

TLL THE LICENSING LETTER

THE DEFINITIVE SOURCE FOR DATA, ANALYSIS, NEWS AND CONTACTS SINCE 1977

Sales of Sports-based Licensed Goods Up 2.7% Worldwide in 2017

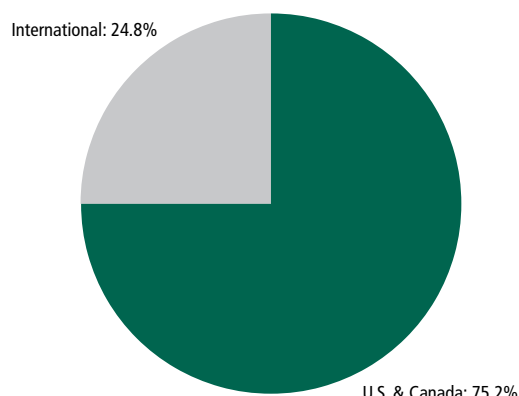
Worldwide licensed retail sales of sports-based merchandise reached \$21,154 million in 2017, according to *TLL's Annual Licensing Business Survey*.

The bulk of that growth came from the U.S./Canada, where sales swelled 3.2% to reach \$15,915 million—or three-fourths of the total worldwide figure. International sports-based licensed retail sales, on the other hand, grew just 1.2% to reach \$5,239 million in 2017.

At 14.9% of all licensed retail sales in the U.S./Canada, sports is the third largest category *TLL* tracks, behind only corporate trademarks/brands (26.7%) and fashion (20.0%). Compared to the other top property types, however, sports-based licensed grew the fastest over the last five years—18.4% compared to 10.8% for both corporate trademarks/brands and fashion.

In 2017, sports was one of the few property types to outperform the territory-wide average of 2.3% growth in licensed retail sales.

SHARE OF RETAIL SALES OF SPORTS-BASED LICENSED MERCHANDISE, WORLDWIDE, 2017



SOURCE: THE LICENSING LETTER

Retail Sales by League in the U.S./Canada

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

Continued on page 3

EUROPE

European Licensed Sales Reach \$33.6 Billion in 2017

Licensed retail sales in Europe grew 2.2% in 2017 to reach \$33.6 billion, according to *TLL's Annual Licensing Business Survey*. At just under 20% share of total worldwide retail sales, Europe slightly under-paced the global growth rate of 2.4% growth in 2017. Within the territory, Western European sales make up 98% of total sales, while Central & Eastern Europe countries contribute just under 2% to total territory sales.

Some respondents to *TLL's Annual Survey* reported a surge in pan-European deals in 2017. This rise was attributed variously to larger manufacturers seeking to exploit a license throughout the continent simultaneously, larger retailers which had been aggressively expanding their store count filling up shelves, and consolidated demand for larger licenses.

Distribution Trends

The European retail environment was especially challenging in 2017 thanks to downward retail pricing pressure from mass, discount, and value retailers.

While the share of ecommerce sales grew overall, Survey respondents reported mixed experiences over 2017. Some licensees bemoaned the over-exacting control

Continued on page 18

Inside This Issue

Licensing Ledger.....	2
U.S./Canadian Brands Contribute \$111 Billion to Worldwide Licensed Sales	6
Licensing News.....	7
Contacts & Connections	13
NYCC 2018: A Bigger, Badder Nostalgia Rush	19
Retail Watch: Holiday, Online & Experiential	21
Consumer Insights	21
No Shame in the Toy Game	22
Sears Tidings	22
M&A Shakedowns	23
Who's News.....	23

➔ Licensing Ledger

Cirque du Soleil Entertainment Group vaults itself into the entertainment business after having acquired **VStar Entertainment Group** this July. The combined entity currently has 29 shows in production, including branded offerings for **Nickelodeon's** Bubble Guppies and Paw Patrol. In 2019, Cirque will launch the first of six planned indoor family entertainment centers (complete with aerial parkour, juggling, and dance) in Canada.

Four months after being acquired by **AT&T, WarnerMedia** (home of HBO, Turner, and Warner Bros.) announces a direct-to-consumer streaming TV service. Launching in Q4 2019, the project is expected to build off the success of HBO Now. No word yet on pricing, what the service will be called, or what content will be available as WarnerMedia untangles its rights from current contracts with streamers like CBS All Access, Hulu, and Netflix.

The Point.1888 joins forces with global marketing agency PowerStation Studios to boost its creative offering to clients. As part of this initiative, every new product the partnership develops for clients will be designed to perform highly both commercially and creatively.

Atomic Toybox Entertainment, headed by four-time Emmy nominee Michael Polis, acquires **Fuel Entertainment's** library of 42 IP assets. Atomic Toybox will work with New Zealand's **Pukeko Pictures**, with whom it has a first look agreement, on developing these properties for television. The Fuel Entertainment catalog includes the PlayStation Network game Sideway, the iTunes App Broddcast, Fairies & Dragons, and Tetsurai, a futuristic game filled with giant robots.

Walmart is partnering with movie studio **Metro Goldwyn Mayer (MGM)** to create content for its video-on-demand service, **Vudu**.

Nickelodeon inks an exclusive first-look deal with Kevin Hart for live-action and scripted kids content. The comedian and actor's prodc, **HartBeart Productions**, has several film and television projects currently in development.

Brandstaetter Group and the **Ink Group** are set to produce an animated series based on the German toyco's flagship Playmobil brand. The companies are also partnering to bring VR and mobile game apps that will bring the 7.5 cm characters to life.

Netflix is buying its first production studio, ABQ Studios, the New Mexico facility behind *The Avengers* and *Sicario*, to accommodate its growing output of original movies and television shows.

Asia's largest global sports media property **ONE Championship** closes a \$166 million Series D financing round led by Sequoia Capital. New investors, including Temasek, Greenoaks Capital, and other leading institutional investors, also participated in the round. ONE now has a total capital base that tops \$250 million.

Good Housekeeping magazine and **Amazon** partner on a 2,800 sq. ft. pop-up retail store, called GH Lab, which will be open for three months through Dec. 30 at Minneapolis' Mall of America. The collection spans a range of over 40 products across wellness, beauty, lifestyle, smart home, kitchen, and toys. All products have been tested in the GH Institute.

In New York, **Unilever**-owned hair, skin and body brand Dove and coffee and doughnut chain **Dunkin'** (whose recent makeover involved clipping the "Donuts" part of its name) launch the one-time Dove x Dunkin' Styling Cafe in the Flatiron district. The location offers visitors free styling appointments using Dove's dry shampoo products, as well as complimentary Dunkin' coffees and Dove x Dunkin' merch giveaways including tote bags, hair ties, and travel cups.

Sixty retailers including IKEA, Costco, Lowe's, Sam's Club, and Home Depot have confirmed that their stores will be closed on **Thanksgiving Day**, according to BestBlackFriday.com.

About 67% of U.S. retailers aim to hire the same number or more of seasonal staffers this year and 63% said they'll also give existing employees more hours during the holidays, according to a **Korn Ferry survey**. Nearly 25% weren't able to fill all their seasonal jobs last year.

Barnes & Noble opens another small-scale prototype store in Columbia, Md. with a 17,000 sq. ft. footprint, down from a typical 26,000 sq. ft. The location includes two large "book theaters," self-service kiosks, a café with chargers, and booksellers armed with tablets. Non-book items for sale include vinyl records and turntables, games, and gift items.

Chicago is getting a cashier-less **Amazon Go** store, the fourth of its ilk employing Just Walk Out tech. This and three other Seattle stores are, on average, 2,000 sq. ft. and sell a high-end assortment of grab-and-go lunch foods as well as chilled beverages, sweets, snacks, ready-made salads, and sandwiches, frozen foods, meal kits for dinners, plus some groceries and sundries. Amazon is planning on opening 3,000 stores by 2021.



Executive Editor

Karina Masolova
karina@plainlanguagemedia.com

Managing Editor

Barbara Manning Grimm
barb@plainlanguagemedia.com

Data & Digital Coordinator

Susan Adams
susan@plainlanguagemedia.com

Layout & Graphic Designer

David van der Gulik

Business Development Manager

Jennifer Frost
jen@plainlanguagemedia.com

Marketing Director

Michael Sherman
michaels@plainlanguagemedia.com

Customer Service

customerservice@
plainlanguagemedia.com

General Manager

Jim Pearmain

CEO

Mark Ziebarth

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.

Plain Language Media, LLLP 15 Shaw Street, New London, CT, 06320; Phone: 888-729-2315; Fax: 855-649-1623

Sales of Sports-based Licensed Goods Up

Continued from page 1

The NFL jumped 3.2% in 2017 to reach an estimated \$3,642 million in licensed retail sales. This is compared to a 3.7% rate in 2016 and 3.4% in 2015—considerably lower than the 5.2% rate observed in 2014, but still outpacing most of the top five sports leagues *TLL* tracks in the U.S./Canada. Note that sales of products based on licensed player properties (under the purview of the NFLPA) account for roughly one-third of total NFL-based sales as calculated by *TLL*. In total, the NFL counted a \$113 million increase in sales for 2017.

MLB tops the ranking of licensed retail sales for the third year in a row, despite a slower 2.6% growth rate in 2017 (compared to 6.3% in 2016). With a total of \$3,835 million in licensed retail sales, the league added \$97 million in licensed retail sales to its total 2017 figure compared to the previous year.

The NBA jumped 3.0% in 2017—and following an 8.3% boost in 2016 and 9.1% in 2015, that growth could be considered almost flat. Nevertheless, the league hangs on to its top three ranking with a total \$2,829 million in licensed retail sales in 2017.

Following tepid 0.9% growth in 2016, NASCAR swerved back in the licensing big leagues with 2.2% growth as its investments start paying off. With a total \$863 million in licensed retail sales, such stability is largely positive news

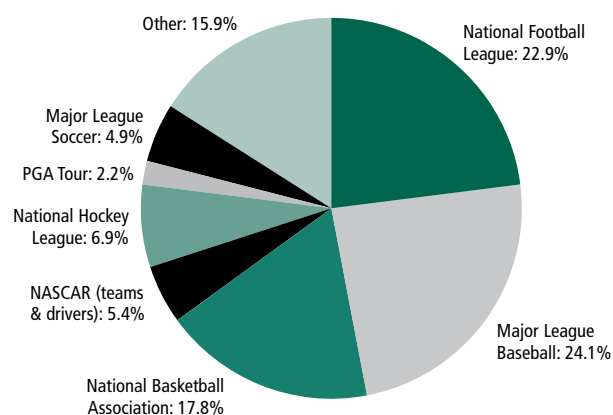
for the league, which saw a 10.1% boost in 2015 and a -7.3% decline in 2014.

Despite its smaller \$1,093 million footprint, the NHL is recording steady 3.2% growth in 2017.

PGA Tour sales grew at 2.0% in 2017 after contracting 0.5% in 2016. The \$7 million boost compared to 2016 (total \$349 million) can only be described as steady but modest growth for the smallest of the top five leagues that *TLL* breaks out in the U.S./Canada.

MLS sales were up 8.0% in 2017, a drop from the double-digit growth rates seen over the last couple of years (the league was up 11.7% in 2016) but the highest growth rate among the five major leagues. Note that *TLL* counts European and Latin American “football” teams, in addition to MLS, within the U.S./Canada calculation.

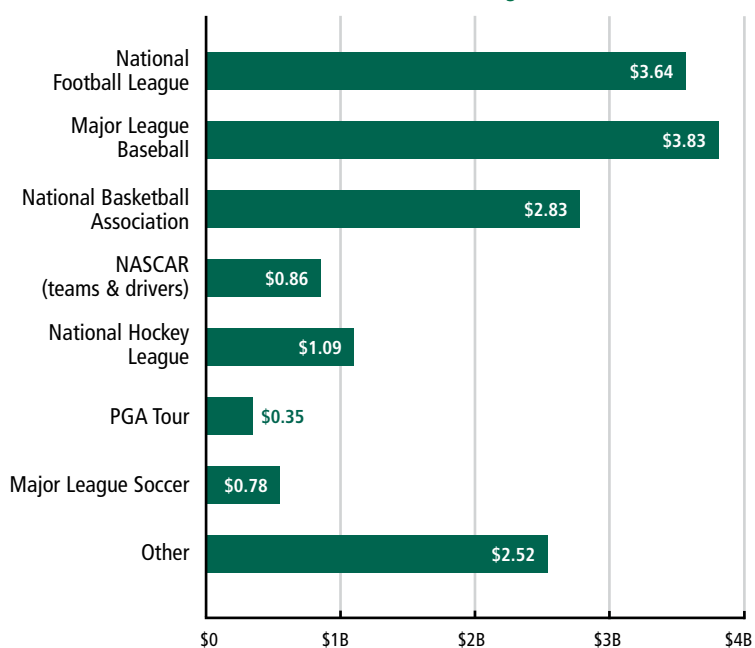
SHARE OF RETAIL SALES OF SPORTS-BASED LICENSED MERCHANDISE, BY LEAGUE, U.S./CANADA, 2017



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

SOURCE: THE LICENSING LETTER

RETAIL SALES OF SPORTS-BASED LICENSED MERCHANDISE, BY LEAGUE, U.S./CANADA, 2017 (Figures in Billions)



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

SOURCE: The Licensing Letter

RETAIL SALES OF SPORTS-BASED LICENSED MERCHANDISE, BY LEAGUE, U.S./CANADA, 2016-2017

LEAGUE	RETAIL SALES, 2017	RETAIL SALES, 2016	CHANGE, 2016-2017	SHARE, 2017
National Football League	\$3,642	\$3,529	3.2%	22.9%
Major League Baseball	\$3,835	\$3,738	2.6%	24.1%
National Basketball Association	\$2,829	\$2,746	3.0%	17.8%
NASCAR (teams & drivers)	\$863	\$845	2.2%	5.4%
National Hockey League	\$1,093	\$1,059	3.2%	6.9%
PGA Tour	\$349	\$342	2.0%	2.2%
Major League Soccer	\$781	\$723	8.0%	4.9%
Other	\$2,524	\$2,438	3.5%	15.9%
Total	\$15,915	\$15,420	3.2%	100.0%

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

SOURCE: The Licensing Letter

Continued on page 4

Continued from page 3

Retail Sales by Product Category

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

Apparel, accessories, and other soft lines accounted for just over half of all licensed retail sales in the U.S./Canada for 2017. As usual, traditional authentic and replica jerseys were the workhorse of the soft lines, chugging along at a steady rate.

- ▶ Sports-based apparel sales were up 3.6% to reach \$6,735 million in the U.S./Canada.
- ▶ Accessories grew 4.0% to reach \$1,311 million in sales.

Growth in hard lines like trading cards, figures, sporting goods, home furnishings, and paper goods stayed the course compared to 2016, which was a particularly solid year. In particular, novelty goods performed quite well, growing 6.2% to reach \$986 million in retail sales in 2017. Sporting goods was also a strong performer, jumping 4.0% in 2017.

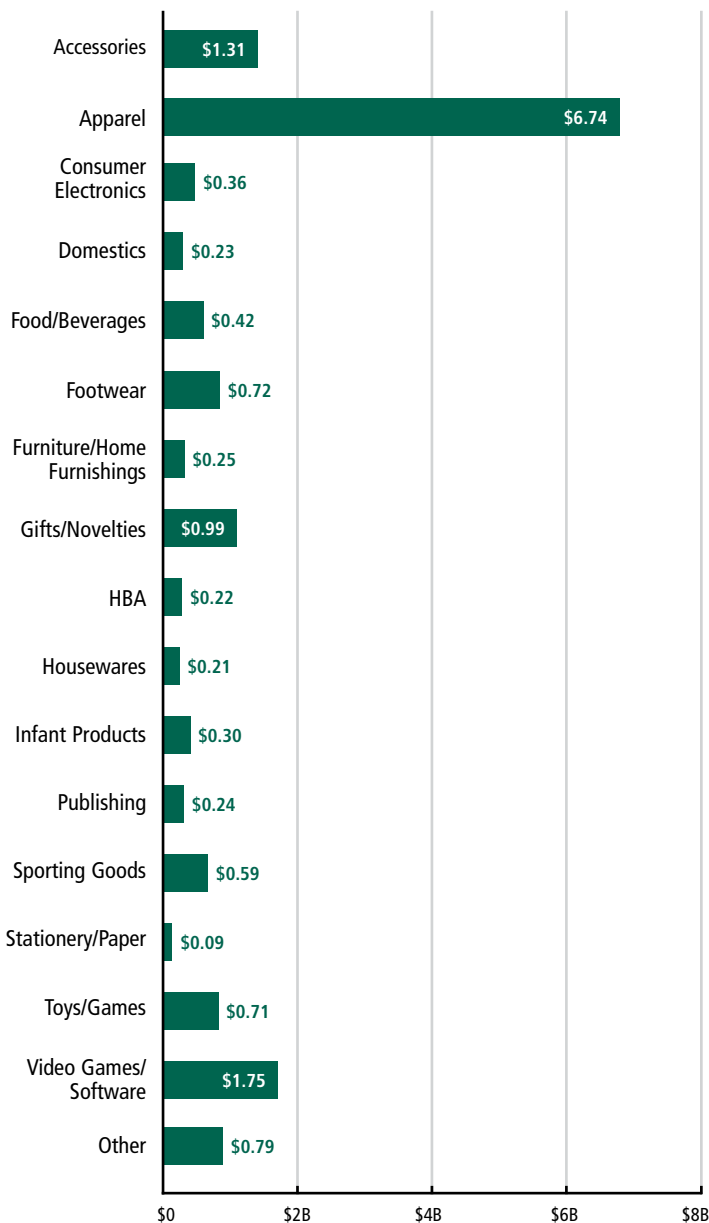
Ecommerce, Venue Channels Drive Sports-based Growth in U.S./Canada

Of the \$15,915 million in licensed retail sales attributable to sports-based brands in the U.S./Canada, almost 80% is from traditional brick-and-mortar sales, according to *TLL's Annual Licensing Business Survey*.

The remainder—mostly composed of ecommerce at 12.0% share, institutional/venue at 8.4%, and mail order at 1.0%, with some “other” channels—while smaller, are nevertheless the fastest-growing distribution channels in 2017.

In 2017, ecommerce gained 0.8 percentage points in share from the previous year, or \$248 million in value. It was the only distribution channel to gain in share compared to all

RETAIL SALES OF SPORTS-BASED LICENSED MERCHANDISE, BY PRODUCT CATEGORY, U.S./CANADA, 2017 (Figures in Billions)



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

RETAIL SALES OF SPORTS-BASED LICENSED MERCHANDISE, BY PRODUCT CATEGORY, U.S./CANADA, 2016-2017 (Figures in Millions)

PRODUCT CATEGORY	RETAIL SALES, 2017	RETAIL SALES, 2016	CHANGE, 2016-2017	SHARE, 2017
Apparel	\$6,735	\$6,501	3.6%	42.3%
Video Games/Software	\$1,748	\$1,710	2.2%	11.0%
Accessories	\$1,311	\$1,260	4.0%	8.2%
Gifts/Novelties	\$986	\$929	6.2%	6.2%
Footwear	\$719	\$706	1.9%	4.5%
Toys/Games	\$708	\$687	3.0%	4.4%
Sporting Goods	\$591	\$568	4.0%	3.7%
Food/Beverages	\$424	\$419	1.3%	2.7%
Infant Products	\$303	\$298	1.5%	1.9%
Consumer Electronics	\$358	\$353	1.3%	2.2%
Publishing	\$242	\$237	2.0%	1.5%
Domestics	\$232	\$225	3.2%	1.5%
Furniture/Home Furnishings	\$248	\$240	3.2%	1.6%
Housewares	\$208	\$203	2.6%	1.3%
HBA	\$224	\$219	2.0%	1.4%
Stationery/Paper	\$90	\$88	1.7%	0.6%
Other	\$789	\$777	1.5%	5.0%
Total	\$15,915	\$15,422	3.2%	100.0%

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

other channels, excepting institutional/venue, which grew 0.2 percentage points or a minimalist \$121 million.

In terms of percentage change in dollar growth, e-commerce jumped 15% in 2017—the highest rate of growth since 2014, when the channel gained 15.5% in value. Institutional/venue grew at a slightly slower 10% pace after relatively flat 2.5% growth in 2016 and an unprecedented 19.8% leap in 2015.

The largest distribution channel at 36.9% share, discounters, jumped by \$409 million from 2016—or a 7.5% boost in change in dollar growth. The second-largest channel with 32.7% share, specialty stores, gained \$341 million in value, or 7.0%, in 2017. The roughly 37/33 split between these two channels has remained constant since 2012, with the most dramatic shifts in the range of 0.1-0.2 percentage points year-over-year.

In sports-based licensing, the most prominent specialty stores are big box sporting goods retailers like Dick's and Modell's, long-time industry stalwarts peddling jerseys, caps, and memorabilia among other merchandise. Major discounters, on the other hand, are the usual suspects in the licensing business—spanning Costco to Target to Walmart.

But despite these traditional retailers' hold over the sector, the top five leagues in the U.S./Canada as well as brands like the Olympics have increasingly thrown their merchandising efforts behind alternative e-commerce channels like giants Amazon and Fanatics or self-made stores. Pop-ups and other nominally temporary, venue-based stores have become ubiquitous. And experiential experiences have proven a strong, if expensive, revenue generator.

Representative Retail Stores by Distribution Channel

Mass/Discount/Club/Big Box: BJ's, Costco, Kmart, Sam's, Target, Walmart

Specialty Stores: Ace Hardware, Barnes & Noble, Bass Pro, Bed Bath & Beyond, Best Buy, Cabela's, Cracker Barrel, Dick's, Forever 21, GameStop, H&M, Home Depot, Limited, Lowe's, Michaels, Modell's, museum stores, PetSmart, Sherwin-Williams, Sports Authority, Staples, Zara

Department Stores & Mid-tier: Bloomingdale's, Dillard's, JCPenney, Kohl's, Macy's, Neiman-Marcus, Sears

Grocery and Drug: Ahold, Aldi, CVS Caremark, Giant Eagle, Kroger, Meijer, Publix, RiteAid, Safeway, ShopRite, Walgreen

Dollar/Value/Off-Price: Amazing Savings, Big Lots, Dollar General, Family Dollar, Ross Stores, Save Mart, Supervalu, TJ Maxx

Online/E-commerce: Amazon, Café Press, Gilt, Zappos, Zazzle

Variety and Convenience: 7-Eleven, Circle-K

TV Shopping: HSN, QVC, ShopHQ

Mail Order: Oriental Trading, Signals

Other: Kiosks, on-site, vending, and more



ORDER YOURS TODAY!
Call: 888-729-2315

The Latest Licensing Industry Survey Results on Salaries, Bonuses, and Demographics at Your Fingertips!

Including territorial breakdowns for the U.S. and the EU!

TLL's new **Compensation Report 2018** gives you up-to-date survey data and historical comparisons for years 2012, 2015, and 2017 on:

- ✓ Salary & bonus by 5 titles, plus broader executive versus mid-level titles.
- ✓ Percent of licensing executives who expect to receive a 2018 bonus.
- ✓ Average time since last increase in compensation—and amount of last compensation increase
- ✓ Average amount of raise received vs expectation in 2017
- ✓ Regional, age, racial, and gender demographics for both U.S. and internationally
- ✓ Level of education attainment and experience for licensing executives in 2017
- ✓ Number of full-time and part-time employees engaged in licensing at companies, **And More!**

Or Visit: www.thelicensingletter.com/shop/licensing-industry-salary-survey

WORLDWIDE

U.S./Canadian Brands Contribute \$111 Billion to Worldwide Licensed Sales

Worldwide licensed retail sales reached \$171 billion in 2017; of that, \$111 billion (or 65%) can be attributed to brands originating from the U.S./Canada, according to *TLL's Annual Licensing Business Survey*.

Respondents to the 2018 *Survey* overwhelmingly cited American brands when asked which region's brands increased the most in popularity as measured in licensed retail sales. Entertainment/character was a leading property type, propelling overall 2.8% growth in retail sales of U.S./Canada-based brands.

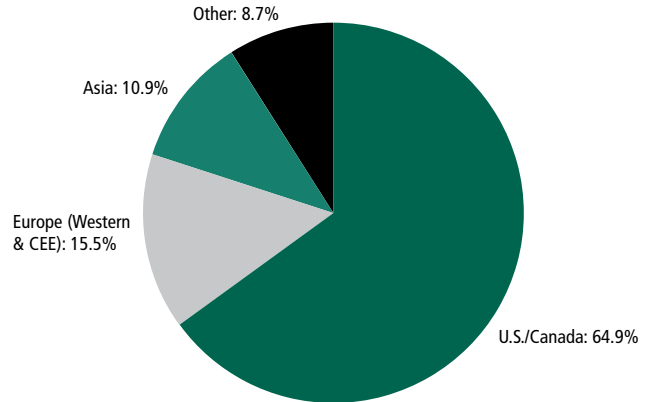
And it wasn't just established brands that drove growth—per one licensee, the U.S./Canada territory showed “significant leadership in new property representation at retail” worldwide in 2017.

For European brands, the greatest driver behind 1.9% growth was the Western Europe region. The greater territory counts almost 16% global share by geographic source of property. The U.K., Spain, and France in particular saw higher sales from homegrown properties internally. Only some of these brands also made an impact internationally, mostly in the Americas and Asia. The biggest drivers of growth among property types were fashion, entertainment/character, and sports brands.

Asian countries leading 1.9% sales growth (11% global share) were China and South Korea. While one licensor noted that Japanese-based brands declined in licensed sales in 2017, others noted that anime and esports brands are making a big impact overall. Growth was largely generated within borders, as sales of homegrown properties grew stronger.

Some respondents noted that Latin American brands recorded a notable jump in popularity, both domestically and internationally.

SHARE OF RETAIL SALES OF LICENSED MERCHANDISE, BY GEOGRAPHIC SOURCE OF PROPERTY, WORLDWIDE, 2017



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

SOURCE: THE LICENSING LETTER

RETAIL SALES OF LICENSED MERCHANDISE, BY GEOGRAPHIC SOURCE OF PROPERTY, WORLDWIDE, 2016-2017 (Figures in Millions)

GEOGRAPHIC SOURCE OF PROPERTY	RETAIL SALES, 2017	RETAIL SALES, 2016	CHANGE, 2016-2017	SHARE OF MARKET, 2017
U.S./Canada	\$111,318	\$108,286	2.8%	64.9%
Europe (Western & CEE)	\$26,513	\$26,018	1.9%	15.5%
Asia	\$18,685	\$18,336	1.9%	10.9%
Other	\$14,962	\$14,855	0.7%	8.7%
Total	\$171,478	\$167,496	2.4%	100.0%

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

SOURCE: THE LICENSING LETTER



NEWLY
UPDATED

Royalty Trends Report

Create competitive agreements and graphs from the world's leader in licensing data.

- Back up your negotiations with charts, tables and graphs
- Use 10-year trendlines to formulate fair intellectual property licensing agreements
- Create realistic proposals with royalty rates broken out for 16 key product categories and 9 subcategories

ORDER TODAY FOR:

- The average royalty across all property types and product categories
- The highest royalty earning and paying properties
- Licensing agreement guarantee ranges
- Average contract lengths by property and product category

ORDER YOURS TODAY! Call: 888-729-2315

Licensing News

Properties Available Or Recently Assigned, U.S.

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
Plum Pretty Sugar	Fashion brand recognized for its West Coast style—laid back, fresh and confident. Evolving from bridal apparel category, now recognized for modern feminine prints.	All	Ilana Wilensky, Jewel Branding & Licensing
Pocoyo	Children's animation series based around the exploits of a fun-loving, curious little boy who loves to play and explore.	All	Ken Faier, Epic Story Media
Rider University Athletics	University founded in 1865 offers 20 NCAA Division I intercollegiate athletic teams. Competes in the Metro Atlantic Athletic Conference and the Eastern Wrestling League.	All	Michael Palisi, Van Wagner Sports & Entertainment (VWSE)

Licenses Recently Granted, U.S.

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
2001: A Space Odyssey	Hundreds (The)	Headwear, hoodies, skate decks, t-shirts	Warner Bros. Consumer Products
Beetlejuice	Hot Topic	Accessories, apparel, beauty supplies, collectibles, home decor	
Bill & Ted Face the Music	BOOM! Entertainment/BOOM! Studios, Inc.	Graphic novels	Creative Licensing Corp. (CLC)
	Surreal Entertainment	Drinkware, home goods, novelties	
Call of Duty: Black Ops 4	Supra Footwear Company	Footwear	Activision, Collaborations Licensing
Close Encounters of the Third Kind	Active Brand Commerce	Apparel (adults'), apparel (infants', toddlers'), mugs, tote bags, wall decor	Sony Pictures Consumer Products
Fifth Element (The)	Active Brand Commerce	Apparel (adults'), apparel (infants', toddlers'), mugs, tote bags, wall decor	Sony Pictures Consumer Products
Garfield	C-Life Group	Apparel, outerwear	King Features Syndicate
House of Turnowsky	Active Brand Commerce	Art prints, posters, wall decor	Brand Squared Licensing
Jim Benton	Active Brand Commerce	Posters	Benton Arts/J.K. Benton Design
Juicy Couture	Creative Home Ideas a YMF Company	Bath, bedding, rugs, window treatments	Authentic Brands Group (ABG)
Karate Kid	Active Brand Commerce	Apparel (adults'), apparel (infants', toddlers'), mugs, tote bags, wall decor	Sony Pictures Consumer Products
Kim Scodro	Pearson Furniture div. Heritage Home Group	Upholstery	Kim Scodro Interiors
Llama Llama	Creative Converting div. Hoffmaster Group	Party goods	Genius Brands Intl.
	Kurt S. Adler	Christmas ornaments, holiday decor	
MasterChef	SCS Direct	Small kitchen appliances	Endemol Shine North America
Overwatch	LEGO Systems	Construction block sets	Blizzard Entertainment
PBS KIDS	IKOS/IKO Toys/IKO LLC	Construction toys	PBS
	Jigsaw Puzzle Factory (The) div. Leap Year Publishing	Floor puzzles, jigsaw puzzles	
	Leap Year Publishing	Arts & crafts, bath toys, school supplies, wooden toys	
	Peerless Plastics	Art smocks, bean bag chairs, floor seats, parachutes, playmats	
	R Squared/Zrike Brands	Dinnerware, drinkware	
	Steel City Clothing Brand	Onesies, t-shirts	
Poetic Justice	Active Brand Commerce	Apparel (adults'), apparel (infants', toddlers'), mugs, tote bags, wall decor	Sony Pictures Consumer Products
Precious Moments	Innovent Inc.	Diapers, wipes	Spotlight Licensing & Brand Management
Pure Talalay Bliss	Paramount Sleep	Bedding	Eclipse Licensing/Eclipse Intl.
Taxi Driver	Active Brand Commerce	Apparel (adults'), apparel (infants', toddlers'), mugs, tote bags, wall decor	Sony Pictures Consumer Products
Tommy Bahama	Pendleton Woolen Mills	Accessories, apparel, home products	Tommy Bahama
Valiant Universe	VirtTrade	Digital trading cards	Valiant Entertainment

*Extension or renewal.

Continued on page 8

International Properties Available or Recently Assigned

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
Ana Davis	Artist whose "classic with a twist" work is inspired by architectural details and vintage elements. Her collections are playful, color-rich, and accessibly sophisticated.	All (Worldwide)	Melissa Schulz, Branded Licensing
Aquascutum London	British luxury clothing manufacturer and retailer with a reputation for its timeless, traditional British style, fine craftsmanship, and technical innovation.	All (U.S., Canada)	Christopher Lee Ursin, Fashion Branding Group LLC
Archie Comics	Comics first published in 1942; brand has expanded into TV shows such as the currently airing "Riverdale", movies, and more.	All (EMEA, LATAM)	Victoria Whellans, CPLG (U.K.)
BabyRiki	Preschool series with a musical story line encouraging children to discover and learn through play.	All (U.K., Ireland)	Ian Wickham, Licensing Link Europe Ltd.
Bananya: The Kitty That Lives in a Banana	Japanese anime TV series follows a white cat who lives inside a banana.	All (Worldwide)	Michael Melby, Crunchyroll
Barbarian	Breakout brand from millennial designer Barbra Ignatiev, featuring colorful bohemian patterns, florals and watercolors that inspire creativity.	All (Europe)	Alicia Davenport, DRi Licensing Ltd.
Bill & Ted Face the Music	Two would-be rockers expected to save the universe during a time-traveling adventure find themselves as middle-aged dads still trying to fulfill their destiny.	All (Worldwide)	Rand Marlis, Creative Licensing Corp. (CLC)
Brown & Friends	Character brand that started as a series of digital stickers for the messaging app Line; released 2011.	All (EMEA)	Steve Manners, CPLG (U.K.)
Craftsman	Line of tools, lawn, and garden equipment; branded work wear first sold in 1927.	All (Worldwide)	Caren Chacko, Beanstalk
Crimestoppers	Charity organization giving people the power, peace of mind, and reassurance to speak up to stop crime 100% anonymously.	All (U.K.)	Jane Evans, JELC Ltd.
Dr. Pol	Renowned veterinarian and host of NatGeo Wild show "The Incredible Dr. Pol" and "Calling Dr. Pol" featured on CW Network.	Pet feed products, pet toys & accessories (North America)	Tim Rothwell, All-American Licensing & Management Group (AALMG)
Ed Stafford	British explorer, adventurer, and TV personality who pushes the limits of adventure, embarking on and filming some of the most cutting edge expeditions of the 21st century.	All (Worldwide)	Teri Niadna, Brandgenuity Europe
Elton John	Legendary English singer, pianist, and composer selling more than 300 MM records in his five decade career; one of the best-selling music artists in the world.	All (Worldwide)	Mat Vlastic, Bravado Intl. Group div. Universal Music Group
Emo Nite	We are not a band. We are not DJ's. We throw parties for the music we love.	All (Worldwide)	Jason Kletzky, Collaborations Licensing
Feisty Pets	Plush toys from William Mark Corporation that go from cute to feisty with just a squeeze, YouTube series global viewership over 100 MM views.	All (Brazil, Central America, Chile, Colombia, Ecuador, Mexico, Peru, Venezuela)	Luis Salazar Mourré, Compañía Panamericana de Licencias (CPL)
	Plush toys from William Mark Corporation that go from cute to feisty with just a squeeze, YouTube series global viewership over 100 MM views.	All (Argentina)	Leonardo Gutter, IMC Intl. Merchandising Consultants S.r.l.
	Plush toys from William Mark Corporation that go from cute to feisty with just a squeeze, YouTube series global viewership over 100 MM views.	All (ANZ)	Mark Paul, Global Licensing (NZ) Ltd.
George Foreman	Two-time world heavyweight champion boxer, Olympic gold medalist, and entrepreneur. Known outside the ring for the iconic George Foreman grill.	All (U.S., Europe, Asia)	Alan Kravetz, Leveraged Marketing Corp. of America (LMCA)
Gigantosaurus	Animated series based on the book by best-selling author Jonny Duddle. Follows four young dinosaurs on their adventures while avoiding the fearsome Gigantosaurus.	All (Worldwide)	Alexandra Algard-Mikanowski, Cyber Group Studios
Godzilla	Classic movie monster franchise for over 65 yrs. that began as a Jurassic creature evolving from sea reptile to terrestrial beast, awakened by mankind's thermonuclear testing.	All (U.K., Ireland)	Rob Wijeratna, Rocket Licensing
Hang Ten	The original surf and California lifestyle brand since 1960 includes the "Feet" mark, an icon with nostalgic appeal.	Sporting goods (U.S., Canada)	Denise Setton, Hang Ten
Help for Heroes	Charity founded to provide direct, practical support for wounded, injured, and sick service personnel, veterans, and their loved ones.	All (Worldwide)	Jane Evans, JELC Ltd.
House of Turnowsky	Luxury greeting card, stationery, and lifestyle design brand.	All (Japan)	David Buckley, Copyrights Asia Ltd. (div. Kinoshita Group)
Inktober	Popular celebration of ink drawing: 31 Days, 31 Drawings launched 2009 by Jake Parker, NYT bestselling illustrator and author. Over half a million participants worldwide.	All (Worldwide)	Alita Friedman, Alita's Brand Bar
Jane Goodall Institute (The)	Institute promotes understanding and protection of great apes and their habitat. Aims to inspire individual action to protect animals, other people, and the world we all share.	All (Worldwide)	Heather Rosenthal, Brand Squared Licensing
Jessica McClintock	Lifestyle brand with a focus on women and creating a sanctuary for the feminine, touching consumers on an emotional level.	Home furnishings (Worldwide)	Kerry Glasser, Concept Marketing Group
JoyPixels	Creators of authentic digital emoji-icons since 2013, with over 2,500 custom emoticons available.	Advertising & marketing campaigns only (Worldwide, exclusive in Europe)	David Born, Born Licensing
Junji Ito Collection	Horror anime anthology series adapting stories from the works of manga artist Junji Ito.	All (Worldwide)	Michael Melby, Crunchyroll

*Extension or renewal.

Continued on page 9

Licensing News *Continued from page 8*

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
Kartoon Racers	Video game which takes iconic heroes and villains from popular culture and mashes them together in a series of crazy and chaotic kart races.	All (Worldwide)	Viewpoint Games
Kimusubi	Brand uses a wider design of Japanese traditional artistic craft (Mizuhiki) made out of the paper strings made of Washi, a traditional handmade paper.	All (Worldwide)	Nobutaka Nagai, Honmoku File Co. Ltd.
Masha and the Bear	Animated children's series about an active little girl and her friend, a good-hearted bear that loves peace and quiet.	All (Worldwide)	Claus Tømming, INK Global/Ink Group A/S (Denmark)
Mayans M.C.	American crime drama TV series takes place in the same universe as Sons of Anarchy and deals with the Sons' rivals-turned-allies, the Mayans Motorcycle Club.	All (ANZ)	Alan Schauder, Merchantwise
Metropolitan Police Service	Policing an area that consists of 32 boroughs within Greater London, excluding the City, with the ambition to make London the safest city in the world.	All (Worldwide)	Will Stewart, Point.1888 (The)
MGM properties	One of the world's deepest libraries of film and TV content. Titles incl. Pink Panther, the Rocky franchise, Vikings, Teen Wolf, and the upcoming animated The Addams Family.	All (ANZ)	Jason Wang, JW Brand Consulting Travis Rutherford, Evolution USA
Mob Psycho 100	Japanese webmanga, anime, and live action series follows an inconspicuous middle school boy who is in fact a powerful esper.	All (Worldwide)	Michael Melby, Crunchyroll
My Hero Academia	Superhero manga series follows a boy born without quirks, in a world where they are the norm, and who is scouted by the world's greatest hero to enroll in a special high school.	All (Italy)	Giada Paterlini, Starbright Licensing Srl
National Gallery	British museum with over 6 MM visitors a year houses some of the world's most recognisable paintings incl. Van Gogh's Sunflowers and Monet's The Water-Lily Pond.	All (Worldwide)	Jane Evans, JELC Ltd.
Pandemonia	Postmodern pop artist and anonymous visual curiosity. Her plastic persona is her art, celebrating individuality and elevating cultural dialogue by building bridges of human connection.	All (Worldwide)	Martin Cribbs, Beanstalk Icon Representation
Peter Rabbit series	Adaptation of Beatrix Potter's classic tale of a rebellious rabbit trying to sneak into a farmer's vegetable garden.	All (China)	William Lou, Wanda Kidsland div. Dalian Wanda Group
Pocoyo	Children's animation series based around the exploits of a fun-loving, curious little boy who loves to play and explore.	All (Europe, LATAM)	Ignacio Orive, Brands & Rights 360 (B&R360)
PURENorway	Nordic innovative brand inspired by Norwegian nature; made for people with an active lifestyle.	All (Worldwide)	Rights & Brands
Rita Hazan	Celebrity hairstylist and colorist to the stars whose styling has helped create iconic looks for Beyoncé, Jennifer Lopez, and Mariah Carey.	Hair color, hair products, health & beauty aids (Worldwide)	Steven Heller, Brand Liaison (The)
Roald Dahl x Natural History Museum	Co-branded range combines Roald Dahl's humour, storytelling, and love of the outdoors with the Natural History Museum's knowledge and authentication of the natural world.	Activity sets, apparel, crafts, games, paper products, plush, puzzles, science kits (Worldwide)	Stephanie Griggs, Roald Dahl Story Co. (The); Maxine Lister, Natural History Museum (London)
Superhero Pets	Children's series follows the adventures of six superpowered pets who use their spandex costumes, secret identities, and powers to swoop in and save the day.	All (Worldwide)	Nancy Koff, 41 Entertainment (41e)
Superhero Summer Camp	Animated series stars the children of legendary superheroes who spend their summer at a one-of-a-kind camp learning how to call up and control their familial superpowers.	All (Worldwide)	
Thomas & Friends	British children's series based on the beloved cheeky, blue engine who proudly wears "#1" on his side as he and his friends makes tracks to great destinations.	All (excl. toys) (Canada)	Pam Westman, Corus Entertainment/ Nelvana Enterprises
Trashcode	International textile brand made from 100% R-PET (recycled polyethylene terephthalate) or in combination with other sustainable materials such as certified organic cotton.	Accessories, apparel (Worldwide)	Chantal Pasker, Cookie Company (The)
Ultraman	Japanese sci-fi series featuring a superhero from a distant planet with the ability to grow to 100 ft. His mission is to protect Earth from an array of invading aliens and monsters.	All (U.S., Canada)	Carey Simon, Licensing Group (The)
Waylon Jennings	American singer, songwriter, and musician who personified the outlaw country movement of the '70s.	All (Worldwide)	Mitra Khayyam, Mitra Khayyam Creative Direction and Brand Strategy
Xento	Italian fashion jewelry brand founded on love, positivity, and the desire to bring about a moment of happiness with elegant, unique creations by designer couple Leonardo and Anna Giulia.	All (Worldwide)	Maurizio Distefano, Maurizio Distefano Licensing (MD Licensing)

International Licenses Recently Granted

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Anna Sui	ModCloth	Apparel (U.S., Canada)	Anna Sui Corp.
Anne Stokes Collection	StrikeForce Bowling/Leading Edge Promotions	Bowling accessories, bowling balls (Worldwide)	Art Ask Agency
Assassin's Creed	Triton Noir	Tabletop games (U.S., Canada, U.K., Europe)	Ubisoft Entertainment
Austin Powers	Funko	Pop vinyl figures (U.S., Canada)	Warner Bros. Consumer Products
Authentic Hendrix	Acco Brands	Calendars (North America)	Perryscope Productions, Epic Rights
	American Classics	Apparel (North America)	
	American Needle	Headwear (North America)	

*Extension or renewal.

Continued on page 10

International Licenses Recently Granted

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Authentic Hendrix	Bioworld Merchandising	Accessories, apparel (Worldwide)	Perryscope Productions, Epic Rights
	GB Eye Ltd.	Domestics, posters (Worldwide excl. North America)	
	Pyramid Intl.	Stationery, wall art (Worldwide)	
Bear Grylls	B. Robinson/Revo	Sunglasses (Worldwide)	Beanstalk
	Tobar Group Trading Ltd.	Health bars (Europe)	Beanstalk (U.K.)
Beetlejuice	Funko	Pop vinyl figures (U.S., Canada)	Warner Bros. Consumer Products
Betty Boop	A & M Wholesale Group	Buckets, lighted signs, thermometers, tin signs, wood signs (U.S., Canada)	King Features Syndicate
	Happiness is Customized GmbH (NotLikeYou)	Footwear (Germany)	Bulls Licensing div. Bulls Pressedienst GmbH
	Toxic Fox	Accessories, apparel, gifts, novelties (U.S., U.K., Ireland)	King Features Syndicate
Bill & Ted Face the Music	Bioworld Merchandising	Apparel (Worldwide)	Creative Licensing Corp. (CLC)
	Built Games	Mobile games (Worldwide)	
Bing	Golden Bear Toys	Master toy (U.K., Ireland, EMEA, Australia)	Acamar Films
Bluto	Bird Sports Industries div. Taymory	Biking gear, cycling apparel (U.S., Europe)	Biplano (Barcelona)
Bruce Lee	Diamond Select Toys & Collectibles	Collectibles (Worldwide)	Bruce Lee Enterprises
Build-A-Bear Workshop	Just Play	DIY plush, mini blind packs (Worldwide)	Brand Activation Consulting (BAC)
Cuphead	Fiesta Toy	Inflatable toys, pillows, plush (U.S., Canada)	King Features Syndicate
	GB Eye Ltd.	Collectibles, giftware, posters, prints (U.K., Ireland, France, Germany, Italy, Spain, Czech Republic, Slovak Republic)	
	Insert Coin	Badges, sweatshirts, t-shirts (Worldwide)	
	Trends International	Posters (U.S., Canada, Mexico)	
DC Comics Super Heroes	Funko	Action figures (Worldwide)	Warner Bros. Consumer Products
DC Super Villians			
Disney	Vans	Accessories, apparel, footwear (U.S., Canada)	Disney Consumer Products
Doctor Who	Mattel U.K. Ltd.	Limited edition Barbie (U.K.)	BBC Worldwide
Elf on the Shelf	Aykroyd & Sons Ltd.	Nightwear, underwear (U.K.)	Rocket Licensing
	Hachette Children's Books	Activity books (U.K.)	
	Roy Lowe & Sons Ltd.	Socks (U.K.)	
Emo Nite	Ripple Junction	Accessories, apparel (U.S., Canada)	Collaborations Licensing
F2 Freestylers	Boots U.K.	Gifts, grooming products (men's) (U.K.)	TSBA Group
Feisty Pets	Scholastic Media	Books (children's) (Worldwide)	Surge Licensing
Flash Gordon	A & M Wholesale Group	Buckets, lighted signs, thermometers, tin signs, wood signs (U.S., Canada)	King Features Syndicate
Fortnite	Hachette Book Group (U.K.)	Publishing (Worldwide)	WME/IMG Worldwide Licensing d.b.a. Endeavor
Frida Kahlo	Flamingo Candles	Candles (U.K.)	Art Ask Agency
Game of Thrones	Factory Entertainment	Prop replicas (Worldwide)	HBO
Garfield	Alikhan Live Entertainment Pte. Ltd.	Promotional products (Malaysia)	Medialink (Far East) Ltd.
	Black Stone Digital Technology Co. Ltd. (Guangzhou)	Auto accessories (China, Hong Kong, Macua)	
	Carneiro & Sá, Lda.	Sweatshirts, t-shirts (men's) (Worldwide)	Mendia Licensing
	Dart do Brasil Industria e Comercio Ltda. div. Tupperware Brands Corp.	Bakeware, containers, dinnerware & drinkware, serveware (Brazil)	Vertical Licensing
	Ecodistri Vof/Ecozz	Eco backpacks, reusable shopping bags (Belgium, Luxembourg, Netherlands)	BN Licensing B.V.

*Extension or renewal.

Continued on page 11

Licensing News *Continued from page 10*

International Licenses Recently Granted

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Garfield	Groupe Prisma Media	Books (print & digital) (Canada, France, Belgium, Luxembourg, Switzerland)	Mediatoon Licensing
	Ludare Games Group Inc.	Mobile games (Worldwide)	JAM Brands
	Okutani Corp.	Bandages, envelopes, face cloths, stickers (Japan)	Tohokushinsha Film Corp.
	Park Agencies	Daywear, nightwear (U.S., U.K., Ireland)	Bulldog Licensing
	Queen Fashion Shop Co., Ltd. Taiwan Branch	Accessories, apparel, home goods, stationery (Taiwan)	Medialink (Far East) Ltd.
	Wah Restaurants Pvt. Ltd.	Baked goods, food items (India)	AI Licensing India Private Ltd.
Gigantosaurus	JAKKS Pacific	Master toy (Worldwide)	Cyber Group Studios
	Templar Publishing div. Kings Road Publishing, part of Bonnier Books U.K.	Master publishing (Worldwide)	
Goosebumps	Pixowl	Mobile game apps (Worldwide)	Scholastic Media
Grinch (The)	Funko	Pop vinyl figures (U.S., Canada)	Dr. Seuss Enterprises L.P.
Hack Along with GoldieBlox	Make It Real	Creativity kits (Worldwide)	GoldieBlox
Hey Duggee	Golden Bear Toys	Master toy (U.K.)	BBC Worldwide
Horrible Histories	Ancestors Group/Ancestors of Dover Ltd.*	Activity sets, magnets, quills & ink, replica coins, replica jewelry (children's) (U.K.)	Rocket Licensing
	Paul Lamond Games	Card games, games, jigsaw puzzles (U.K.)	
	Smiffy's*	Dress-up (U.K.)	
	Winning Moves U.K. Ltd.*	Games, Monopoly (U.K., ANZ, South Africa)	
House of Turnowsky	BrownTrout Publishers	Calendars, desk pads, journals, planners, stationery (North America, U.K., Ireland, Europe)	Brand Squared Licensing, JELC Ltd.
James Bond 007	Factory Entertainment	Prop replicas (Worldwide)	Danjaq
JIFFPOM	Vivienne Westwood	Bags, t-shirts (U.K.)	Rocket Licensing
KID-E-CATS	Egmont Polska Sp Z O O	Books (CEE)	APC Kids/About Premium Content (APC)
Laundry by Shelli Segal	BAK Apparel	Apparel (twens') (U.S., Canada)	Perry Ellis Intl./PEI Licensing
	Racing Shield AB	Earphones, mobile phone cases, tech accessories (U.S., Canada, Mexico)	
Llama Llama	Bendon Inc.	Coloring & activity books (Worldwide)	Genius Brands Intl.
Mandrake the Magician	A & M Wholesale Group	Buckets, lighted signs, thermometers, tin signs, wood signs (U.S., Canada)	King Features Syndicate
	Regal Publishers	Comics (India)	
May Gibbs Gumnut Babies	Ecology Homewares div. CW Marketing Pty. Ltd. (CWM)	Housewares (Australia)	Merchantwise
Mentos	Zara div. Inditex	Hoodies (Worldwide)	Perfetti Van Melle (PVM)/PVM Licensing
Moon and Me	HTI Group	Bikes, novelties, ride-ons, scooters, skates (U.K.)	Sutikki U.K. div. Bento Box
	Orange Tree Toys	Wooden toys (U.K.)	
	VTech Electronics Europe Plc	Electronic learning toys (U.K.)	
	Worlds Apart	Bedding, furniture, play tents (U.K.)	
Morris & Co.	H&M (Hennes & Mauritz AB)	Accessories, apparel (Worldwide)	Walker Greenbank plc
		Apparel (Worldwide)	Style Library
Mr. Men & Little Miss	Half Moon Bay	Giftware (U.K.)	Sanrio Global Ltd.
Natural History Museum (London)	FatFace*	Apparel (U.K.)	Natural History Museum (London)
Nella the Princess Knight	Sambro Intl.	Arts & crafts, bags, educational games, role play sets, stationery, toys (Europe)	Nickelodeon & Viacom Consumer Products (NVCP)
NERF	Smith & Brooks Ltd.	Apparel (U.K.)	Hasbro

*Extension or renewal.

Continued on page 12

Licensing News *Continued from page 11*

International Licenses Recently Granted

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
NFL	Mitchell & Ness Nostalgia Co.	Apparel (Europe)	NFL
Nick '90s	Sambro Intl.	Arts & crafts, bags, educational games, role play sets, stationery, toys (Europe)	Nickelodeon & Viacom Consumer Products (NVCP)
Nickelodeon Slime			
Nutcracker and Four Realms (The)	Funko	Pop vinyl figures (U.S., Canada, U.K.)	Disney Consumer Products
Odd Squad	Imprint div. Macmillan Publishing	Books (North America)	Sinking Ship Entertainment
Oggy & the Cockroaches	Hachette Livre	Master publishing (France)	Xilam Animation
	L'Aquarium de Paris (The Paris Aquarium)	Branded booklets (France)	
	Musée des Arts et Métiers (CNAM, The Museum of Arts & Crafts)		
	Panini France S.A.	Sticker albums, sticker books (France)	
Olive Oyl	Bird Sports Industries div. Taymory	Biking gear, cycling apparel (U.S., Europe)	Biplano (Barcelona)
Paprika	Hachette Livre	Master publishing (France)	Xilam Animation
Pat the Dog	NICI GmbH	Apparel, back-to-school, plush (Europe)	ProSiebenSat.1 Licensing GmbH
PAW Patrol	Sambro Intl.	Arts & crafts, bags, educational games, role play sets, stationery, toys (Europe)	Nickelodeon & Viacom Consumer Products (NVCP)
Phantom (The)	A & M Wholesale Group	Buckets, lighted signs, thermometers, tin signs, wood signs (U.S., Canada)	King Features Syndicate
	Regal Publishers	Comics, novels (India)	
Pokémon	H&M (Hennes & Mauritz AB)*	Accessories, apparel, footwear (Europe)	Pokémon Company Intl.
Popeye	A & M Wholesale Group	Buckets, lighted signs, thermometers, tin signs, wood signs (U.S., Canada)	King Features Syndicate
	Bird Sports Industries div. Taymory	Biking gear, cycling apparel (U.S., Europe)	Biplano (Barcelona)
	Curly & Smooth Handels GmbH	Ashtrays, gift boxes, lighters (GAS)	King Features Syndicate
	Happiness is Customized GmbH (NotLikeYou)	Footwear (Europe)	Bulls Licensing div. Bulls Pressedienst GmbH
	Scotch & Soda	Accessories, apparel, swimwear (Worldwide)	King Features Syndicate
Premier League	Panini Group U.K.	Digital trading cards, stickers, trading cards (Worldwide)	Premier League (EPL)
Prince Valiant	A & M Wholesale Group	Buckets, lighted signs, thermometers, tin signs, wood signs (U.S., Canada)	King Features Syndicate
PUMA x Transformers	Foot Locker	Footwear (Worldwide)	Hasbro, Puma North America
Rise of the Teenage Mutant Ninja Turtles	Playmates Toys	Toys (U.S., Canada)	Nickelodeon & Viacom Consumer Products (NVCP)
Royal Horticultural Society	Assured Products Ltd.	Garden maintenance products, outdoor cleaning products (U.K.)	Royal Horticultural Society/RHS Enterprises Ltd.
Rusty Rivets	Sambro Intl.	Arts & crafts, bags, educational games, role play sets, stationery, toys (Europe)	Nickelodeon & Viacom Consumer Products (NVCP)
Saloman Socks	In-Sport Fashions	Socks (Canada)	Intersocks D.O.O.
Shimmer & Shine	Sambro Intl.	Arts & crafts, bags, educational games, role play sets, stationery, toys (Europe)	Nickelodeon & Viacom Consumer Products (NVCP)
Simon's Cat	Gemma Intl.	Gift packaging, greeting cards (U.K.)	Endemol Shine Group U.K.
	License Factory GmbH	Accessories, apparel, home textiles (GAS)	
	Park Agencies	Loungewear, socks, t-shirts (women's) (U.K., Holland, Germany, Belgium, Austria)	
	Star Editions	Limited edition customizable plush (U.K.)	
	Willow Creek Press	Calendars (U.S., Canada)	
Smint	Zara div. Inditex	T-shirts (Worldwide)	Perfetti Van Melle (PVM)/PVM Licensing
Snowman (The)	Harrods	Gifts (U.K.)	Penguin Ventures/Penguin Random House

*Extension or renewal.

Continued on page 13

Licensing News *Continued from page 12*

International Licenses Recently Granted

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
SpongeBob SquarePants	Waste2Wear	Accessories, apparel (EMEA)	Nickelodeon & Viacom Consumer Products (NVCP), Cookie Company (The)
Spot	Rainbow Designs	Plush, toys (U.K.)	Penguin Ventures/Penguin Random House
Super Wings	Centum Books Ltd.	Books, e-books, gifts (U.K., Ireland and English-speaking South Africa, Malaysia, Thailand, Indonesia)	Rockpool Licensing
	Kennedy Publishing	Magazines (U.K.)	
	Signature Publishing Ltd.		
Swan Princess (The)	Graphics and More (Nothing Specific, Inc.)	Accessories, apparel, jewelry, t-shirts (Worldwide)	Lawless Entertainment
	Market Spectrum Media Group	Apparel (Worldwide)	
	Pixsona	Fleece blankets (North America)	
	Star Cutouts	Cardboard stand-ups (Worldwide)	
Ted Baker	Timex Group	Watches (Worldwide)	Ted Baker London
Teenage Mutant Ninja Turtles	J. Crew Group	Apparel (children's) (U.S., Canada)	Nickelodeon & Viacom Consumer Products (NVCP)
TGI Friday's	Rastelli Foods Group	Frozen foods (Middle East)	Beanstalk (U.K.)
Transformers	Puma North America	Footwear (Worldwide)	Hasbro
Wiggles (The)	TCG (form. The Canadian Group)	Games, puzzles (Canada)	Wiggles Pty Ltd. (The)
YooHoo to the Rescue	Apple Beauty	Bath & body, fragrance (Worldwide)	Mondo TV S.p.a.
	Dolfin SA	Baked goods, chocolate products (Europe)	
	Mondadori Libri S.p.A.	Books (Italy)	
	Nuvita Baby div. Anteprema Brands International Ltd.	Baby care products (U.K., Italy, Spain, Portugal)	
YooHoo to the Rescue	Panini Group S.p.A.	Plastic figurines, surprise bags (Iberia, Italy)	Mondo TV S.p.a.
Zig & Sharko	Hachette Livre	Master publishing (France)	Xilam Animation
Zog	Aurora World U.K.	Plush (Worldwide)	CAA-GBG Global Brand Management Group
	FatFace	Apparel (U.K.)	
	Scholastic Media	Books (Worldwide)	

*Extension or renewal.



contacts & connections

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

41 Entertainment (41e), Nancy Koff, VP Sales & Marketing/Director TV & New Media Sales, 203-717-1121, nancy.koff@41ent.com, P. 9.

A & M Wholesale Group, 270-821-7100, sales@aandmwholesalegroup.com, P. 10-12.

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

Active Brand Commerce, Stephanie Gonzalez, Director Licensing, 818-917-5966, stephg@activebrandcommerce.com, P. 7.

Activision, Rob Kostich, EVP & GM Call of Duty, 310-255-2570, rkostich@activision.com, P. 7.

Alita's Brand Bar, Alita Friedman, CEO, 732-319-0502, alita@alitasbrandbar.com, P. 8.

All-American Licensing & Management Group (AALMG), Tim Rothwell, Partner, 818-613-0070, tim@aalmg.com, P. 8.

American Classics, David Brown, President, 256-737-9995, david@americanclassics.biz, P. 9.

American Needle, Darla Marabotti, Finance Director, 847-215-0011 x322, licensing@americanneedle.com, P. 9.

Anna Sui Corp., Bobby Sui, CFO, 212-941-8406, b.sui@annasui.com, P. 9.

Apple Beauty, Natalia Rusanova, Director, 646-832-3051, natalia@applebeauty.net, P. 13.

Authentic Brands Group (ABG), Christina Martin, SVP Lifestyle, 212-760-2410, cmartin@abg-nyc.com, P. 7.

B. Robinson/Revo, Cliff Robinson, Owner, 212-683-0348, cliff@brobinson.com, P. 10.

BAK Apparel, Barry Kotler, President, 212-912-1500 x11, barry@bakapparel.com, P. 11.

Beanstalk, Andrew Schenkel, VP Business Development & Marketing, 212-421-6060, andrew.schenkel@beanstalk.com, P. 10.

Continued on page 14

contacts & connections *Continued from page 13*

- Beanstalk**, Caren Chacko, VP Brand Management & Manufacturer Representation, 212-303-1112, caren.chacko@beanstalk.com, P. 8.
- Beanstalk Icon Representation**, Martin Cribbs, VP Brand Management, 212-303-1139, martin.cribbs@beanstalk.com, P. 9.
- Bendon Inc.**, Ben Ferguson, CEO, 310-383-3600, bferguson@bendonpub.com, P. 11.
- Benton Arts/J.K. Benton Design**, Kristen LeClerc, Licensing Coordinator, 248-644-5875, kristenleclerc@yahoo.com, P. 7.
- Bioworld Merchandising**, Jennifer Staley, VP Licensing, 972-488-0655, jennifers@bioworldmerch.com, P. 10.
- Blizzard Entertainment**, Matt Beecher, VP Global Consumer Products, 949-955-1380 x14262, mbeecher@blizzard.com, P. 7.
- BOOM! Entertainment/BOOM! Studios, Inc.**, Lance Kreiter, VP Licensing & Merchandising, 323-617-4124, lkreiter@boom-studios.com, P. 7.
- Brand Activation Consulting (BAC)**, Michelle McLaughlin, Principal, 310-363-1418, mmclaughlin@bac-usa.com, P. 10.
- Brand Liaison (The)**, Steven Heller, Founder, 855-843-5424, steven@thebrandliaison.com, P. 9.
- Brand Squared Licensing**, Heather Rosenthal, Partner, 917-748-8836, hrosenthal@bsquaredlicensing.com, P. 7,8,11.
- Branded Licensing**, Melissa Schulz, Owner, 812-345-3360, melissa@brandedlicensing.com, P. 8.
- Bravado Intl. Group div. Universal Music Group**, Mat Vlastic, CEO Bravado, 212-445-3400, mat.vlastic@umusic.com, P. 8.
- BrownTrout Publishers**, Mike Brown, CEO & President, 800-777-7812, mbrown@browntrout.com, P. 11.
- Bruce Lee Enterprises**, Sydnie Wilson, Director Licensing, 310-287-2100, sydnie@brucelee.com, P. 10.
- Built Games**, Mike Pagano, Founder & CEO, info@builtgames.com, P. 10.
- C-Life Group**, Connie Chang, Director Licensing, 212-294-0248, connie@c-lifegroup.com, P. 7.
- Collaborations Licensing**, Jason Kletzky, Founder & President, 818-629-2912, jason.kletzky@collaborationslicensing.com, P. 7,8,10.
- Concept Marketing Group**, Kerry Glasser, President & CEO, 212-308-0157, kg@conceptmarketinggroupinc.com, P. 8.
- Creative Converting div. Hoffmaster Group**, Stephanie Wright, Creative Director, 800-826-0418, stephanie.wright@creativeconverting.com, P. 7.
- Creative Home Ideas a YMF Company**, Yaron Shemesh, Owner, 732-393-1800, yshemesh@ymfinc.com, P. 7.
- Creative Licensing Corp. (CLC)**, Rand Marlis, President, 310-479-6777, rand@creativelicensingcorporation.com, P. 7,8,10.
- Crunchyroll**, Michael Melby, Director Consumer Products, 415-796-3560, mmelby@crunchyroll.com, P. 8,9.
- Danjaq**, Michael Tavares, Licensing Director, 310-449-3185, michael.tavares@danjaq.com, P. 11.
- Diamond Select Toys & Collectibles**, Chuck Terceira, President, 410-560-7100, tchuck@diamondselecttoys.com, P. 10.
- Disney Consumer Products**, Josh Silverman, EVP Global Licensing, 818-544-0567, josh.silverman@disney.com, P. 10,12.
- Dr. Seuss Enterprises L.P.**, Susan Brandt, President, 858-459-9744, susanb@drseuss.com, P. 11.
- Eclipse Licensing/Eclipse Intl.**, Armando Murillo, VP Licensing, 732-628-0800 x265, amurillo@bia-nj.com, P. 7.
- Endemol Shine North America**, Tamaya Petteway, SVP Brand & Licensing Partnerships, 747-529-8147, tamaya.petteway@endemolshine.us, P. 7.
- Endemol Shine North America**, Thomas Ferguson, VP Licensing Partnerships, 747-529-8150, thomas.ferguson@endemolshine.us, P. 12.
- Epic Rights**, Lisa Streff, EVP Global Licensing, 310-424-1908, lisa@epicrights.com, P. 10.
- Epic Rights**, Meghan Mernin, Director Licensing, 310-424-1909, meghan@epicrights.com, P. 9.
- Evolution USA**, Travis Rutherford, President Licensing & Retail, Chief Revenue Officer, 818-501-3186, travis@evomgt.com, P. 9.
- Factory Entertainment**, Tom Vargas, Director eCommerce & Online Marketing, 925-270-3739 x7005, tomv@factoryent.com, P. 10,11.
- Fashion Branding Group LLC**, Christopher Lee Ursin, MD, christopherursin@gmail.com, P. 8.
- Fiesta Toy**, Michael Lauber, President, 323-581-9988, michael@fiestatoy.com, P. 10.
- Foot Locker**, Jed Berger, Chief Marketing Officer, 212-720-3700, jberger@footlocker.com, P. 12.
- Funko**, Brian Mariotti, President & CEO, 425-783-3616, brian@funko.com, P. 9-12.
- Genius Brands Intl.**, Lloyd Mintz, SVP, Head Worldwide Consumer Products, 310-273-4222, lmintz@gnusbrands.com, P. 7,11.
- GoldieBlox**, Debra Sterling, CEO & Founder, licensing@goldieblox.com, P. 11.
- Graphics and More (Nothing Specific, Inc.)**, Heather Dykes, Owner, 877-851-8603, heather@graphicsandmore.com, P. 13.
- Hang Ten**, Denise Setton, Director Licensing, 917-692-4854, dsetton@hangtengold.com, P. 8.
- HBO**, Jeff Peters, VP Licensing & Retail, 212-512-5250, jeff.peters@hbo.com, P. 10.
- Hot Topic**, Cindy Levitt, VP General Merchandise Manager, 626-839-4681 x2216, clevitt@hottopic.com, P. 7.
- Hundreds (The)**, Ben Shenassafar, Co-founder & President, 213-663-1113, ben@thehundreds.com, P. 7.
- IKOS/IKO Toys/IKO LLC**, Michael Wong, Co-founder & CEO, 435-655-5414, info@ikotoys.com, P. 7.
- Imprint div. Macmillan Publishing**, Erin Stein, Publisher Impint, 646-307-5151, erin.stein@macmillan.com, P. 12.
- Innovent Inc.**, Daryl Asato, VP Sales & Marketing, 949-387-7725, dasato@innoventinc.com, P. 7.
- J. Crew Group**, James Brett, CEO, 212-209-2500, jim.brett@jcrew.com, P. 13.
- JAKKS Pacific**, Tara Hefter, SVP Global Licensing, 424-268-9549, thefter@jakks.net, P. 11.
- Jewel Branding & Licensing**, Ilana Wilensky, VP, 404-698-3350, ilana@jewelbranding.com, P. 7.
- Jigsaw Puzzle Factory (The) div. Leap Year Publishing**, Chris Catjakis, EVP, 978-688-9900, chrisc@leapyearpublishing.com, P. 7.
- Just Play**, Geoffrey Greenberg, Co-President, 215-953-1208, gggreenberg@justplayproducts.com, P. 10.
- Kim Scodro Interiors**, Kim Scodro, Owner, 312-925-8023, info@kimsodro.com, P. 7.
- King Features Syndicate**, Carla Silva, VP, GM & Global Head Licensing, 212-969-7582, csilva@hearst.com, P. 7,10-12.
- Kurt S. Adler**, Howard Adler, President, 212-924-0900, hadler@kurtadler.com, P. 7.
- Lawless Entertainment**, Cathy Malatesta, Owner, 323-201-2678, cmala@aol.com, P. 13.
- Leap Year Publishing**, Lisa Ryan, Sales & Licensing Manager, 978-688-9900, lisar@leapyearpublishing.com, P. 7.
- LEGO Systems**, Jill Wilfert, VP Global Licensing & Entertainment, 860-763-6827, jill.wilfert@lego.com, P. 7.
- Leveraged Marketing Corp. of America (LMCA)**, Alan Kravetz, President & COO, 212-265-7474, akravetz@lmca.net, P. 8.
- Licensing Group (The)**, Carey Simon, VP Business Affairs, 323-653-2700, carey@tlgla.com, P. 9.
- Make It Real**, Isaac Wolman, CEO, 410-995-8685, iwolman@makeitrealplay.com, P. 11.
- Market Spectrum Media Group**, Michael Cragan, President & Founder, 407-886-4500, info@mmsg-us.com, P. 13.
- Mitra Khayyam Creative Direction and Brand Strategy**, Mitra Khayyam, Principal, 646-662-6943, mitraskhayyam@gmail.com, P. 9.
- ModCloth**, Nicole Haase, VP & GMM, 814-720-9348, n.haase@modcloth.com, P. 9.
- Nickelodeon & Viacom Consumer Products (NVCP)**, Jose Castro, SVP Softlines, Global Fashion Collaborations & Specialty Retail, 212-846-8000, jose.castro@nick.com, P. 13.

Continued on page 15

contacts & connections *Continued from page 14*

Paramount Sleep, Richard Diamonstein, MD, 757-855-3321, rdiamonstein@paramountsleep.com, P. 7.

PBS, Dawn Ciccone, VP Brand Licensing, 703-739-8651, dlcciccone@pbs.org, P. 7.

Pearson Furniture div. Heritage Home Group, Kevin Bowman, President, 336-472-4000, kevin.bowman@heritagehome.com, P. 7.

Peerless Plastics, Steven Foster, President, 651-463-7147, sfoster@peerlessplastics.com, P. 7.

Pendleton Woolen Mills, Bob Christnacht, EVP Sales & Marketing, 503-226-4801, robert.christnacht@penwool.com, P. 7.

Perry Ellis Intl./PEI Licensing, Pamela Fields, VP Intl. Development & Licensing, 212-536-5602, pamelafields@pery.com, P. 11.

Perryscope Productions, Norman Perry, President, 646-437-1069, norman@perryscope.us, P. 9,10.

Pixowl, Arthur Madrid, CEO, 415-320-9658, arthur@pixowl.com, P. 11.

Pixsona, Tom Turner, CEO, 954-258-9724, contactus@pixsona.com, P. 13.

Playmates Toys, John Sinclair, Intl. Licensing & Business Development, 310-252-8005, jsinclair@playmatestoy.com, P. 12.

Puma North America, Adam Petrick, Global Director Brand & Marketing, 617-488-2900, adam.petrick@puma.com, P. 12,13.

R Squared/Zrike Brands, David Zrike, Product Development, 201-329-9745, info@zrike.com, P. 7.

Rastelli Foods Group, Tony Rastelli, Co-founder, 856-803-1100, trastelli@rastellis.com, P. 13.

Regal Publishers, 91 94810 52592, regalpublishers@gmail.com, P. 11,12.

Ripple Junction, Scott Morton, Licensing Director, 513-559-3900, smorton@ripplejunction.com, P. 10.

Scholastic Media, Lynn Smith, Director Global Licensing, 212-343-6151, lsmith3@scholastic.com, P. 10,11,13.

SCS Direct, Howard Greenspan, Owner, 203-870-4867, howieg@scsdirectinc.com, P. 7.

Sony Pictures Consumer Products, Dhivyah Ramanath, Executive Director Global Licensing, 310-244-5588, dhivyah_ramanath@spe.sony.com, P. 7.

Spotlight Licensing & Brand Management, Carole Postal, President, 212-947-5958, carole@spotlightlicensing.com, P. 7.

Star Cutouts, Steve Hoagland, Intl. Licensing & Sales Director, steven@starcutouts.com, P. 13.

Steel City Clothing Brand, Brandon Grbach, Owner & Creative Director, 412-932-2589, sales@shopsteelcity.com, P. 7.

StrikeForce Bowling/Leading Edge Promotions, Ken Gamble, Director Sales, 770-441-5554, kgamble@leadingedgepromo.com, P. 9.

Supra Footwear Company, Ace Rice, Creative Director Global, 888-293-1239, ace.price@suprafootwear.com, P. 7.

Surge Licensing, Elan Freedman, VP Business Development & Licensing, 516-939-2225, elan@surginc.com, P. 10.

Surreal Entertainment, Mike Heidelman, Sales, 330-202-0644, mike.heidelman@surreal-entertainment.com, P. 7.

Timex Group, Tobias Reiss Schmidt, CEO, 203-346-5000, treiss-schmidt@timexgroup.com, P. 13.

Tommy Bahama, Chrisann Furciato, SVP Licensing, 212-391-8688, chrisann.furciato@tommybahama.com, P. 7.

Trends International, Jeff Loeser, SVP Licensing, 317-388-4068, jloeser@trendsinternational.com, P. 10.

Triton Noir, info@triton-noir.com, P. 9.

Valiant Entertainment, Russell Brown, President Consumer Products, Promotions & Ad Sales, 212-972-0361 x422, russb@valiantentertainment.com, P. 7.

Van Wagner Sports & Entertainment (VWSE), Michael Palisi, EVP Collegiate Services, 212-699-8627, mpalisi@vanwagner.com, P. 7.

Vans, Jennifer Dirks, Senior Manager Global Intellectual Properties & Brand Enforcement, 714-889-3209, jenny_dirks@vfc.com, P. 10.

Warner Bros. Consumer Products, Julian Montoya, SVP Global Toys, 818-954-3000, julian.montoya@warnerbros.com, P. 10.

Warner Bros. Consumer Products, Maryellen Zarakas, SVP Worldwide Marketing, Franchise Management & TV/Studio Licensing, 818-954-4170, maryellen.zarakas@warnerbros.com, P. 7,9,10.

Willow Creek Press, Jeremy Petrie, President, 715-358-7010, jpetrie@willowcreekpress.com, P. 12.

WME/IMG Worldwide Licensing d.b.a. Endeavor, Gary Krakower, VP Worldwide Licensing, 424-653-1900, gary.krakower@img.com, P. 10.



international contacts & connections

This section refers to the International listings in this issue. International calls from the U.S. and Canada must be preceded by the 011-prefix.

Acamar Films, Sandra Vauthier-Cellier, Chief Commercial Officer, info@acamarfilms.com, P. 10.

AI Licensing India Private Ltd., Nitin Kalra, Director, 91 22 28763501, nitin@ai-india.com, P. 11.

Alikhan Live Entertainment Pte. Ltd., Alikhan Surattee, 65 6333 9413, P. 10.

Ancestors Group/Ancestors of Dover Ltd., Nicholas Humphery-Smith, MD, 44 1303 857200, sales@ancestors.co.uk, P. 11.

APC Kids/About Premium Content (APC), Lionel Marty, MD APC Kids, 33 1 85 08 70 22, contact@aboutpremiumcontent.com, P. 11.

Art Ask Agency, Kirsty Satchel, Licensing Manager, 34 93 6452225, kirsty@artaskagency.com, P. 9.

Art Ask Agency, Maria Strid, President, 34 93 645 2225, maria@artaskagency.com, P. 10.

Assured Products Ltd., Peter Graham, Owner & MD, 44 844 879 7504, peter@assured-products.co.uk, P. 12.

Aurora World U.K., Lucy Williams, Intl. Sales Manager, 44 1256 374 260, lucy.williams@auroraworld.co.uk, P. 13.

Aykroyd & Sons Ltd., Sion Aykroyd, Sales & Licensing Executive, 44 161 929 1122, sion.aykroyd@aykroyds.co.uk, P. 10.

BBC Worldwide, Jason Easy, Head Brand Licensing, 44 20 8433 3629, jason.easy@bbc.com, P. 10,11.

Beanstalk (U.K.), Sheelagh Li, Associate VP Brand Development - Brand Extension & Trademark Licensing, 44 20 8396 0500, sheelagh.li@beanstalk.com, P. 13.

Beanstalk (U.K.), Siavash Handjani, Manager, Brand Development, 44 20 8396 0500, siavash.handjani@beanstalk.com, P. 10.

Biplano (Barcelona), Guillem Rey, MD, 34 93 452 60 00, grey@biplano.com, P. 10,12.

Bird Sports Industries div. Taymory, 34 937 963 360, info@birdsportsindustries.com, P. 10,12.

Black Stone Digital Technology Co. Ltd. (Guangzhou), Jiang Kai, 86 2038258818 1010, P. 10.

Continued on page 16

contacts & connections *Continued from page 15*

BN Licensing B.V., David Speijer, Director, 31 887734500, david@bnlicensing.com, P. 10.

Boots U.K., Elizabeth Fagan, SVP, MD Intl. Retail, 44 345 070 8090, elizabeth.fagan@wba.com, P. 10.

Born Licensing, David Born, Director, 44 74 3830 1920, david.born@bornlicensing.com, P. 8.

Brandgenuity Europe, Teri Niadna, MD, 44 20 3884 7130, teri@brandgenuity.com, P. 8.

Brands & Rights 360 (B&R360), Ignacio Orive, Founder & CEO, 34 609 145 020, iom@br360.tv, P. 9.

Bulldog Licensing, Vicky Hill, Licensing Director, 44 20 8325 5455, vickyh@bulldog-licensing.com, P. 11.

Bulls Licensing div. Bulls Pressedienst GmbH, Petra Stahlberg, Director Licensing, 49 69 95927135, pstahlberg@bullspress.de, P. 10,12.

CAA-GBG Global Brand Management Group, Sasha Lerner, Brand Director, 44 20 8846 3000, sashalerner@caaglobalbrands.com, P. 13.

Carneiro & Sá, Lda., Maria Jose, 351 22 550 6619, maria.jose@carneiro-sa.pt, P. 10.

Centum Books Ltd., Fiona MacMillan, MD, 44 1626 337736, books@centumbooksltd.co.uk, P. 13.

Compañía Panamericana de Licencias (CPL), Luis Salazar Murré, President, 51 1 208 6260, ls@cpl.com.pe, P. 8.

Cookie Company (The), Chantal Pasker, Licensing Manager, 31 73 6901644, chantalp@cookiecompany.nl, P. 9,13.

Copyrights Asia Ltd. (div. Kinoshita Group), David Buckley, President, 81 3 3377 8300, buckley@copyrights.co.jp, P. 8.

Corus Entertainment/Nelvana Enterprises, Pam Westman, Head Nelvana Enterprises, 416-479-6094, pam.westman@corusent.com, P. 9.

CPLG (U.K.), Steve Manners, EVP, 44 20 8563 6111, steve.manners@cplg.com, P. 8.

CPLG (U.K.), Victoria Whellans, Senior Business Development Manager, Brands, 44 20 8563 6400, victoria.whellans@cplg.com, P. 8.

Curly & Smooth Handels GmbH, Juergen Bleich, MD, 49 89 894 35 90, info@curly-smooth.de, P. 12.

Cyber Group Studios, Alexandra Algard-Mikanowski, Intl. Licensing & Marketing Director, 33 1 555 63 232, aalgard@cybergroupestudios.com, P. 8,11.

Dart do Brasil Industria e Comercio Ltda. div. Tupperware Brands Corp., Julio Cesar Vieira, Marketing Manager, 55 11 3054 5960, juliovieira@tupperware.com.br, P. 10.

Dolfin SA, 32 2 366 24 24, info@dolfin.be, P. 13.

DRi Licensing Ltd., Alicia Davenport, Licensing Director, 44 20 3757 2170, alicia@drilicensing.com, P. 8.

Ecodistri Vof/Ecozz, Remco Brugman, Owner, 31 85 0601300, rb@ecozz.com, P. 10.

Ecology Homewares div. CW Marketing Pty. Ltd. (CWM), Tina Cavallo, Director Sales & Marketing, 61 3 9765 5700, tinac@cwmhomewares.com.au, P. 11.

Egmont Polska Sp Z O O, 48 22 838 41 00, poczta@egmont.pl, P. 11.

Endemol Shine Group U.K., Frances Adams, Global Director Brands & Licensing, 44 870 333 1700, frances.adams@endemolshine.com, P. 12.

Epic Story Media, Ken Faier, President & CEO, 416-566-2504, ken.faiier@epicstorymedia.com, P. 7.

FatFace, Gabrielle Sims, Head Licensing, 44 23 9244 1100, gabrielle.sims@fatface.com, P. 11,13.

Flamingo Candles, info@flamingocandles.co.uk, P. 10.

GB Eye Ltd., Emily Aldridge, Licensing Manager, 44 114 292 0086, emily@gbeye.com, P. 10.

Gemma Intl., Tim Rudd-Clarke, Licensing Director, 44 1264 388 400, timr@gemma-international.co.uk, P. 12.

Global Licensing (NZ) Ltd., Mark Paul, Owner & Director, 64 9 845 4900, mark@global-nz.com, P. 8.

Golden Bear Toys, Barry Hughes, MD, 44 1952 608 308, b.hughes@goldenbear toys.co.uk, P. 10,11.

Groupe Prisma Media, Fanny Lemoine, Product Manager, 33 1 73 05 56 04, flemoine@prismamedia.com, P. 11.

H&M (Hennes & Mauritz AB), Frida Elmas, Head Licensing & Product Collaborations, 46 8 796 55 00, frida.elmas@hm.com, P. 11,12.

Hachette Book Group (U.K.), Alex Clarke, Publishing Director, 44 20 3122 6000, enquiries@hachette.co.uk, P. 10.

Hachette Children's Books, Karen Lawler, Head Licensed Content, 44 20 3122 6000, karen.lawler@hachettechildrens.co.uk, P. 10.

Hachette Livre, Myriam Hericier-Vurpillot, Director Licensing, 33 1 43 92 33 40, mhericier@hachette-livre.fr, P. 12,13.

Half Moon Bay, Etta Saunders, Head Licensing & Product Development, 44 1225 473873, ettas@halfmoonbay.co.uk, P. 11.

Happiness is Customized GmbH (NotLikeYou), Sascha Weischede, MD, 49 211 5400 2700, info@notlikeyou.com, P. 10,12.

Harrods, 44 20 7730 1234, enquiries@harrods.com, P. 12.

Hasbro, Katherine Buckland, Senior Licensing Director Consumer Products EMEA, 44 208 569 1234, katherine.buckland@hasbro.co.uk, P. 11.

Hasbro, Nikki Gie, EMEA Director Fashion & Home, 44 208 569 1234, nikki.gie@hasbro.co.uk, P. 12,13.

Honmoku File Co. Ltd., Nobutaka Nagai, President, 81 3 5859 0887, info@hfdesign.co.jp, P. 9.

HTI Group, Alison Downie, Global Licensing & Brand Director, 44 1253 778 888, alison@htigroup.co.uk, P. 11.

IMC Intl. Merchandising Consultants S.r.l., Leonardo Gutter, Owner & President, 54 11 5239 2020, leonardo.gutter@imclicensing.com.ar, P. 8.

In-Sport Fashions, Dana Nelson, CEO & Co-founder, 514-385-1577, dananelson@insport.ca, P. 12.

INK Global/Ink Group A/S (Denmark), Claus Tømning, Managing Partner, 45 33 55 61 00, ct@inkgrp.com, P. 9.

Insert Coin, Jon Rhodes, Owner & Creative Director, 44 1702 521850, jon@insertcoinclothing.com, P. 10.

Intersocks D.O.O., Marjan Kocila, CEO, 386 1 8939810, marjan.kocila@intersocks.com, P. 12.

JAM Brands, Andrew Menceles, President, 416-209-5307, andrew@jam-brands.com, P. 11.

JELC Ltd., Jane Evans, MD, 44 1225 819 030, jane@jelc.co.uk, P. 8,9,11.

JW Brand Consulting, Jason Wang, Director, jason@jwbrand.com.au, P. 9.

Kennedy Publishing, Sophie Rowlands, Licensing Manager, 44 117 9373003, sophie@kennedypublishing.co.uk, P. 13.

L'Aquarium de Paris (The Paris Aquarium), 33 1 40 69 23 23, info@cineaqua.com, P. 12.

License Factory GmbH, 49 203 9355660, info@license-factory.biz, P. 12.

Licensing Link Europe Ltd., Ian Wickham, Director & Co-founder, 44 7540 122 077, ian@licensinglink.net, P. 8.

Ludare Games Group Inc., Sam Chandola, 604-757-9773, sam@v2g.io, P. 11.

Mattel U.K. Ltd., Trinity Smith, Licensing Manager Regional U.K. & EMEA, 44 1628 500 000, trinity.smith@mattel.com, P. 10.

Maurizio Distefano Licensing (MD Licensing), Maurizio Distefano, President & Owner, 39 131 820500, info@mdistefanolicensing.com, P. 9.

Medialink (Far East) Ltd., Noletta Chiu, VP Licensing, 852 2503 4980, nolettachiu@medialink.com.hk, P. 10,11.

Mediatoon Licensing, Jerome Leclercq, VP Licensing & E-commerce, 33 1 53 26 32 32, jerome.leclercq@mediatoon.com, P. 11.

Mendia Licensing, Adrian Morales, Licensing Director, 34 972 661 911, adrianmorales@mendiasl.com, P. 10.

Merchantwise, Alan Schauder, MD, 61 3 9520 1000, alan@merchantwise.com, P. 9.

Merchantwise, Rosalie May, Brand Manager May Gibbs, 61 3 9520 1000, rosalie@merchantwise.com, P. 11.

Mitchell & Ness Nostalgia Co., Mike East, GM EMEA, 44 1296 658 717, mike.east@mitchellandness.com, P. 12.

Continued on page 17

contacts & connections *Continued from page 16*

Mondadori Libri S.p.A., 39 02 7542 2215, marketing.libri@mondadori.it, P. 13.

Mondo TV S.p.a., Valentina La Macchia, Director Consumer Products & Global Licensing, 39 2 4952 6694, valentina.lamacchia@mondotvgroup.com, P. 13.

Musée des Arts et Métiers (CNAM, The Museum of Arts & Crafts), 33 1 40 27 20 00, cnam@cnam.fr, P. 12.

Natural History Museum (London), Maxine Lister, Senior Licensing Manager, 44 20 7942 5652, m.lister@nhm.ac.uk, P. 9,11.

NFL, Sarah Bohner, Head Consumer Products, sarah.bohner@nfl.com, P. 12.

NICI GmbH, Melanie Voigt, Head Intl. Sales, 49 9572 72200, melanie.voigt@nici.de, P. 12.

Nickelodeon & Viacom Consumer Products (NVCP), Mark Kingston, SVP Intl. Consumer Products, 44 20 3580 3020, mark.kingston@vimmn.com, P. 11–13.

Nuvita Baby div. Antepima Brands International Ltd., 356 20206811, info@nuvitababy.com, P. 13.

Okutani Corp., Yuhei Matsumoto, 81 3 5626 2255, info@okutani-corp.co.jp, P. 11.

Orange Tree Toys, Anuja Wilson, Director, 44 1242 244 500, anuja@orangetreetoys.com, P. 11.

Panini France S.A., Sébastien Dallain, Publishing Director, 33 2 32 29 19 19, sdallain@paninigroup.com, P. 12.

Panini Group S.p.A., Licia Dallolio, Licensing Manager, 39 059 382450, ldallolio@panini.it, P. 13.

Panini Group U.K., Peter Warsop, Group Licensing Director, 44 1892 500 100, pwarsop@panini.it, P. 12.

Park Agencies, Tony Park, Director Sales, 44 7900 213 919, tony.park@parkagencies.co.uk, P. 11,12.

Paul Lamond Games, Richard Wells, MD, 44 20 7254 0100, richardw@paul-lamond.com, P. 11.

Penguin Ventures/Penguin Random House, 44 20 7139 3000, rights-brandsandlicensing@uk.penguinrandomhouse.com, P. 13.

Penguin Ventures/Penguin Random House, Susan Bolsover, Head Licensing & Consumer Products, 44 20 7010 3083, susan.bolsover@uk.penguinrandomhouse.com, P. 12.

Perfetti Van Melle (PVM)/PVM Licensing, Christine Cool, Intl. Brand Licensing Manager, 34 93 773 9316, christine.cool@es.pvmgrp.com, P. 11,12.

Point.1888 (The), Will Stewart, MD, 44 7748 323 322, will.stewart@thepoint1888.com, P. 9.

Pokémon Company Intl., Mathieu Galante, Senior Market Development Manager EMEA, 44 20 7381 7025, m.galante@pokemon.com, P. 12.

Premier League (EPL), Tom Greenwood, Head Partnerships, 44 20 7864 9000, tgreenwood@premierleague.com, P. 12.

ProSiebenSat.1 Licensing GmbH, 49 89 95078600, licensing@sevenone-adfactory.de, P. 12.

Pyramid Intl., Mordy Benaiah, Licensing Director, 44 116 284 3671, mordy.benaiah@pyramidinternational.com, P. 10.

Queen Fashion Shop Co., Ltd. Taiwan Branch, Eva Lai, 886 2 7716 8881, lai@queenshop.com.tw, P. 11.

Racing Shield AB, Mats Wikstrom, CEO, info@richmondfinch.com, P. 11.

Rainbow Designs, 44 208 600 2550, sales@rainbowdesigns.co.uk, P. 13.

Rights & Brands, 46 8 5244 044 049, info@rightsandbrands.com, P. 9.

Roald Dahl Story Co. (The), Stephanie Griggs, Licensing & Design Director, 44 20 3696 6450, stephanie@roalddahl.com, P. 9.

Rocket Licensing, Rob Wijeratna, Joint MD, 44 20 7207 6242, rob@rocketlicensing.com, P. 8,10,11.

Rockpool Licensing, Vickie O'Malley, MD, 44 7799 064288, vickie@rockpool-licensing.co.uk, P. 13.

Roy Lowe & Sons Ltd., Martin Lowe, MD, 44 1623 441144, martin@roylowe.co.uk, P. 10.

Royal Horticultural Society/RHS Enterprises Ltd., Shereen Llewellyn, Licensing Executive, 44 20 3176 5800, licencing@rhs.org.uk, P. 12.

Sambro Intl., Nikki Samuels, Founder & Director Licensing, 44 845 873 9380, nikki@sambro.co.uk, P. 11,12.

Sanrio Global Ltd., Sabrina Segalov, Senior Licensing Manager, ssegalov@sanriolicense.com, P. 11.

Scotch & Soda, Dirk-Jan Stoppelenburg, CEO, 3120 5141060, info@scotch-soda.com, P. 12.

Signature Publishing Ltd., Chee-Mann Chan, Publishing Director, 44 1483 779500, chee-mann.chan@signaturepl.co.uk, P. 13.

Sinking Ship Entertainment, Kate Sanagan, Head Sales & Distribution, 413-533-8172 x, kate@sinkingship.ca, P. 12.

Smiffy's, Dominique Peckett, Director, 44 800 590 599, dompeckett@smiffys.com, P. 11.

Smith & Brooks Ltd., 44 845 129 9216, info@smithbrooks.co.uk, P. 11.

Star Editions, Will Marston, CEO, 44 1449 721304, info@stareditions.com, P. 12.

Starbright Licensing Srl, Giada Paterlini, President, 39 059 34 00 71, g.paterlini@starbright.it, P. 9.

Style Library, Paul Colley, President, 44 203 457 5862, enquiries@stylelibrary.com, P. 11.

Sutikki U.K. div. Bento Box, Stephen Gould, Territory Head UK & EMEA, 44 7766 403222, stephen.gould@sutikki.com, P. 11.

TCG (form. The Canadian Group), Jessica Gavin, VP Marketing & Licensing, 416-746-3388, jgavin@tcgtoys.com, P. 13.

Ted Baker London, 44 20 7255 4800, ted.ted@tedbaker.com, P. 13.

Templar Publishing div. Kings Road Publishing, part of Bonnier Books U.K., 44 20 3770 8888, hello@templar.co.uk, P. 11.

Tobar Group Trading Ltd., Gary Bartlett, Specialist Product Developer & Retail Operations, 44 1603 397 105, gary.bartlett@tobar.co.uk, P. 10.

Tohokushinsha Film Corp., Shiori Nomura, Intl. Sales, Merchandising & Licensing Dept. Manager, 81 3 5414 0336, nomura@tfc.co.jp, P. 11.

Toxic Fox, info@toxicfox.co.uk, P. 10.

TSBA Group, Mike Jenkinson, Head Licensing, 44 208 332 6642, mjenkinson@tsbagroup.com, P. 10.

Ubisoft Entertainment, Caroline Lamache, Licensing Director, 514-490-2098, caroline.lamache@ubisoft.com, P. 9.

Vertical Licensing, Alexandre Volpi, CEO, 55 11 3798 8552, contato@verticallicensing.com.br, P. 10.

Viewpoint Games, 44 1926 350147, support@viewpointgames.co.uk, P. 9.

VirtTrade, Ross Walker, CCO, rwalker@virttrade.com, P. 7.

Vivienne Westwood, Christopher Di Pietro, Global Brand Director/Marketing & Merchandising Director, 44 2079244747, c.dipietro@viviennewestwood.com, P. 11.

VTech Electronics Europe Plc, Andrew Barrett, Director Product Development & Licensing, 44 123 555 5545, andrew_barrett@vtech.com, P. 11.

Wah Restaurants Pvt. Ltd., Sanjiv Adekar, Director, 91 22 2858 5300, sanjiv.adekar@birdys.co.in, P. 11.

Walker Greenbank plc, Helen Webster, Licensing Director, 44 203 457 5862, enquiries@stylelibrary.com, P. 11.

Wanda Kidsland div. Dalian Wanda Group, William Lou, VP Kidsland, 86 10 8585 3888, press@wanda.com.cn, P. 9.

Waste2Wear, Wilma Kleefman, Director, 31 6 27 071 573, wilma@waste2wear.com, P. 13.

Wiggles Pty Ltd. (The), Alex Ishchenko, Licensing & Merchandise, 61 2 9839 3300, aishchenko@thewiggles.com.au, P. 13.

Winning Moves U.K. Ltd., 44 20 7262 9696, enquiries@winningmoves.co.uk, P. 11.

Worlds Apart, Lucy Wynn-Jones, Head Licensing, 44 207 622 0171, lwynnjones@worldsapart.co.uk, P. 11.

Xilam Animation, Marie-Laure Marchand, SVP Global Licensing/Consumer Products, 33 1 40 18 72 00, mlm@xilam.com, P. 12,13.

Zara div. Inditex, Javier Romero, Intl. Commercial Director, 44 20 7851 14300, javierromero@inditex.com, P. 11,12.

European Licensed Sales Reach \$33.6B

Continued from page 1

of licensors who prevented them from taking programs online to Amazon, while others complained of underdeveloped and confused online and social strategies.

Property Types

One licensee summed up the consensus among Europeans: “There are no strong licenses, no new licenses—only remakes.” Entertainment/character brands lead in sales to practically the exclusion of all others.

A momentary trend that peaked in 2017 was rock music brands, but several licensees and retailers have remarked that that its popularity wouldn’t extend into 2019.

Western Europe

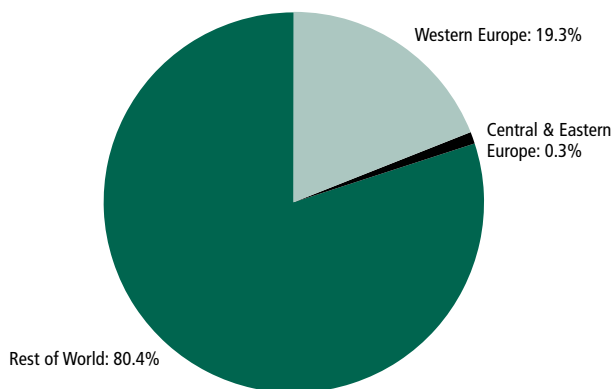
In 2014, Western Europe turned around three years of decline to post 0.5% growth, followed by growth of 1.5% in 2015. That directionality continued in 2016 with 1.9% growth. And in 2017, that momentum sped up to reach 2.2% growth for total licensed retail sales of \$33 billion.

As in the U.S., *Survey* respondents reported that entertainment/character and corporate trademark brands drove sales

in Western Europe. The largest market, the U.K. saw flattish 1.9% growth in 2017 to reach \$7.7 billion in total sales. Attitudes towards Brexit are much more relaxed than they were last year: one agent commented, “The sooner the better!” Uncertainty over the details of business between the U.K. and the continent will continue to depress business, but it is generally accepted that companies will once more have to keep track of fluctuating exchange rates, import/export costs, and differences in law.

Europe’s second leading economy with \$6.7 billion in licensed sales, France saw 3.5% growth in 2017—a big improvement from tepid 1.5% growth in 2016. While soft sales last year were attributable to Disney properties, *Survey*

RETAIL SALES OF LICENSED MERCHANDISE, EUROPE VERSUS REST OF WORLD, 2017



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

SOURCE: THE LICENSING LETTER

RETAIL SALES OF LICENSED MERCHANDISE, EUROPE, 2016–2017

TERRITORY	RETAIL SALES, 2017	RETAIL SALES, 2016	CHANGE, 2016–2017	MARKET SHARE, 2017
Western Europe	\$33,033	\$32,335	2.2%	98.3%
Central & Eastern Europe	\$563	\$546	3.1%	1.7%
Total	\$33,596	\$32,881	2.2%	100.0%

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

SOURCE: THE LICENSING LETTER

TOP EUROPEAN COUNTRIES, BY TOTAL RETAIL SALES OF LICENSED MERCHANDISE, 2016–2017

RANK, 2017	COUNTRY	RETAIL SALES, 2017	RETAIL SALES, 2016	CHANGE, 2016–2017	MARKET SHARE, 2017
1	U.K.	\$7,737	\$7,593	1.9%	23.0%
2	France	\$6,750	\$6,521	3.5%	20.1%
3	Germany	\$5,656	\$5,507	2.7%	16.8%
4	Italy	\$4,434	\$4,390	1.0%	13.2%
5	Spain	\$1,740	\$1,716	1.4%	5.2%
6	Netherlands	\$1,387	\$1,340	3.5%	4.1%
7	Belgium	\$857	\$861	-0.5%	2.6%
8	Sweden	\$774	\$764	1.3%	2.3%
9	Turkey	\$537	\$523	2.6%	1.6%
10	Austria	\$500	\$495	1.0%	1.5%
11	Switzerland	\$452	\$450	0.5%	1.3%
12	Denmark	\$444	\$441	0.7%	1.3%
13	Finland	\$314	\$312	0.6%	0.9%
14	Portugal	\$298	\$287	4.0%	0.9%
15	Norway	\$286	\$284	1.0%	0.9%
16	Greece	\$221	\$220	0.2%	0.7%
17	Russia	\$217	\$214	1.4%	0.6%
18	Ireland/Eire	\$156	\$151	3.8%	0.5%
19	Poland	\$130	\$126	3.6%	0.4%
20	Czech Republic	\$66	\$63	4.5%	0.2%
21	Hungary	\$60	\$58	4.1%	0.2%
22	Iceland	\$41	\$40	3.0%	0.1%
23	Luxembourg	\$19	\$20	-5.0%	0.1%
	Others Western Europe	\$429	\$419	2.4%	1.3%
	Others Central & Eastern Europe	\$90	\$86	4.7%	0.3%
	Total	\$33,596	\$32,881	2.2%	100.0%

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

SOURCE: THE LICENSING LETTER

respondents pointed to homegrown licenses as the largest generators of licensed sales this year. Foreign properties, meanwhile, continued to see flat or declining growth.

Germany, which led Western Europe with 3.6% growth in 2015, continued to chug along at 2.5% growth in 2017 after 2.6% growth in 2016. Licensed activity remains strong in categories like food & beverage, clothing, home goods, furniture and personal care goods.

Seven countries outpaced the average growth rate in Western Europe (2.2%): Portugal (4.0%), Ireland/Eire (3.8%), France (3.5%), the Netherlands (3.5%), Iceland (3.0%), Germany (2.7%), and Turkey (2.6%).

Greece, which dramatically plunged 25.6% in 2015, bounced back with -5.0% growth in 2016 and 0.2% growth in 2017. The only two countries to see shrinkage were Belgium (-0.5%) and Luxembourg (-5.0%).

Central & Eastern Europe

The CEE region has finally chucked off the label of the “sick man of Europe” with positive 3.1% growth in 2017. Despite the climb, CEE sales still shrunk -7.1% over the five-year period in between 2012 and 2017.

Several countries in the territory, particularly the ones that are relatively insulated from the Russian economy, have continued to do well. These include Poland (3.6% growth), Hungary (4.1%), and the Czech Republic (4.5%).

On the entertainment/character side, growth can generally be attributed to Disney pumping large amounts of money into the region (as to whether the House of Mouse is getting a return on that investment yet is a different matter). Toy sales continue to do well. More broadly, low-cost, hyper retailers have been expanded into Central Europe at a brisk pace to boost all other categories of licensed merchandise.

ENTERTAINMENT/CHARACTER

NYCC 2018: A Bigger, Badder Nostalgia Rush

Now in its 13th year, New York Comic Con (NYCC) emerged bigger than ever before as an estimated 250,000 attendees occupied the Jacob Javits Center and off-site locations like the Hammerstein Ballroom and Madison Square Garden (for large panels) as well as 10 blocks north at Pier 94 (hosting Anime Fest @NYCC x Anime Expo). (Note: We didn't attend any of these off-site events.)

The ReepPOP-sourced attendance figure of 250,000 is probably an exaggeration, however, as fellow con-goer Rob Salkowitz notes in a column for *ICv2*. The organizer is actually counting ticket sales, and many fans bought more than one ticket, probably two or three each. There were the daily convention badges (and we spotted quite a few attendees sporting a fan of four or more around their necks, one for each day) as well as separately-ticketed events off-site. Salkowitz also notes that the total capacity of the Javits Center is supposed to be 70,000 heads.

To put this into perspective: While the total area space of the Javits Center is larger than that allocated for this year's Licensing Expo Las Vegas or the currently ongoing Licensing Expo Europe by around 2.25x more square footage, the actual head count of attendees was about 10x more. Our point? It was really, really crowded. While most attendees seemed to be enjoying themselves—and most artists, retailers, and dealers were pulling in thousands in sales every day—ReedPOP will find it difficult to scale NYCC further given the city's limited infrastructure.

Despite these drawbacks, NYCC is proving to be a more genuine ground for fan engagement than its sister conventions in San Diego and Atlanta, according to several con-goers we spoke with on the floor. For example: Although the space available in the Artist Alley for independent creators was smaller, it was also better-placed

and better-organized. Ditto for the sprawl enjoyed by the collectibles dealers and retailers.

Speaking of collectibles, the undisputed all-star brand was Funko. In addition to its official booth, Pop! vinyl figures were selling throughout the floor from \$12 to \$25 for new and NYCC-exclusive releases to over \$100 for collector's items.

The optimal price-point, meanwhile, was the sub-\$20 mark. There is an unfilled appetite among fans of traditional comic books and anime/manga alike for trinkets such as pins, key chains, posters, and mini figures. On the flip side, high-brow offerings also met strong demand, such as small leather accessories like wallets and hats as well as jewelry crafted from precious stones and metals.

What would consumerism be today without mystery boxes, though? It wasn't just small, lower-priced grab bags. Most booths had big paper bags available priced at anywhere from \$60 to \$90 to \$140—one put an assortment of merch into giant eggs (Hatchimals inspired?).

Although they are officially licensed, many exhibitors vending goods at NYCC only sell at conventions and may not have the right to sell into brick-and-mortar retail or online. Nevertheless, we saw some familiar faces who also make the rounds at trade shows. The funny thing is that at those other trade shows they aren't swamped by lines of adoring fans.

Notable licensors, agents, and licensees doing brisk business included, but are no means limited to, and are not in any particular order: TeeTurtle, Rooster Teeth, Pin Club, Tasty Peach, Zen Monkey Studios, Cryptozoic Entertainment, Culturally, Mezzo Toyz, Moleskin (x Kelsey Wroten), New York Puzzle Co., Playmobil, Rubies' Costume Co., Good Smile Co., Hallmark, Invicta Watch Group, National

Geographic, Jelly Belly Candy Co., Valiant Entertainment, Bandai Namco, Banpresto, Blizzard Entertainment, Capcom, DC Entertainment, Nickelodeon, DreamWorks, Konami, tokidoki, Toei Animation, Topps, and Loot Crate.

Big-name publishers vending their wares included Simon & Schuster, Abrams Books, Dark Horse Comics, Quarto Publishing, Penguin Random House, Disney Publishing, Hachette Book Co., Harper Collins, Lion Forge, Houghton Mifflin Harcourt, Titan Comics, IDW Publishing, and Insight Editions.

And finally, there were the big names among established and emerging streaming services targeting the fan community: Amazon Studios, Crunchyroll, FUNimation Entertainment, and Viz Media.

On the brand-specific side, nostalgia is still raging strong among fans. Almost-forgotten properties are being revived:

- ▶ DreamWorks is bringing the Mattel toy-driven 1985 property *She-Ra* to Netflix,
- ▶ Cult favorite comic *Deadly Class* (circa 2014 from Image Comics) is airing on Syfy thanks to Sony Pictures,
- ▶ CBS's *Star Trek* (52 years old) revival is getting a second season,
- ▶ Dynamite Entertainment's *The Boys* (2006) is coming to Amazon,
- ▶ Marvel's *Daredevil* is getting a third season on Netflix, and
- ▶ DC Universe's *Titans* is now renewed for a second season.

The name of the game is gritty, mature, and funny.

Classic anime/manga properties also featured prominently on the floor in rejuvenated form:

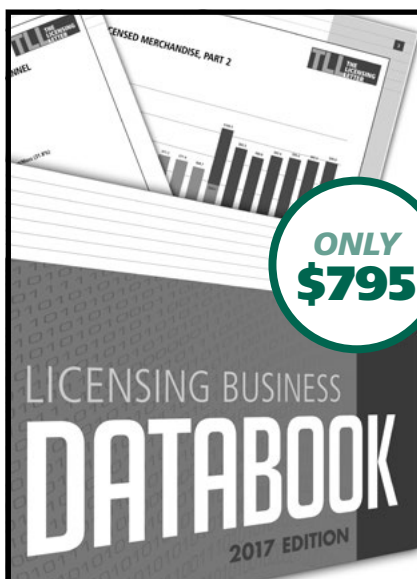
- ▶ Toei's *Dragon Ball* (30th anniversary in 2019),
- ▶ Capcom's *Mega Man* (30th anniversary in 2018), and
- ▶ Viz Media's *Castlevania* (32 years old) and *JoJo's Bizarre Adventures* (it's only 31).

And we also saw, oddly enough, merchandise for Disney's Mickey Mouse (90th birthday this year) being sold on the floor. There was one big gap at NYCC, however: "Do you have Pokémon?" was the most common question we heard directed to retailers and vendors. Usually, the answer was no.

What NYCC lacked in authenticity, however, it made up for in terms of sheer experiential fun.

- ▶ Geico (the car insurance company) handed out giant bags and tested your memory in exchange for your home and email addresses.
- ▶ Topps promoted its comics-licensed digital trading cards with, oddly enough, an unbranded baseball card game. (We got a Star Wars pin as a prize. Confusing.)
- ▶ Viacom promoted a new season of *South Park* with a fun escape-the-room scenario powered by puzzles, riddles, and inside jokes.
- ▶ Bandai indoctrinated new model-builders by creating a space for people to assemble Gundam robots (almost 40 years old) under the tutelage of experts.
- ▶ NYCC was just one stop on a leg of the *Dragon Ball North America Tour 2018*—put together by Bandai Namco, Shueisha, and Toei—that allowed fans to pose in a series of elaborate sets.

And, of course, hundreds of meet-and-greets were organized with legends young and old.



Licensing Letter Exclusive! Instant access to hundreds of charts, tables, graphs and retail sales history you can use for budgeting, business plans, investor proposals and more!

- Hundreds of charts, graphs and tables you can drop right into your presentations
- Visual representation of the full spectrum licensing activity
- FREE JPEG image of every exhibit for use in presentations

PLUS

- Retail sales of licensed merchandise for 35 property types and 38 product categories
- Results by product category for Trademark/Brand, Entertainment/Character, Sports, Fashion, and Art properties
- Sales results of licensed merchandise by distribution channel for key property types
- Selected international data by territory, property type, and product category

ORDER YOUR PDF COPY NOW! Call: 888-729-2315

RETAIL

Retail Watch: Holiday, Online & Experiential

Book sales declined 1.4% in the first half of 2018 compared to the first six months of 2017, according to figures released by the **AAP** through its StatShot program. The dip was driven by a 13.6% drop in sales in the K-12 instructional materials segment—but the two main consumer categories grew, with adult-based sales up 4.2% and children's/young adult sales showing flattish 0.3% growth over the first half of 2017. Specifically, growth of hardcover and paperback formats for the children's/young adult segment stalled with under 1% decline, while “other” formats saw a 24.2% increase. The religious segment had the largest sales gain in the first six months with revenue growing 11.5%.

Amazon opens a new store format, Amazon 4-star, in New York's Soho neighborhood. Unlike its other physical concepts, the location features consumer goods like home goods and toys rather than books. Every offering is rated four stars or above, is a top seller, or is new and trending on Amazon.com.

Staples acquires office-supply competitor **Essendant** (form. United Stationers) for \$996 million—\$482.7 million in cash, plus \$513.3 million in debt. Since the retailer was bought out by private-equity firm Sycamore Partners last

year in a \$6.9 billion deal, Staples has been snapping up smaller companies in a bid to consolidate the office supply industry and squeeze out profits. Despite losing \$267 million last year, Essendant fielded three merger offers; Staples was forced to pay a \$12 million breakup fee with another company to close the deal.

High-end American fashion label **Henri Bendel** will shut down in January 2019 after 123 years in business. Parentco **L Brands** will put its focus on more profitable brands, which include lingerie seller **Victoria's Secret** and **Bath & Body Works**. While new merchandise will be available in Bendel stores for the holiday season, the label's 23 stores, including the flagship Fifth Avenue location, are slated to close.

Games Workshop reports that sales through independent retailers were up 54% to \$53.9 million in North America in fiscal 2018 (ended June 3). That dramatically outpaces growth in sales at company-owned stores, which were up 33% to \$28.7 million. And since sales to the trade are at wholesale, retail sales through the trade are probably around triple retail sales through company owned stores in North America.

RETAIL

Consumer Insights

Online holiday shopping sales hit a record \$108 billion last year, per ORIS Intelligence. The research firm identifies **Amazon Prime Day**, the 36-hour-long global shopping event, as the leading such event, beating out Black Friday and Cyber Monday sales combined. And with greater sales comes an increase in pricing parity: ORIS observed a 313% increase in new violations on Prime Day 2017 versus the 2 weeks prior, and sellers on Amazon.com undercut Minimum Advertised Price (MAP) by an average of 13% during that period.

Per the NPD Group, online spending on toys by grandparents has increased 2x faster than by other consumer segments in the past year, and the segment are responsible for 25% of overall U.S. toy spend (or \$7 billion out of \$28 billion). Over one-third of purchases were for kids aged 2-4 years-old. Just about 85% of American grandparents shopped in a physical store in the last 12 months, while 72% also shopped online. As a ground, grandparents spend 3.5x more on toys online than they do in-store.

Guess who's not going bankrupt anytime soon? Discounters. According to the National Retail Federation (**NRF**)'s new Fall 2018 Consumer View report, everyone dips into the bargain bin. A full 89% of shoppers today say they buy from discount retailers like off-price, dollar, outlet, and discount grocery stores (like Dollar General,

**A FULL 89% OF SHOPPERS TODAY SAY
THEY BUY FROM DISCOUNT RETAILERS**

Family Dollar, Ross, and TJX). Among Gen Z (aged 18 to 23), that share rises to 93% of shoppers. These value shoppers come from every generation, income group, and region of the country. They look for deals on everything, but mostly clothing (75%), groceries (71%), home décor and furnishings (62%), personal care and beauty (60%), and electronics (52%). And even though they're frequent shoppers (at least once a month), they also have low expectations—only 18% expect two-day shipping, 23% an entertaining shopping experience, 33% free standard shipping, 34% quality customer service, and 36% that it will be easy to find things.

And in part thanks to that trend, the NRF is revising its 2018 retail growth calculations upwards to at least 4.5%—higher than the rest of the economy at large. In 2018, an estimated 2,000 stores are expected to open—two for every one location closing, per the **IHL Group**. The food, drug, convenience and mass merchants/warehouse category has reported 3.7 companies adding stores for every one that is closing stores.

TOYS/GAMES

No Shame in the Toy Game

ThreeSixty Group's "global kids lifestyle brand" **FAO Schwarz** shares its international expansion plans. Plus, it marks Nov. 16 as the date the former toy retailer opens its flagship New York City store. The 30 Rockefeller Plaza location boasts 20,000 sq. ft. of FAO Swartz signature toys and experiences as well as offerings from Melissa & Doug, Marvin's Magic, Build-A-Bear, and FAO Schwartz (in partnership with IT'SUGAR).

- ▶ All of Canada's 89 Hudson's Bay Co. stores will host pop-up shops ranging from 300 to 1,200 sq. ft.
- ▶ Kidsland China in Beijing is behind a 27,000 sq. ft. flagship in China set to open March 2019. More stores and pop-ups are planned over the next few years.
- ▶ London's Selfridges hosts a holiday pop-up early November 2018 as part of its "Selfridges Rocks" Christmas Shop.
- ▶ El Corte Ingles in Madrid, Spain will open a pop-up early November 2018.
- ▶ Australia gets two pop-ups, one each in Sydney and Melbourne, as part of Australia's Myer Australia Giftorium Event starting in late October.

Is **Toys 'R' Us** on the same path as FAO Schwartz? The funds that now control TRU are backpedaling their plans to auction off the retailer's IP in a new finding. Reports suggest that they are, instead, hoping to reorganize the assets into a new company which will maintain current license agreements and invest in new retail operations. As owners of the new entity, the funds will have discretion over trademarks, such as the Geoffrey the Giraffe mascot and the Babies 'R' Us, and receive royalty payments from their use internationally.

In the same vein, **CSC Generation Holdings**, which scooped up the IP behind bankrupted retailer **Bon-Ton** and brought several of its banners back as online stores, is now planning to resurrect the company in brick-and-mortar formats. The company will create smaller stores in different formats and plans to open 100 or more locations nationwide in the coming years.

BUSINESS

Sears Tidings

Sears Holdings is joining the bankruptcy club, facing down \$12 billion worth of debt (compared to \$8.1 billion in assets). The retailer will undergo Chapter 11 reorganization and is expected to close 142 stores as part of those proceedings. Sears hasn't turned a profit since 2010 and has \$134 million of debt maturing this week; it has also reportedly missed scheduled payments in the last couple of weeks.

This is despite CEO Eddie Lampert's efforts to inject cash through his own hedge fund, ESL Investments. In August, ESL made an offer to purchase Sear's appliance brand Kenmore and the company's home improvement business. That deal would boost Sears' coffers by an estimated \$400 million. (The company sold its signature Craftsman tool brand in early 2017 to Stanley Black & Decker for roughly \$900 million.) Separately, last month ESL—which is Sears' second-largest shareholder behind Lampert himself—also urged the retailer to sell \$1.5 billion more in real estate and restructure \$1.1 billion in debt to avoid bankruptcy. The hedge fund is currently negotiating to extend credit to Sears in bankruptcy, although it has managed to scrape up \$300 million in financing elsewhere. ESL has been collecting about \$200–225 million in annual debt payments from Sears, per USA Today. Lambert is also a key investor in real-estate investment trust Seritage Growth Properties, which has been snapping up Sears locations, only to lease them back to the retailer.

Lampert has since resigned as CEO, although he remains chairman and neither he nor ESL have sold any of their stake. The Sears board has created an "Office of the CEO" to run the company. A Chief Restructuring Officer, M-III Partners Managing Partner Mohsin Y. Meghji, will help lead the bankruptcy and report to a newly created board committee.

Sears reportedly stopped prepaying vendors last summer, per Reuters, and had recently shifted to a strategy of fulfilling orders once placed. The retailer has aggressively slashed its merchandising inventory; Sears carried \$2.7 billion worth in August compared to \$719 million the same time last year. Sears and Kmart operated around 1,000 stores in 2017; last year, almost 150 stores were cut. The company has 687 Kmart and Sears locations remaining.



EXCLUSIVE Sports Licensing Report!

Join the winner's circle in the \$19.4 billion worldwide sports and collegiate licensing business.

At your fingertips you'll have:

- Key U.S. and International growth opportunities
- Team breakdowns in each league; licensee lists; media profiles, marketing strategy and sales data
- Contacts you need whether you're a seasoned sports licensing player or a rookie
- Best-selling merchandise categories separated by league
- Key manufacturers
- Exclusivity insight for the best return on your investment

Capitalize on this explosive market with a comprehensive analysis of this **\$22.2 billion** business.

ORDER YOURS TODAY & JOIN THE WINNER'S CIRCLE!

\$449-\$544 Call: **888-729-2315**

BUSINESS

M&A Shakedowns

Inspire Brands agrees to acquire **Sonic Corp.** in a \$2.3 billion deal. The restaurateur's portfolio includes 4,700 Arby's, Buffalo Wild Wings, and Rusty Taco locations worldwide. This deal boosts Inspire's total to 8,200 locations, making it one of the 10 largest U.S. restaurant companies by that measure. Inspire will continue to operate Sonic as an independent brand.

An "American" fashion conglomerate is born in the form of **Capri Holdings** as **Michael Kors** purchases **Versace** for \$2.1 billion. The U.K.-based firm recently acquired **Jimmy Choo** in 2017 for \$1.35 billion. Kors CEO John D. Idol told the *NYT* that, in addition to parallel growth opportunities and digital invention, the two brands share a "personality" that will overcome any cultural differences (see, a sense of humor topped off by sparkling sequins). Idol estimates that Versace will reach \$2 billion in sales over the next few years, Choo \$1 billion, and Kors \$5 billion.

Chanel acquires **Orlebar Brown**, the British men's swim and resort wear brand. The fashion conglomerate will exploit potential synergies between its brands and the digital native brand, including the women's swimwear label Eres. Orlebar Brown founder Adam Brown will continue to lead the business as Creative Director alongside CEO Paul Donoghue.

Luxury conglomerate **LVMH** buys a majority holding in Jean Patou from Britain's **Designer Parfums Ltd.** The French couture label will be revived through a relaunching of its ready-to-wear clothing collections. The label is best known for its "Joy" perfume.

Perfumania exits Chapter 11 bankruptcy after the court approves a plan to pay off most lenders with cash and release stockholders for \$2 a share. Perfumania's founding Nussdorf family has taken control of the fragrance seller they created back in 1980 and are working to restructure

the company. The retailer's total debt reached \$253.9 million when it filed in August. The company managed to close 65 stores during the process after seeking to reject 161 unexpired leases—earlier in the year, it had slashed 43 stores—and is expecting to parlay into ecommerce.

Serta Simmons Bedding finalizes its merger with **Tuft & Needle**, and will begin integrating its Serta, Beautyrest, Simmons, and Tomorrow brands with the bedding e-tailer shortly.

VF Corp. offloads its Reef brand to recently bankrupt **The Rockport Group** in a transaction expected to close this month. Reef will operate as an independent brand and maintain its current headquarters. VF Corp. is aggressively reshaping its portfolio over the last two years; this year, it sold the Nautica brand picked up performance athletic shoe maker **Altra**. In 2017, VF Corp. acquired Dickies parent **Williamson-Dickie Mfg. Co.** and shed its Licensed Sports Group. In 2016, VF closed the sale of its Contemporary Brands business, which included the 7 for All Man-kind, Splendid and Ella Moss brands.

Basic Fun! purchases all assets of **Playhut**, a California toyco that produces the EZ Twistline of indoor and outdoor play structures. Playhut had "serious troubles navigating the challenging retail environment" following TRU's bankruptcy. Other classic toys brands under the umbrella of Basic Fun! include Uncle Milton and K'NEX.

Case goods importer **Stanley Furniture Co.** sells the trade name and inventory of its Stone & Leigh youth furniture line to a group that includes former interim CEO of Stanley Furniture Matthew W. Smith. Stanley will continue to manage the brand, including producing the line in its partner source factories and selling it through its sales force and various sales portals. It also will continue to warehouse and ship the line.

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.

Disney announces an executive reorganization in its Media Networks division ahead of its pending acquisition of 21st Century Fox, which will be finalized early next year. Current Fox President & Fox Networks Group CEO **Peter Rice** will become Chairman of Walt Disney Television & Co-chair of Disney Media Networks. And Fox Television Group CEO & Chairman **Dana Walden** will assume the Chairman's role for Disney Television Studios and ABC Entertainment. Disney Media Networks Co-chair & Disney|ABC Television Group President **Ben Sherwood** will remain in his current role during the transition period, but will exit the company once the acquisition is complete.

Under Rice, who now reports directly to Disney Chairman & CEO **Robert Iger**, Disney Media Networks will include Disney Channels, ABC Television Network, Twentieth Century Fox Television, ABC Studios, ABC Owned Television Stations Group, Freeform, FX Networks and FX Productions, Fox 21 Television Studios, and the National Geographic channels.

Reporting to Rice, Walden's new remit includes Twentieth Century Fox Television, Fox 21 Television Studios, ABC Entertainment, ABC Studios, Freeform, and ABC Owned Television Stations Group.

Continued on page 24

Who's News, Cont'd.

Nickelodeon appoints **Susan Vargo** as VP Global Live Entertainment. Based in London, Vargo will lead global creative development and production for stage shows, theme parks, resorts, and attractions in the U.S., Mexico (Riviera Maya), U.K., and Spain.

Schleich expands its U.S. sales and marketing team; the German toyco names **Oliver Krause-Huckleberry** as Head Marketing, **Jerry Kurtzweil** as Director Sales, **Jeanie Crone** as Senior Manager Specialty, **Alinka Griffin** and **Holly Keebler** as National Account Managers, **Chris Swalm** as Marketing Communications Manager, and **Angela Amos** as Trade Marketing Manager.

Universal Brand Development names **Marisa Marti** to the newly created role of VP Intl. Softlines for consumer products. Mattel appoints board member **Soren Laursen** as its new (part-time) Executive Director. Laursen will accelerate key aspects of the toyco's growth strategy across Europe such as business planning, product and market development, commercial execution, regional partnerships, and retail collaborations. Laursen continues to serve on Mattel's board of directors, but not as a member of the governance and social responsibility committee.

Separately, Mattel appoints **Frederic Soulie** as SVP Content Distribution & Business Development for its new global franchise management group. He will oversee the toyco's programming sales around the world and across all platforms.

Licensing veteran **Fred Gaffney** will be inducted into the LIMA Australia Hall of Fame on Nov. 1.

Bryncloed Productions hires **Jonathan Wolfman** as its first Head Young Adult (YA) Development.

Coolabi Group selects **Allison Watkins** as its new Director Consumer Products & TV Distribution.

Jenna Lyons, the former Executive Creative Director of J. Crew who resigned in April 2017, tells *WWD* that she has formed a partnership with Turner Entertainment to build an omnichannel lifestyle brand. Launching 2019, the brand marries content and commerce in a weekly unscripted lifestyle series and a daily curated social and direct-to-consumer platform.

LVMH appoints **Sophie Brocart** CEO of Jean Patou after the luxury conglomerate LVMH buys a majority holding in Jean Patou from Britain's Designer Parfums Ltd. The French couture label will be revived through a relaunching of its ready-to-wear clothing collections. The label is best known for its "Joy" perfume.

Walmart promotes two senior executives in its American grocery and ecommerce operations: **Kieran Shanahan** is now SVP E-commerce Retail for everyday living and **Tom Ward** is now SVP Digital Operations.

Bob's Discount Furniture has promoted **John Weldon** to COO and Carol Glaser to EVP Merchandising.

Lacoste brings British fashion designer **Louise Trotter** on as its new Creative Director.

Nebraska Furniture Mart appoints **Nora Gomez** to Chief Merchandising Officer.

TLL

THE LICENSING LETTER

ORDER FORM

ORDER ONLINE BY VISITING WWW.THELICENSINGLETTER.COM. FAX YOUR ORDER TO 855-649-1623, OR MAIL YOUR ORDER TO THE ADDRESS BELOW, OR PHONE 888-729-2315.

THE LICENSING LETTER:

One-year subscription (12 issues) \$495 + \$19.95
S&H = \$514.95. For multi-user/corporate rates
contact jen@plainlanguagemedia.com.

TLL's LICENSING BUSINESS DATABOOK: \$795

TLL'S LICENSING BUSINESS DATABANK: \$995

INTERNATIONAL LICENSING:

A STATUS REPORT: \$1,795

LICENSING SOURCE BOOK ONLINE: \$995

2016 SPORTS LICENSING REPORT: \$449

LICENSED PRESCHOOL PROPERTIES REPORT & CHARTS: \$795

Check enclosed in the amount of \$ _____

Bill me/my company: PO # _____

Please charge my credit card: Visa MasterCard AmEx

Card number _____

Exp. date _____

Signature _____

Plain Language Media, LLLP (PLM)

PO Box 509, New London, CT, 06320

Phone: 888-729-2315, Fax: 855-649-1623

customerservice@plainlanguagemedia.com; www.TheLicensingLetter.com

NAME _____

TITLE _____

COMPANY _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____

FAX _____

E-MAIL _____