating Officer **Craig Peters** will become CEO, succeeding current chief **Dawn Airey**, who will become a non-executive director.
- ▶ Interim CFO **Rik Powell** will become CFO.

Dick's Sporting Goods announces **Vidya Jwala** as its Chief E-commerce & Supply Chain Officer.

L'Oréal Group's **Nathalie Gerschtein** succeeds **Ikdeep Singh** as President Maybel-line, Garnier & Essie in the U.S.

Hearst Magazines' new president, **Troy Young**, shakes up the publisher by firing two executives from the old regime. One is **Jon Gluck**, Executive Director Editorial Talent, Development & Special projects, who joined in September 2017 after being recruited by the now-former Chief Content Officer, **Joanna Coles**. Also out is **Flavie Lemarchand-Wood**, VP Communications for Hearst Magazines, who also joined the company in September 2017.

Heritage Home Group CEO **Pierre de Villeméjane** will step down from the post Sept. 14 now that the bankrupt furniture conglomerate has lined up stalking horse bidders for its Thomasville & Co. and Broyhill businesses. **Robert Albergotti** assumes his responsibilities.

Lew's Holdings, supplier of branded fishing and hunting gear and accessories, promotes **Ken Eubanks** to CEO.

Continued on page 32

Who's News, Cont'd.

DSW appoints **Ekta Singh-Bushell** to its board of directors. She will serve on the retailer's audit committee and nominating and corporate governance committee.

Children's entertainment distribution company APC Kids launches production company Zephyr Animation. Based in Paris, the new studio will be headed by APC Kids' partners **Lionel Marty, Emmanuelle Guilbart, and Laurent Boissel. David Sauerwein** joins the venture as Chief Creative Officer to oversee and manage all projects.

Jeremy Robinson joins Fundamentally Children as its new Head Business Development, focusing on the company's regular marketing campaigns, the roll-out of more Good Toy Zones, and increasing experiential marketing at events.

Moose Toys appoints accomplished toy designer **Garrett Sander** as its new principal designer for its girls' division.

Holly Oldham is back at Rubie's as its U.K. Managing Director after a stint at Hasbro. She reports to **Chris Isitt**, VP EMEA & Australia.

Longtime Vogue editor **Selby Drummond** joins Snapchat as its first Head Fashion & Beauty Partnerships.

Alexandra O'Hare joins Hooker Furniture Corp. as VP Merchandising for Hooker Case Goods.

Ann Mather, Pixar's former CFO, will become the first woman on Airbnb's board.

Following a reorganization of Endemol Shine Group's commercial division management, **Jane Smith** expands her remit as Group Director Brand Licensing & Gaming.

Sarah's Sweet & Savory Snacks (formerly Nuts About Granola) CEO **Sarah Lanphier** passes on the torch to **Gayle Lanphier**.

Big Lots appoints **Bruce Thorn** as its new President & CEO. He succeeds **David Campisi**, who stepped down in April following a medical leave. Thorn's direct reports include **Lisa Bachmann**, EVP, COO & Chief Merchandising Officer as well as **Timothy Johnson**, EVP, CFO & Chief Administrative Officer.

Penguin Random House's children's division, Puffin, boosts its licensing team with **Ruth Knowles**, Publisher and head of a newly created Puffin Fiction, Non-Fiction & Licensing team; **Amanda Punter**, Publishing Director; **Jamie Coleman**, Editorial Director; and **Emil Fortune**, Commissioning Editor.

The Comic Book Legal Defense Fund (CBLDF) names **Christina Merkle** as President. She joins new board officers VP **Chris Powell**, VP Retailer Services at Diamond Comics Distributors; Treasurer **Ted Adams**, Founder of IDW; and Secretary **Dale Cendali**, Partner at Kirkland & Ellis. Merkle is the co-founder of Discount Comic Book Service and succeeds **Larry Marder**, who retired from the board along with **Milton Griep** and **Jeff Smith**.

Dinesh Lathi now serves as Tailored Brands' Executive Chairman; his appointment follows two resignations: **Doug Ewert**, as CEO and board member, and **Bruce Thorn**, as President & COO. Ewert retires Sept. 30 and will continue to serve as a strategic director until the end of the year.

Refinery29 appoints **Chris Sumner** as SVP Business Development & Strategy.

Patricia Little will retire as Hershey's CFO next year.

Esteemed comics colorist, co-creator of Spider-Woman, and the "First Lady of Comics" **Marie Severin** has passed away at the age of 89.

Gary Friedrich, another longtime Marvel gem and the writer and co-creator of Ghost Rider, has passed away at age 75.



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