

TLL THE LICENSING LETTER

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Upcoming 2019 Flicks with Licensing Potential Dominated by Comics & Sequels

Of the upcoming films that *TLL* has identified as having licensing potential, 27% are based on comics while 28% are original works. And 56% are sequels or reboots. See the full list of 189 films being released through 2025 on page 3.

Just over one-third of films on the list will be released in 2019; another one-third that *TLL* has identified are currently in production and do not have scheduled release dates.

Note that while studios regularly slot dates in advance, they don't necessarily assign titles to those dates until a year or so in advance. While most of the titles whose theatrical release dates that are still to be determined will probably get one, all information in the list is subject to change.

The most unstable category of films? Those based on games. Just four titles whose source material is a game have a confirmed release date, and 81% of those types of films in development have no date. The same trend holds true for those films based on comics (just 26 films, or 51% have a release date) and books (22 films at 59%).

By sheer number, comics are the most popular source material for films with licensing potential over the next 6 years (27% of titles), and next year specifically (24%). Such projects run the gamut from female-driven flicks like James Cameron's *Alita: Battle Angel* from 20th Century Fox (based on a Japanese manga series) to *Captain Marvel* from Disney (Marvel's first female superhero gets a story set outside the MCU), to more traditional brawlfests like *Shazam!* from Warner Bros. (seventh entry in DCEU) or Liongate's *Hellboy* (an R-rated reboot).

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EDITORIAL

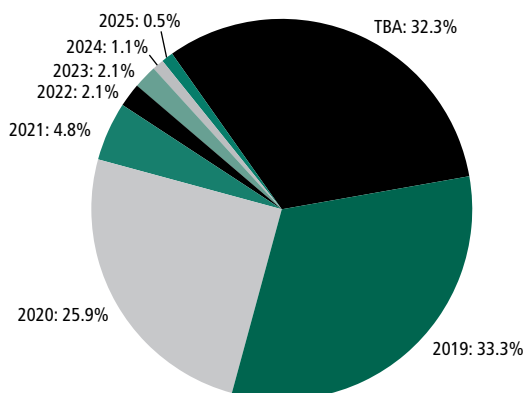
Top Ten *TLL* Stories of 2018

The staff of *TLL* extends our thanks to you for another great year. As we enter into 2019, we take a look back on the top stories of 2018 based on website visits. We exclude frequently-visited pages from the top 10 list like the Licensing Source Book, Licensing Data Bank, Deal Sheet, and Job Bank.

1. *37 Entertainment/Character Brands Earned Over \$100 MM in the U.S./Canada* (July). Once again, the most popular story of the year was *TLL*'s annual feature on the top entertainment/character brands to generate over \$100 million in licensed retail sales in the U.S./Canada. The top-ranked brands based on 2017 global sales were Disney's Mickey, Minnie & Friends with over \$3.2 billion in sales, Sanrio's Hello Kitty with almost \$2.7 billion, and Disney's Star Wars with \$2.4 billion. Surprisingly, a lot of readers also visited last year's feature on 2016 retail sales.
2. *Royalty Rates Flat; Average Up to 8.75%* (April). Our first look at royalty rates for every product category and property type *TLL* tracks, fresh from *TLL's Annual Business Licensing Survey*.

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UPCOMING FILMS WITH LICENSING POTENTIAL, BY RELEASE DATE, 2019–2015



SOURCE: THE LICENSING LETTER

➡ Licensing Ledger

In a case of what it describes as “seller’s remorse,” the Malaysian resort company behind 20th Century Fox World brings a suit alleging that **Fox** and **Disney** are trying to back out of the theme park. **Genting Malaysia Berhad** has already spent \$750 million on project, which is running years behind schedule but expected to open during the first half of 2019. Genting Malaysia alleges that Fox had delayed the theme park, which was announced in 2013 and supposed to open in 2016, by withholding approvals, withholding assets, or otherwise frustrating its development efforts. Later on during the Fox-Disney merger, Disney executives allegedly opposed the project because it would be located next to a casino and clash with the House of Mouse’s “family-friendly” brand strategy.” The complaint was filed in the U.S. District Court for the Central District of California (Western Division).

Belgium is the first European country to join **Alibaba’s** Electronic World Trade Platform (**eWTP**), a complement to the World Trade Organization (**WTO**), following similar agreements in Malaysia and Rwanda. The e-commerce trade hub will include investments in logistics infrastructure and is designed to help countries reduce trade barriers for e-commerce trade, including lowering or eliminating tariffs and speeding up customs clearance.

VF Corp. names the new independent, publicly traded company that has been spun off from its jeanswear organization as **Kontoor Brands**. The separation will be completed in the first half of 2019 and the entity will comprise the **Wrangler**, **Lee**, and **Rock & Republic** brands as well as the VF Outlet business.

Marquee Brands acquires outdoor sports and lifestyle brand **Dakine** and its related intellectual property. As part of the deal, Marquee signs a long-term license agreement with **JR286**, which has acquired the operating assets of Dakine and will become Marquee Brands’ long-term operating partner for the brand. Marquee’s portfolio includes the **Bruno Magli**, **Ben Sherman**, **Body Glove**, **BCBGMAX-AZRIA**, and **BCBGeneration** brands, which together generate over \$1.5 billion of retail equivalent sales.

Pantone’s 2019 color of the year is Living Coral, a “nurturing” hue that is meant to evoke “lighthearted activity” and “playful expression.”

Crayola brings children at **Chick-fil-A** restaurants a series of five premium toys to encourage creativity and fun. The program is supported by a micro-site on Crayola.com and marketing support in the form of in-restaurant signage, drive-thru signage, and a mention on the Chick-fil-A website.

The world’s first **NERF**-dedicated family entertainment center has a home in Singapore’s Marina Square thanks to **Kingsmen Creatives**. The communication design and production group will open the experience in the second half of 2019 as part of an agreement with **Hasbro** to co-conceptualise, create, build, and operate multiple NERF experiences across Asia Pacific.

Hasbro and **Imagine Resorts & Hotels** will develop the first-ever Hasbro themed indoor water park and family resort. The resort opens by 2022 in a soon-to-be-disclosed location and will include themed hotel rooms, an indoor water park, themed entertainment, and food and beverage offerings.

Williams Sonoma and **Bravo Media’s Top Chef** get cooking with branded in-store events in New York, Atlanta, Beverly Hills, Dallas, and Philadelphia.

Schleich opens its first standalone pop-up, a 200 sq. ft. shop in the South Park Mall in Charlotte, NC, home of its U.S. headquarters. The German toyco plans to expand the program into more malls through 2019.

Sequential Brands Group arranges a deal between **Martha Stewart** and **BloomsyBox.com** for a new subscription line of flowers. The initial collections are selected rose varieties and come in different sizes and gift options.

Warner Music Group’s Arts Music division and **Sesame Workshop** partner to re-launch Sesame Street Records in the U.S. and Canada in a multi-year deal. The catalog is available in digital streaming and download as well as CD and vinyl formats. This is the first time in over 20 years that new music from Sesame Street will be made available to the public under a consistent schedule of releases.

Lego pledges \$100 million to **Sesame Workshop** to aid Syrian and Rohingya refugee humanitarian projects. Part of the money will be used to fund “humanitarian play labs” to heal the effects of stress and suffering as well as teach basics like the alphabet and numbers.

PlayMonster is getting an undisclosed infusion of capital and resources from **Audax Private Equity**, which it will parley into key toy categories including activities, infant and preschool, educational and vehicles. Earlier this year, the Wisconsin-based toy and game company acquired U.K. toyco **Interplay** and in 2016, it took over construction toyco **Roominate**.

Just under \$1.7 million worth of counterfeit **Nike** sneakers have been seized by **U.S. Customs and Border Protection** officers. The more than 9,000 pairs were seized in September, just one month after the agency charged five New York residents with conspiring to traffic in more than \$70 million worth of Air Jordans.



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Upcoming 2019 Flicks with Licensing Potential

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Purely original projects that are not also classified as sequels or reboots make up just 13% of the films being released in 2019 and 9% of all films on the list. By including these categories, however, the share of films based on original source material rises to 28% for the whole list and 35% of films being released in 2019. Examples include M. Night Shyamalan's *Glass* from Universal (a superhero thriller), *Wonder Park* from Paramount/Nickelodeon (one of the few purely original, first of its kind projects), and *Toy Story 4* from Disney.

The next-most popular source material is books, which have sourced 20% of all films on the list and 17% of those seeing a 2019 release. Examples include adaptations of Stephen King's *Pet Semetary* from Paramount, Eoin Colfer's *Artemis Fowl* from Disney, and Steven King's (again) *It: Chapter Two* from Warner Bros. The classics are getting play as well, with the end of 2019 welcoming Jack London's *Call of the Wild* (20th Century Fox) and Louisa May Alcott's *Little Women* (Columbia Pictures) and their all-star casts.

Games (11% of all titles), TV series (10%), and toys (9%) round out the list. In 2019, there are only three game-based titles (5% of releases)—*Detective Pikachu* (Universal), *The*

Angry Birds Movie 2 (Columbia Pictures), and *Sonic the Hedgehog* (untitled; Sony Pictures).

Toys are a little better represented at 11% of all 2019 titles, and include such titles as *The Lego Movie 2: The Second Part* (Warner Bros.) and *UglyDolls* (STX Entertainment). TV series also make up 11% of the 2019 list, and include *Dora* (Paramount/Nickelodeon) as well as *Charlie's Angels* (Sony Pictures).

Live action films make up 76% of all titles and animated films 21%, with 4% unknown and 41% include some kind of CGI mix (numbers exceed 100%).

Comic-based films lead in diversity, with 31% of titles boasting a female lead and 27% an otherwise ethnically or culturally diverse leading role. Roughly 5% of titles on the list qualify as boasting both. Funnily enough, Dwayne Johnson has single-handedly raised the quotient of diversity by at least 1% across the board. As an actor, he is also one of the most prolific names on this list of films with licensing potential, despite relatively lower rates of licensing himself—at least, not to the scale that other actors on the list such as Gal Gadot, Arnold Schwarzenegger, or Harrison Ford enjoy.

Planned Movie Releases With Licensing Potential, 2019

FILM	PLANNED RELEASE	DESCRIPTION	FILM COMPANY	SEQUEL	REBOOT	BOOK	GAME	TOY	COMIC	ORIGINAL	TV
Glass	1/18/2019	M. Night Shyamalan's last entry in his superhero thriller/horror Unbreakables trilogy. Bruce Willis, Samuel L. Jackson, and others reprise their roles.	Universal Pictures	X						X	
The Lego Movie 2: The Second Part	2/8/2019	Sequel to 2014's block-building blockbuster pits the citizens of Bricksburg against alien (Duplo) invaders.	Warner Bros.	X				X			
Alita: Battle Angel	2/14/2019	James Cameron adapts this Japanese manga about a cyborg heroine as she navigates a world set several centuries in the future.	20th Century Fox						X		
Fighting with My Family	2/14/2019	Comedy drama tells the story of WWE professional wrestler Saraya "Paige" Bevis as a family navigates the trials of being professional wrestlers.	WWE Studios							x	
How to Train Your Dragon: The Hidden World	2/22/2019	The third and final installment stars Hiccup and Toothless in their biggest adventure yet as they go to the very ends of the Earth.	DreamWorks Animation	X		X					
Captain Marvel	3/8/2019	Marvel's first female superhero movie follows the titular Carol Danvers. Prequel to the MCU set in the '90s.	Walt Disney Studios						X		
Wonder Park	3/15/2019	The story of a magnificent amusement park where the imagination of a wildly creative girl named June comes alive.	Paramount, Nickelodeon							X	
Beyblade	3/20/2019	Live action feature based on the popular line of Beyblade toys.	Paramount/Hasbro					X			
Dumbo	3/29/2019	Live action adaptation of Disney's titular big-eared flying Elephant. Directed by Tim Burton.	Walt Disney Studios		X			X			
Pet Semetary	4/5/2019	Horror reboot based on the 1983 Stephen King novel stars a family who discover a mysterious burial ground.	Paramount		X	X					
Shazam!	4/5/2019	Zachary Levi plays an ancient Egyptian wizard and Asher Angel his teenage counterpart. Seventh entry in DCEU; based on the comics.	Warner Bros.						X		
Hellboy	4/12/2019	R-rated reboot loosely based on the comic's Rise of the Blood Queen arc. Stars David Harbour as Hellboy and Milla Jovovich as the villain.	Lionsgate		X				X		
Missing Link	4/12/2019	Stop-motion animated comedy features the voices of Hugh Jackman, Zoe Saldana, and Zach Galifianakis.	Laika							X	
Avengers 4 Untitled (aka Avengers: Infinity War Part 2)	5/3/2019	Second half of the third Avengers film stars an ensemble cast from the MCU films.	Walt Disney Studios	X					X		

Continued on page 4

Planned Movie Releases With Licensing Potential, 2019 *Continued from page 3*

FILM	PLANNED RELEASE	DESCRIPTION	FILM COMPANY	SEQUEL	REBOOT	BOOK	GAME	TOY	COMIC	ORIGINAL	TV
Detective Pikachu	5/10/2019	First ever live action film in the franchise based on the 3DS game of the same name.	Universal Pictures				X				
UglyDolls	5/10/2019	Kelly Clarkson and Pitbull voice in this jukebox musical comedy adaptation of Pretty Ugly's plush dolls.	STX Entertainment					X			
Shaun the Sheep Movie: Farmageddon	5/15/2019	Shaun and the gang fight against an alien invasion in Aardman's first sequel ever.	Aardman	X							X
John Wick 3: Parabellum	5/17/2019	Third installment in the franchise stars Keanu Reeves and Halle Berry as the legendary ex-hitman fights his way out of New York.	Lionsgate	X						X	
Rocketman	5/17/2019	Elton John biopic. Taron Egerton stars, with Dexter Fletcher directing and Matthew Vaughn producing.	Paramount							X	
Aladdin	5/24/2019	Live action reboot directed by Guy Ritchie stars Will Smith as Genie, Naomi Scott as Princess Jasmine, and Mena Massoud as Aladdin.	Walt Disney Studios		X	X					
The Billion Brick Race	5/24/2019	Another LEGO movie sequel built brick-by-brick. Will be pushed back.	Warner Bros.	X				X			
Godzilla 2: King of the Monsters	5/31/2019	Sequel to the 2014 film follows the heroic efforts of crypto-zoological agency Monarch as its members face off against a battery of god-sized monsters.	Warner Bros.	X						X	
The Secret Life of Pets 2	6/7/2019	Animated sequel to 2016's animated hit. Original cast joined by Patton Oswalt, Tiffany Haddish, Nick Kroll, and Pete Holmes.	Universal Pictures	X						X	
X-Men: Dark Phoenix	6/7/2019	The sequel to X-Men: Apocalypse tackles the Jean Grey arc and brings back much of the cast. Includes space travel and a Hans Zimmer score.	20th Century Fox	X					X		
Justice League: Part 2	6/14/2019	Sequel follows the DC Comics-based superhero team.	Warner Bros.	X					X		X
Men in Black (untitled)	6/14/2019	Spinoff expands on the original trilogy's universe but stars Chris Hemsworth and Tessa Thompson as secret agents.	Sony Pictures	X					X		
The Grudge	6/21/2019	A new take on the 2004 U.S. film (itself a remake of the 2002 Japanese original Ju-on) will be the 12th film in the franchise.	Sony Pictures		X					X	
Toy Story 4	6/21/2019	It's one more Pixar play date for Tim Allen and Tom Hanks.	Walt Disney Studios	X						X	
Annabelle (untitled)	7/3/2019	Sequel to the 2014 and 2017 horror flicks of the same name; based on the allegedly haunted, real-life Raggedy Ann doll.	Warner Bros.	X				X		X	
Spider-Man: Far from Home	7/5/2019	Sequel to the 2017 Homecoming film depicts Parker and his friends as they go on summer vacation to Europe.	Sony Pictures	X	X				X		
The Lion King (live action)	7/19/2019	Live action remake of the 1993 animated film stars Beyoncé, Donald Glover, and James Earl Jones.	Walt Disney Studios		X					X	
Once Upon a Time in Hollywood	7/26/2019	Quentin Tarantino writes and directs Leonardo DiCaprio, Brad Pitt, and Margot Robbie in this mystery crime film about the Manson Family murders.	Columbia Pictures							X	
Wish Dragon	7/26/2019	Jackie Chan joins this modern-day fairy tale about an encounter between a boy and a dragon who is able to make wishes come true.	Sony Pictures							X	
Dora	8/2/2019	An older Dora the Explorer journeys into the city in this live-action adaptation of the Nick TV show.	Paramount/Nickelodeon								X
Hobbs & Shaw	8/2/2019	Spin-off of The Fast and the Furious series stars Luke Hobbs (Dwayne Johnson) and Deckard Shaw (Jason Statham).	Universal Pictures		X					X	
The New Mutants	8/2/2019	A team of young mutants are locked in a facility in this YA, horror-themed take on the X-Men franchise.	20th Century Fox						X		
Artemis Fowl	8/9/2019	Sci-fi/fantasy book series stars a 12 year-old pitted in a battle of strength and cunning against a race of fairies who may have disappeared his father.	Walt Disney Studios			X					
Playmobil: The Movie	8/16/2019	First in a trilogy stars a girl forced to abandon her structured life to extract her little brother from the animated world of Playmobil.	Open Road Films					X			
The Angry Birds Movie 2	8/16/2019	Sequel to 2016 film launches on the 10th anniversary of the original game. Majority of original cast reprise their roles.	Columbia Pictures	X			X				
It: Chapter Two	9/6/2019	Bill Skarsgård returns as Pennywise in this sequel with Jessica Chastain, James McAvoy, and Bill Hader playing the adult versions of the Losers' Club.	Warner Bros.	X		X					
Downton Abbey	9/13/2019	British historical period drama film continues where the TV series left off.	Universal Pictures	X							X
Spies in Disguise	9/13/2019	3D animation based on the 2009 short, Pigeon: Impossible. Voices by Will Smith and Tom Holland.	20th Century Fox							X	
Abominable	9/27/2019	A group of misfits seek to reunite a Yeti with his family on the 3000-mile journey from Shanghai to the Himalayan snowscapes.	DreamWorks Animation							X	
Joker	10/4/2019	Joaquin Phoenix stars in this darker, grittier take on the Prince of Crime's origin story set in the '80s. Takes place outside the DCEU.	Warner Bros.						X		
Are You Afraid of the Dark?	10/11/2019	Early '90s Nick series starring teens telling scary stories around a campfire comes to the big screen with Gary Dauberman writing and producing.	Paramount/Nickelodeon								X
The Addams Family	10/11/2019	CGI comedy based on The Addams Family comics by Charles Addams stars Oscar Isaac and Charlize Theron.	MGM Studios						X		
The Goldfinch	10/11/2019	Adaptation of the novel by Donna Tartt stars a young art forger in Las Vegas.	Warner Bros./Amazon				X				

Planned Movie Releases With Licensing Potential, 2019 Continued from page 4

FILM	PLANNED RELEASE	DESCRIPTION	FILM COMPANY	SEQUEL	REBOOT	BOOK	GAME	TOY	COMIC	ORIGINAL TV
Zombieland 2	10/11/2019	Favorite zombie slayers from the first 2009 film must face off against evolved enemies.	Sony Pictures	X						X
Charlie's Angels	11/1/2019	Elizabeth Banks directs this action comedy reboot of the 2000 film based on the '70s TV series.	Sony Pictures		X					X
Terminator 6 (untitled)	11/1/2019	James Cameron produces and Tim Miller directs this sequel to Terminator 2. Arnold Schwarzenegger and Linda Hamilton return.	Paramount	x						X
Kingsman: The Great Game	11/8/2019	Prequel film to the franchise takes place during the early-1900s and will depict the formation of the titular spy agency.	20th Century Fox	X					X	
Sonic the Hedgehog (untitled)	11/8/2019	A small town cop helps Sonic escape from the government in this adaptation starring James Marsden, Ben Schwartz, and Jim Carrey as an evil scientist.	Sony Pictures				X			
Frozen 2	11/22/2019	Sequel to the 2013 animated musical blockbuster.	Walt Disney Studios	X						X
Jumanji 3	12/13/2019	Dwayne Johnson is set to return along with Jack Black, Kevin Hart, and Karen Gillan.	Sony Pictures	X		X				
Masters of the Universe	12/18/2019	Aaron and Adam Nee direct this reboot as He-Man goes against the evil Skeletor to save the planet Eternia.	Sony Pictures		X				X	
Cats	12/20/2019	Adaptation of the Andrew Lloyd Webber musical stars Taylor Swift, Jennifer Hudson, James Corden, and Ian McKellen.	Universal Pictures			x				
Star Wars: Episode IX	12/20/2019	Third and final chapter of the newest Star Wars trilogy from J.J. Abrams.	Walt Disney Studios	X						X
Call of the Wild	12/25/2019	Animated adaptation of the classic Jack London novel tells the story of a dog stolen and sold into service as a sled dog.	20th Century Fox			X				
Little Women	12/25/2019	Louisa May Alcott's novel adaptation explores the lives of the March sisters as young adults. Stars Meryl Streep, Saoirse Ronan, and Timothée Chalamet.	Columbia Pictures			X				
Highlander	TBA 2019	Chad Stahelski directs the reboot of the 1986 film to be made in three arcs. Boasts a completed script.	Lionsgate		X					X
Kim Possible	TBA 2019	Live action adaptation premieres on the Disney Channel sometime in March.	Walt Disney Studios							X
Lady and the Tramp	TBA 2019	Live action remake of the 1995 film has been designed solely as an exclusive for Disney's streaming service.	Walt Disney Studios		X	X				
Popeye	TBA 2019	3D animation loosely based on the comic strip.	Sony Pictures						X	
The Mitchells vs. The Machines	1/10/2020	Animated comedy centered around a dysfunctional yet loving family whose road trip gets interrupted by a tech uprising.	Sony Pictures							X
Bad Boys for Life (Bad Boys 3)	1/17/2020	Will Smith and Martin Lawrence return for another sequel to the action comedy series (1995, 2003) about two loose cannon cops.	Sony Pictures	X						X
The Voyage of Doctor Dolittle	1/17/2020	Robert Downey Jr. stars as the doctor who can talk to his animal patients in this live action/CGI adaptation.	Universal Pictures	X		X				
Doctor Sleep	1/24/2020	Adaptation of 2013 Steven King novel picks up the life of the Redrum kid, now an adult and struggling with the same demons that plagued his father.	Warner Bros.			X				
Birds of Prey (And the Fantabulous Emancipation of One Harley Quinn)	2/7/2020	Harley Quinn is joined by Huntress, Black Canary, Renee Montoya, and Cassandra Cain in this spin-off adaptation of Suicide Squad.	Warner Bros.	X					X	
Peter Rabbit 2	2/7/2020	Will Gluck returns to direct and write the sequel.	Sony Pictures	X		X				
Bond 25	2/14/2020	Daniel Craig's final 007 film sees True Detective's Cary Joji Fukunaga take over as director.	Universal Pictures	X		X				
Legally Blonde 3	2/14/2020	Reese Witherspoon returns as the sorority queen-turned-lawyer as the writers from the first 2001 flick return.	MGM Studios	X		X				
Nimona	2/14/2020	Animation based on Noelle Stevenson's graphic novel follows the titular shapeshifter and sidekick to the villainous Lord Ballister Blackheart.	20th Century Fox						X	
The One and Only Ivan	2/14/2020	Katherine Applegate's book tells the tale of a gorilla who plans an elaborate escape from captivity with the help of an elephant.	Walt Disney Studios			X				
Bloodshot	2/21/2020	First film in the five-part Valiant Comics film franchise stars Vin Diesel and has an R rating.	Sony Pictures						X	
Gambit	3/13/2020	Channing Tatum stars in this X-Men spinoff as the fan-favorite mutant Cajun. Now a romantic comedy, with some heist elements.	20th Century Fox						X	
G.I. Joe: Ever Vigilant	3/27/2020	The third film promises to take a much more contemporary approach to the whole franchise.	Paramount/Hasbro		X		X			
Mulan (live action)	3/27/2020	Live action reimagining of the animated 1998 feature. Stars a young Chinese maiden who disguises herself as a warrior in order to save her father.	Walt Disney Studios		X	X				
Cyborg	4/3/2020	Cybernetic member of the Justice League is played by Ray Fisher.	Warner Bros.						X	
Fast & Furious 9	4/10/2020	Vin Diesel is expected to return to continue the F&F franchise.	Universal Pictures	X						X
Trolls World Tour	4/17/2020	Anna Kendrick and Justin Timberlake reprise their roles in this sequel to the 2016 musical comedy-adventure.	Universal Pictures	X				X		
Black Widow	5/1/2020	Cate Shortland is set to direct this stand-alone feature starring Scarlett Johansson.	Walt Disney Studios						X	
Barbie	5/8/2020	Contemporary take on the Mattel toy that emphasizes feminism and identity. Moved from Sony, Margot Robbie expected to headline.	Warner Bros.					X		
Scooby-Doo (aka S.C.O.O.B.)	5/15/2020	Scooby-Doo and the Mystery, Inc. gang roll again.	Warner Bros.		X					X

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Planned Movie Releases With Licensing Potential, 2019 Continued from page 5

FILM	PLANNED RELEASE	DESCRIPTION	FILM COMPANY	SEQUEL	REBOOT	BOOK	GAME	TOY	COMIC	ORIGINAL TV
Godzilla vs. Kong	5/22/2020	The two monster franchises are united in an ecosystem of giant superspecies.	Warner Bros.	X	X				X	
Maleficent 2	5/29/2020	Sequel to the 2014 film will see Angelina Jolie return as the titular character opposite Ed Skrein as a new main villain; Joachim Rønning directs.	Walt Disney Studios	X		X				
The Six Billion Dollar Man	6/5/2020	Mark Wahlberg stars and produces this sci-fi action film.	Warner Bros.							X
Wonder Woman 1984	6/5/2020	Gal Gadot and Patty Jenkins (director) return in in this sequel to the 2017 film set during the Cold War.	Warner Bros.	X					X	
Top Gun: Maverick	6/26/2020	Sequel to the 1986 military film stars Tom Cruise as the "Maverick" and Miles Teller as the son of his late partner.	Paramount	X		X				
Minions 2	7/3/2020	Spinoff from the Despicable Me franchise made over \$1 billion worldwide when it was released in 2015.	Universal Pictures	X					X	
Sony-Marvel project (untitled)	7/10/2020	Rumored to be a Spider-Man spin-off for the villain Morbius, starring Jared Leto.	Sony Pictures						X	
Bob's Burgers	7/17/2020	Emmy Award-winning animated TV series launched 2011 stars a family that runs a burger joint.	20th Century Fox							X
The SpongeBob Movie: It's a Wonderful Sponge	7/17/2020	Director Paul Tibbitt returns to the TV-based franchise with a 3rd film.	Paramount	X						X
Green Lantern Corps	7/24/2020	A group of humans join a peacekeeping force that protects the universe. Unlikely to keep its date.	Warner Bros.		X				X	
Jungle Cruise	7/24/2020	Based on the Disney theme park ride. Stars Dwayne Johnson and Emily Blunt.	Walt Disney Studios							X
The Croods 2	9/8/2020	The prehistoric family is back following the first 2013 film.	DreamWorks Animation	X						X
Sony-Marvel project (untitled)	10/2/2020	Likely the sequel to 2018's Venom, which sees Tom Hardy return as a gruff journalist sharing a body with an alien keen on invading the planet.	Sony Pictures	X					X	
Micronauts	10/16/2020	Sci-fi toys from the late '70s and early '80s also carried a comic book series back in the day.	Paramount/Hasbro					X		
Ron's Gone Wrong	11/6/2020	Animated feature tells the story of a friendship between an 11 year-old boy and his not-quite-working robot.	20th Century Fox							X
Vivo	11/6/2020	Lin-Manuel Miranda's animated film follows a musical monkey who journeys from Havana to Miami.	Sony Pictures							X
Rugrats	11/13/2020	Live action adaptation of the animated Nick TV series to star CGI versions of the main characters.	Paramount							X
Fantastic Beasts and Where to Find Them 3	11/20/2020	J.K. Rowling is penning the script for the third entry in the series.	Warner Bros.	X	X					
Avatar 2	12/18/2020	Sequel to the highest grossing film of all time is directed, produced, and co-written by James Cameron.	20th Century Fox	X						X
Sherlock Holmes 3	12/25/2020	Director Guy Ritchie and co-stars Robert Downey Jr. and Jude Law reprise their roles in this sequel.	Warner Bros.	X		X				
Sing 2	12/25/2020	Sequel to 2016 animated musical comedy set in a city of humanoid animals.	Universal Pictures	X						X
Call of Duty	TBA 2020	Video game adaptation ready to go into production in 2019 under director Stefano Sollima.	Activision Blizzard Studios				X			
Dune	TBA 2020	Denis Villeneuve directs the adaptation of Frank Herbert's 1965 sci-fi novel set to star Timothée Chalamet.	Legendary Pictures			X				
Guardians of the Galaxy Vol. 3	TBA 2020	The third film in the franchise following 2014 and 2017 releases.	Walt Disney Studios	X					X	
Star Wars (untitled)	TBA 2020	Expected to be an off-shoot from the official timeline.	Walt Disney Studios	X						X
Star Wars Anthology: Boba Fett	TBA 2020	James Mangold directs the origin story of "fan-favorite" bounty hunter Boba Fett.	Walt Disney Studios	X						X
Suicide Squad 2	TBA 2020	Gavin O'Connor is set to direct the sequel.	Warner Bros.	X					X	
The Flash: Flashpoint	TBA 2020	John Francis Daley and Jonathan Goldstein direct this adaptation of the Flashpoint time travel comics storyline.	Warner Bros.						X	
The Willoughbys	TBA 2020	Four abandoned children must adapt their old-fashioned values to the contemporary world in this adaptation of Lois Lowry's book.	Netflix/BRON Animation			X				
Black Panther 2	2/12/2021	The first film's director, Ryan Coogler, is attached to the project.	Walt Disney Studios	X					X	
Foster	3/5/2021	A young reader is transported into the mythical world of his favorite fantasy series.	20th Century Fox							X
The Boss Baby 2	3/26/2021	Alec Baldwin and the original creative team return in the sequel to the 2017 flick.	DreamWorks Animation	X		X				
Fast & Furious 10	4/2/2021	The last entry in the street racing franchise.	Universal Pictures	X						X
Jurassic World 3	6/11/2021	J.A. Bayona directs with Steven Spielberg and Colin Trevorrow returning as executive producers.	Universal Pictures	X						X

Planned Movie Releases With Licensing Potential, 2019 Continued from page 6

FILM	PLANNED RELEASE	DESCRIPTION	FILM COMPANY	SEQUEL	REBOOT	BOOK	GAME	TOY	COMIC	ORIGINAL TV
Indiana Jones 5	7/9/2021	Leading actor Harrison Ford and director Steven Spielberg return for a 5th time with Jonathan Kasdan to script.	Paramount	X						X
Dungeons & Dragons	7/23/2021	Chris McKay is in negotiations to direct this sequel to the 2000 adaptation of the tabletop role-playing game.	Paramount/Hasbro	X			X			
Spooky Jack	9/17/2021	Dark, comedic look at the world of "eerie" things conjured by children from writer Robert Ben Garant.	DreamWorks Animation							X
Avatar 3	12/17/2021	Second sequel to the highest grossing film of all time.	20th Century Fox	X						X
Rocket	2/18/2022	This Guardians of the Galaxy prequel tells the origin story of the foul-mouthed, gun-happy titular raccoon.	Walt Disney Studios	X					X	
Fantastic Beasts and Where to Find Them 4	TBA 2022	The 4th installment in J.K. Rowling's series.	Warner Bros.	X		X				
Super Mario Bros.	TBA 2022	Classic Nintendo video game is getting an animated film adaptation from Illumination Entertainment.	Universal Pictures		X		X			
The Adventures of Tintin: Prisoners of the Sun (Tintin 2)	TBA 2022	Peter Jackson and Steven Spielberg promise this animated sequel to the 2011 film will happen, but not until at least 2021.	Paramount	X					X	
Avatar 4	12/20/2024	Third sequel to the highest grossing film of all time.	20th Century Fox	X						X
Fantastic Beasts and Where to Find Them 5	TBA 2024	The 5th installment in J.K. Rowling's series.	Warner Bros.	X		X				
Avatar 5	12/19/2025	Fourth sequel to the highest grossing film of all time.	20th Century Fox	X						X
Assassin's Creed 2 (untitled)	TBA	Sequel to 2016 film is a prequel to the video game Assassin's Creed II.	Ubisoft Motion Pictures	X			X			
Austin Powers 4	TBA	Mike Myers will return as the titular spy in the fourth installment.	New Line Cinema	X						X
Ballerina	TBA	Possible spinoff of the John Wick franchise; female-centric action script.	Lionsgate							X
Batgirl	TBA	Scriptwriter Christina Hodson will bring the titular Barbara Gordon to life.	Warner Bros.						X	
Black Adam (untitled)	TBA	After being attached to play Shazam!, Dwayne Johnson is now getting his own DCEU film for the villain/antihero Black Adam.	Warner Bros.						X	
Black Cat (untitled)	TBA	Titular burglar is getting her own film after Spider-Man spinoff film Silver & Black Black is cancelled. Gina Prince-Bythewood is still attached.	Sony Pictures						X	
Blue Beetle	TBA	Superhero film adaptation based on the Mexican-American comic book character Jaime Reyes.	Warner Bros.						X	
Borderlands	TBA	R-rated video game adaptation has recruited producers Avi Arad and his son Ari Arad to the project.	Lionsgate				X			
Call of Duty 2 (untitled)	TBA	Black Panther's Joe Robert Cole is engaged to get a script ready even before the first film hits theaters.	Activision Blizzard Studios	X			X			
Clifford The Big Red Dog (untitled)	TBA	Live action/CG hybrid to be scripted by Justin Malen and directed by Walt Becker.	Paramount				X			X
Clue	TBA	Ryan Reynolds stars in the second film to be based on the Hasbro board game.	20th Century Fox		X			X		
Contra	TBA	Konami's classic '87 arcade game stars a pair of muscle-bound heroines in their fight against enemy forces on a tropical archipelago.	Beijing Starlit Movie and TV Culture				X			
Corto Maltese	TBA	Tom Hughes and Mila Jovovich star in this adaptation of Hugo Pratt's comics about an adventurous sailor set at the dawn of the 20th Century.	Davis Films/TriPictures						X	
Cruella	TBA	Emma Stone stars in '70s England as a younger version of 101 Dalmation's Cruella de Vil.	Walt Disney Studios		X	X				
DC Super-Pets	TBA	Animated feature from the creators of the LEGO Batman and Ninjago spin-offs.	Warner Bros.						X	X
Deadpool 3	TBA	Ryan Reynolds will reprise the role of Wade Wilson; otherwise, nothing else confirmed.	20th Century Fox	X					X	
Deadshot (untitled)	TBA	Will Smith confirms "meetings" about a spin-off film adaptation of Suicide Squad's defacto leader.	Warner Bros.		X				X	
Disenchanted	TBA	Sequel to 2007's Enchanted has Amy Adams on board to reprise her starring role and director Adam Shankman promising progress.	Walt Disney Studios	X						X
Duke Nukem	TBA	John Cena is in talks to frontline this adaptation of a long-running video game franchise	Paramount				X			
Five Nights at Freddy's	TBA	Chris Columbus will write and direct the movie adaptation of Scott Cawthon's indie horror video game.	Blumhouse				X			
Flash Gordon	TBA	Julius Avery is tapped to direct this adaptation of the pulp comic-strip hero originated in 1934.	20th Century Fox						X	
Gears of War	TBA	Casting is ongoing for this video game adaptation, but a script is upcoming from F. Scott Frazier (xXx: Return of Xander Cage).	Universal Pictures				X			

Continued on page 8

Planned Movie Releases With Licensing Potential, 2019 Continued from page 7

FILM	PLANNED RELEASE	DESCRIPTION	FILM COMPANY	SEQUEL	REBOOT	BOOK	GAME	TOY	COMIC	ORIGINAL	TV
Gladiator 2	TBA	Director Ridley Scott and screenwriter Peter Craig will focus on the son of Connie Nielsen's character Lucilla from the original 2000 film.	Paramount	X		X					
Gotham City Sirens	TBA	Spin-off film adaptation of Suicide Squad stars Margot Robbie as Harley Quinn alongside two other female supervillians.	Warner Bros.	X					X		
Gremlins 3	TBA	The sequel to the terrifying 1984 and 1990 flicks is actually a reboot, per director Chris Columbus.	Warner Bros.		X					X	
Harbinger	TBA	Second Valiant Comics film to follow Bloodshot; has found its director in Justin Tipping.	Sony Pictures						X		
Inhumans	TBA	An isolated community of superhumans fights to protect itself in a storyline that would introduce dozens of characters to the MCU.	Walt Disney Studios						X		X
Joker & Harley Quinn film (untitled)	TBA	This criminal love story picks up where Suicide Squad left off.	Warner Bros.	X					X		
Joker standalone film (untitled)	TBA	Jared Leto leads and executive produces; little else is known.	Warner Bros.						X		
Just Cause	TBA	Jason Momoa stars in this feature film adaptation of the Square Enix video game.	Prime Universe Productions				X				
M.A.S.K.: Mobile Armored Strike Kommand	TBA	F. Gary Gray is tasked with directing this '80s children's cartoon/classic Kenner toyline.	Paramount/Hasbro					X			X
Mega Man	TBA	Henry Joost and Ariel Schulman will write and direct this live action adaptation of this classic Capcom game.	20th Century Fox				X				
Metal Gear Solid	TBA	Video game adaptation directed by Jordan Vogt-Roberts plans to focus on the character Cyborg Ninja and the nuclear-missile-firing Metal Gears.	Sony Pictures				X				
Minecraft: The Movie	TBA	Animated film based on the video game loses its 2019 date as the second director leaves the project. Steve Carell is expected to star.	Warner Bros.				X				
Mobile Suit Gundam	TBA	Live action film based on the mecha anime and sci-fi franchise from Japan's Sunrise.	Legendary Pictures					X			
Mortal Kombat	TBA	Simon McQuoid directs this R-rated video game adaptation which introduces a new boxing character and some old fan favorites.	Warner Bros.		X		X				
Nightwing	TBA	Chris McKay directs this action-packed, martial arts-heavy adaptation of the original Robin.	Warner Bros.						X		
Paddington 3	TBA	Second sequel to 2014 film; based on the children's books by Michael Bond. Director unlikely to return.	Warner Bros.	X		X					
Paper Lanterns	TBA	Live action/animated family film from author Jonny Sun pays homage to Chinese folklore in a contemporary manner.	20th Century Fox							X	
Pinocchio (untitled)	TBA	Live action reboot directed by Paddington's Paul King; Tom Hanks is in talks to play the fatherly figure Geppetto.	Walt Disney Studios		X	X					
Power Rangers 2 (untitled)	TBA	It's not clear which studio will help with this follow-up to the 2017 film, but a post-2019 release is expected regardless.	Hasbro	X	X						X
Prince (untitled)	TBA	Original film musical inspired by Prince's music will use his songs to drive a fictional narrative. Produced alongside the estate.	Universal Pictures							X	
Prince Charming (live action)	TBA	A revisionist take on classic fairy tales from the leading man's brother's point of view.	Walt Disney Studios							X	
Raving Rabbids	TBA	Video game franchise spin-off from the Rayman series gets a stop motion/live-action movie.	Sony Pictures				X				
ROM: Spaceknight	TBA	Ready Player One's Zak Penn will take this cosmic cyborg superhero Hasbro toy/Marvel comic to the big screen.	Paramount/Hasbro					X	X		
Shrek	TBA	All Shrek properties, incl. Puss in Boots, are getting a reboot from the studio responsible for Minions.	Illumination Entertainment		X					X	
Snake Eyes (untitled)	TBA	The titular silent ninja commando character is getting his own spinoff movie after appearances in the 2009 and 2013 G.I. Joe films.	Paramount/Hasbro					X	X		
Snow White (untitled)	TBA	Live action remake of Disney's classic animation set to feature new songs from songwriters Benj Pasek and Justin Paul.	Walt Disney Studios		X	X					
Star Trek 4	TBA	While Chris Pine and Chris Hemsworth are out, S.J. Clarkson is aboard to direct.	Paramount	X							X
Star Wars (untitled)	TBA	Live action remake of Disney's classic animation set to feature new songs from songwriters Benj Pasek and Justin Paul.	Walt Disney Studios	X						X	
Sword in the Stone (live action)	TBA	Lighthearted view of the legend of King Arthur exclusive to Disney's upcoming streaming service. Loosely based on the books by T.A. Barron.	Walt Disney Studios		X	X					
Teenage Mutant Ninja Turtles (untitled)	TBA	The third film in the franchise from the studio and yet another reboot.	Paramount		X				X		
The Batman	TBA	Standalone film separate from Christopher Nolan's Dark Knight universe; filming to begin mid-2019.	Warner Bros.		X				X		
The Division	TBA	Tom Clancy video game adaptation stars Jessica Chastain and Jake Gyllenhaal in post-pandemic New York.	Ubisoft Motion Pictures				X				

Planned Movie Releases With Licensing Potential, 2019 Continued from page 8

FILM	PLANNED RELEASE	DESCRIPTION	FILM COMPANY	SEQUEL	REBOOT	BOOK	GAME	TOY	COMIC	ORIGINAL	TV
The Matrix	TBA	A reboot is in the planning stages for the 1999 sci-fi action film.	Warner Bros.		X					X	
The Merlin Saga	TBA	One of two films based on the T.A. Barron books chronicling the origin story of a young Merlin.	Walt Disney Studios			X					
The Wee Free Men	TBA	First novel in the bestselling Discworld series by the late Terry Pratchett.	Jim Henson Co.			X					
Transformers 7	TBA	Booted from its 6/26/2019 release date. Hasbro has said the franchise will continue at least through Transformers 8.	Paramount/Hasbro	X				X			
Uncharted	TBA	Prequel film to the video game by Naughty Dog; stars Tom Holland as a young Nathan Drake.	Sony Pictures				X				
Under	TBA	Franco-Belgian graphic novel about sewer-dwelling mutants boasts a \$9.3 million budget.	Born Wild, Titan						X		
Wicked	TBA	Film adaptation of the Tony-winning musical booted from its Dec. 2019 release date.	Universal Pictures			X					

Note: All details subject to change. **Source:** THE LICENSING LETTER

CELEBRITY

Celeb Watch: Lifestyle, Fitness & Fashion

Cindy Crawford launches a new health and wellness lifestyle brand, **Ladder**, with the help of founding partners **LeBron James**, **Arnold Schwarzenegger**, and **Lindsey Vonn**. Ladder aims to engage its users of all types with content like personalized regimens and workout videos, community, and product via direct-to-consumer subscriptions (\$60–90 monthly). The group has already developed a greens supplement, two variations of protein powder (whey and plant), and an energy supplement.

Mr. Bean is releasing new Christmas merchandise with **YouTube** and **Teespring's Merch Shelf** feature. The British character's channel counts over 10 million subscribers, who will now be able to click and buy mugs, hoodies, t-shirts, cushions, and two phone cases.

Jane Fonda partners with **Evine Live**, a multiplatform interactive video and digital commerce company, to develop a lifestyle brand for women over 50. The actress, author, and fitness expert is planning to tap the popularity and experience of the *Jane Fonda Workout* series, created in the early '80s, which has sold more than 17 million copies. The new venture encompasses activewear, athleisure options, health and nutrition products, and fitness equipment. It will launch in Spring 2019.

Comedian and actress **Amy Schumer** and stylist and designer **Leesa Evans** get together to create **Le Cloud**, a line of ready-to-wear clothing, at **Saks Off 5th**. The line includes ready-to-wear separates including tops, pants, skirts, jumpsuits, and outerwear made out of French terry, satin, scuba, and more—with sizes ranging from 0-20.

Tory Burch is buying back **Tresalia Capital's** 20% minority stake in her business, nearly 10 years after it was sold. Investors **General Atlantic** and **BDT Capital Partners** maintain a stake in the business, which they acquired in 2013, reportedly from Burch's ex-husband. Other fashion brands ranging from **Stella McCartney** to **Proenza Schouler** have also recently bought back shares.

Two luxury menswear brands have emerged victorious from years-long trademark disputes with copycat Chinese brands. Italian fashion house **Ermenegildo Zegna** closed a five-year case centered on a Chinese menswear brand that used the trademark "Yves Zegnoa." Separately, **Alfred Dunhill** scored a win against Chinese menswear group Danhuoli, which used a similar elongated logo to that of the British luxury brand, yielding 10 million yuan (\$1.4 million) in damages. Last year, footwear manufacturer **New Balance** was also awarded 10 million yuan for a trademark dispute; at the time, it the largest amount that a foreign brand had been awarded in a Chinese intellectual property case.

After **Authentic Brands Group** and **DSW** acquired the Camuto Group for \$375 million, the **Sequential Brands Group** clarifies that its **Jessica Simpson** footwear license is still intact. To that end, Sequential has signed a long-term licensing partnership renewal under which a newly formed, DSW-owned company will continue to oversee Simpson's footwear business.

Forbes releases its list of the 10 top-earning **YouTube** stars who collectively earned \$180.5 million this past year, up 42% from 2017. The magazine points to merchandise as an increasingly important revenue stream for these top digital stars, all of whom have at a line of their own.

1. Ryan ToysReview: \$22 million
2. Jake Paul: \$21.5 million
3. Dude Perfect: \$20 million
4. DanTDM: \$18.5 million
5. Jeffree Star: \$18 million
6. Markiplier: \$17.5 million
7. Vanessa Gaming: \$17 million
8. Jacksepticeye: \$16 million
9. PewDiePie: \$15.5 million
10. Logan Paul: \$14.5 million

Licensing News

Properties Available Or Recently Assigned, U.S.

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
Corey Paige	Artist known for her expressive style; creates fun and whimsical art that combines bright, colorful imagery, icons, patterns, and words.	All	Steven Heller, Brand Liaison (The)

Licenses Recently Granted, U.S.

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
American Cancer Society	Perrigo Company plc	Nicotine replacement products	American Cancer Society
Archie Comics	Bioworld Merchandising	Accessories, apparel	King Features Syndicate
Assassin's Creed	Lot18	Wine	Ubisoft
Bill & Ted's Excellent Adventure	BoydEscapes	Escape rooms	Creative Licensing Corp. (CLC)
Die Hard	BoxLunch	T-shirts	20th Century Fox Consumer Products
	Fright Rags	Enamel pins, shirts, socks	
	Hot Topic	Long sleeve tops	
Disney	Monse	Fashion accessories, fashion apparel, pet apparel	Disney Consumer Products
Elvis Presley	Lot18	Wine	Authentic Brands Group (ABG)
Fallout	EMCE Toys/Fourth Castle Media	Figures	Bethesda Softworks
	Toynk Toys/Incogneato	Collectibles	
Hatteras Yachts	Revo Sunglasses Inc.	Sunglasses	Perpetual Licensing
Heineken	Union Los Angeles	Accessories, apparel	Heineken USA
Hotel Transylvania 3	Quantum Storey Company (The)	VR books	Sony Pictures Consumer Products
International Space Archives	New Era Cap	Apparel, headwear	Licensing Management Intl. (LMI)
James Bond 007	Upper Deck Collectibles & Upper Deck Authenticated	Trading card games, trading cards	Danjaq
Jay & Silent Bob	Chemesis International Inc	Cannabis products	Segal Licensing
Mane 'n Tail	Officially Pinned	Enamel pins	Straight Arrow Products Inc.
Martha Stewart	BloomsyBox.com	Subscription service	Sequential Brands Group
	Payless ShoeSource	Footwear	
NBA	Funko	Pop vinyl figures	NBA Entertainment (National Basketball Association)
PBS KIDS	Whole Foods Market	Games, wooden toys	PBS
Rainbow Rangers	Cra-Z-Art	Activity products, crafts	Genius Brands Intl.
	Esquire Footwear	Footwear	
	Integrity Vitamins & Supplements LLC	Vitamins	
	Townley Cosmetics/Townley Girl	Health & beauty aids	
Showtime Championship Boxing	Ave LA (The)	Apparel, footwear	CBS Consumer Products
	Bixler	Jewelry	
	Topps	Digital trading cards	
Star Wars	Hasbro	Action figures	Disney Consumer Products
Taco Bell	Tipsy Elves	Accessories, apparel	Yum! Brands Intl.
Terminator 2: Judgment Day	BoydEscapes	Escape rooms	Creative Licensing Corp. (CLC)
Turtle Wax	GreenLight Collectibles	Die-cast replica vehicles	Licensing Management Intl. of LA
Vineyard Vines	DemerBox LLC	Speakers	Vineyard Vines
World of Tanks	Cobi Toys	Construction blocks, construction figures	Wargaming

*Extension or renewal.

Continued on page 11

Licensing News *Continued from page 10*

International Properties Available or Recently Assigned

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
Art of Marbling (The)	Handcrafted, proprietary marbling patterns inspired by art form dating back to the 11th century. From organic stone patterns to intricate feather-like designs.	All (Worldwide)	Marty Segelbaum, MHS Licensing + Consulting
Bozo the Clown	One of the world's most famous, recognizable clowns since 1946. First created as a storybook character, expanded into a TV series.	All (Worldwide)	Martin Cribbs, Beanstalk Icon Representation
BunnyLou	Children's brand encourages reading, story-telling, creativity, and curiosity. Features Bunny, Loulou, and their whimsical friends from the lovely land of Lilac Mae.	All (Worldwide)	Anita Castellar, FanGirl Consulting & Brand Management
Bush Baby World	U.K. toy and animated series featuring characters who protect the Dream Tree, keeping their magical world in balance.	All (Nordic)	Roland Lindholm, Alicom Licensing
Discovery	American media company with a vast portfolio incl. major brands Animal Planet, HGTV, and Discovery Adventures.	All (India)	Bhavik Vora, Black White Orange Brands Pvt. Ltd. (BWO)
Godzilla	Classic movie monster franchise for over 65 yrs. stars a Jurassic creature evolved from sea reptile into a terrestrial beast after being awakened by mankind's thermonuclear tests.	All (Benelux)	Daphne Kellerman, License Connection
International Space Archives	Digital library containing the best of the incredible imagery created by our planet's exploration of the universe includes Mission Patches, photos, films, and video.	All (GAS)	Michael A. Lou, V.I.P. Entertainment & Merchandising AG
John Keeling	Artist uses a fresh watercolor style combined with the ability to capture the essence of the subject; the fragility of a delicate flower or the devoted gaze of a beloved pet.	All (Worldwide)	Marty Segelbaum, MHS Licensing + Consulting
Leo Lionni properties	Children's books since 1959 best known for bold colors and nature inspired collages. Incl. It's Mine, Frederick, and Pezzettino.	All (Germany)	Michael A. Lou, V.I.P. Entertainment & Merchandising AG
Love is...	Iconic '70s comic strip featuring lovable boy and girl characters. Originated from a series of love notes from the cartoonist to her future husband.	All (North America)	Cynthia Modders, Firefly Brand Management
Popeye's Island Adventures	Animated series re-introduces the comic icon and friends. Features a youthful look and more eco-friendly position, i.e. growing spinach on the roof and collecting rainwater in barrels.	All (Worldwide)	Carla Silva, King Features Syndicate
Top Class	Children's quiz show features teams from schools competing to be the "Top Class."	All (U.K.)	Maggy Harris, ITV Studios Global Entertainment
Treasure X	Toy brand where you must dig through multiple layers to uncover one of 24 collectible treasure hunters, each with their own weapons and a chance to find gold.	All (U.K.)	Vicky Hill, Bulldog Licensing

International Licenses Recently Granted

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Barbie	Puma North America	Footwear (Worldwide)	Mattel
Bass	Poetic Brands Ltd./PoeticGem	Apparel (Europe)	Anheuser-Busch InBev
Beatles (The)	Stern Pinball	Pinball machines (U.S., U.K.)	Bravado Intl. Group div. Universal Music Group
Beck's	Poetic Brands Ltd./PoeticGem	Apparel (Europe)	Anheuser-Busch InBev
Betty Boop	Daboro Japan	Apparel, jackets, sandals (Japan)	King Features Syndicate
	SMbrand Co., Ltd. (SM brand)	Apparel (Japan)	
Bill & Ted's Excellent Adventure	Bioworld Merchandising Intl.	Apparel (U.K., Eire)	Creative Licensing Corp. (CLC)
Blast Pro Series	We Are Nations	Accessories, apparel, performance wear (Worldwide)	Blast Pro Series div. RFRSH Entertainment
Boddington's	Poetic Brands Ltd./PoeticGem	Apparel (Europe)	Anheuser-Busch InBev
Brookstone	HoMedics div. FKA Brands	Home products, relaxation products, wellness products (U.S., Canada, LATAM)	Bluestar Alliance
BT21	Concept One Accessories	Bags, belts, cold weather accessories, cooler bags, headwear, luggage, rain gear, wallets (U.S., Canada)	LINE Friends Corp./LINE Plus Corp.
	Ground Up Intl.	Footwear (U.S., Canada)	
Budweiser	HUF	Accessories, apparel (Worldwide)	Brandgenuity
	Poetic Brands Ltd./PoeticGem	Apparel (Europe)	Anheuser-Busch InBev
Bullseye	CrackerJack U.K. Ltd. / Wizzard Gifts Ltd.	Gift items (U.K.)	Bulldog Licensing
Chinatown Market x SpongeBob	Urban Outfitters	Apparel (North America)	Nickelodeon & Viacom Consumer Products (NVCP)

*Extension or renewal.

Continued on page 12

International Licenses Recently Granted

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Chupa Chups	Urban Outfitters	Apparel (Worldwide)	Perfetti Van Melle (PVM)/PVM Licensing
Cuphead	Boston America	Containers, energy drinks, gummies, tinned candles (U.S., Canada)	King Features Syndicate
Debra Valencia	Duke Imports	Bedding, home decor (U.S., Canada)	Brand Liaison (The)
Die Hard	Funko	Pop vinyl figures (Worldwide)	20th Century Fox Consumer Products
Discovery	My Town Games Ltd.	Video games (Canada, U.K., ANZ)	Discovery Consumer Products
Disney	Mission Foods div. GRUMA Europe Ltd.	Wraps (U.K.)	Disney Consumer Products
Dum Dums	FloraCraft	Craft supplies (U.S., Canada)	Lisa Marks Associates (LMA)
Echo Fox	Fathead	Wall graphics (Worldwide)	Echo Fox, esports div. Vision Venture Partners
Elton John	John Lewis & Partners	Apparel (U.K.)	Bravado Intl. Group div. Universal Music Group
First Blood	Skywind Group/Skywind Holdings	Online casino games (Worldwide excl. U.S.)	Creative Licensing Corp. (CLC)
Fortnite	Jazwares	Toys (U.S., U.K.)	Epic Games
	Moose Toys	Figures (U.K.)	
	Worlds Apart	Collectible figures (U.K.)	
Game of Thrones	Wrebbitt Puzzles Inc.	Puzzles (Worldwide)	HBO
Halloween	Cavity Colors	Apparel (Worldwide)	Creative Licensing Corp. (CLC)
Halo	Raw Thrills	Arcade games (U.S., Australia)	Merchantwise
Hatchlings	De Agostini Publishing S.p.A.	Collectible figurines (Italy)	Maurizio Distefano Licensing (MD Licensing)
Horace & Co	Signature Publishing Ltd.	Personalized picture books (U.S., U.K.)	Edutainment Licensing
International Space Archives	Aykroyd & Sons Ltd.	Nightwear, socks (U.K.)	Licensing Management Intl. (LMI)
	H&A (Hall & Associates)	Bath products, cosmetics, gift sets (U.K.)	
	Marketing Licensed Products (MLP)	Shirts (France)	
	Mistiyarn Pty Ltd. tda Mitch Dowd Design	T-shirts (Australia)	
	Sahinler SAS	T-shirts (France)	
	Sanrio	Jackets, patches, t-shirts (Worldwide)	
	Stereo Vinyls Collection/About Blank & Co.	Apparel, headwear, patches (U.K., Europe, South Korea, Hong Kong)	
	Westminster Collection (The) div. 288 Group Ltd.	Collector medals (U.K., Eire)	
Juicy Couture	Platinum 3 Fashion	Apparel (Europe)	Authentic Brands Group (ABG)
Kid-E-Cats	Toy Plus (Far East) Ltd.	Master toy (Worldwide)	APC Kids/About Premium Content (APC)
Line Friends	Concept One Accessories	Bags, belts, cold weather accessories, cooler bags, headwear, luggage, rain gear, wallets (U.S., Canada)	LINE Friends Corp./LINE Plus Corp.
	Ground Up Intl.	Footwear (U.S., Canada)	LINE Friends Corp./LINE Plus Corp.
Lionel Trains	Peg Perego U.S.A.	Ride-on trains (U.S., Canada)	Lisa Marks Associates (LMA)
London Underground	adidas	Footwear (U.K.)	TSBA Group
Mary Poppins	HSN (Home Shopping Network)	Accessories, apparel, home goods (U.S., Canada)	Disney Consumer Products
Method	We Are Nations	Accessories, apparel, performance wear (Worldwide)	Method Gaming Ltd.
Mickey Mouse	Nixon	Watches (Worldwide)	Disney Consumer Products
	Shinola Detroit	Accessories, clocks, turntables (U.S., Canada, Europe)	
Miles Davis	Perryscope Productions	Accessories, apparel, collectibles, wall art (Worldwide)	Miles Davis Properties LLC
Mr. Bean	Teespring	Apparel (U.K., E.U.)	Endemol Shine Group U.K.
My Singing Monsters	PlayMonster	Master toy (North America)	Alita's Brand Bar
OpTic Gaming	We Are Nations	Accessories, apparel, performance wear (Worldwide)	OpTic Gaming
Overwatch League	Fanatics	Fan gear, hard goods, headwear, jerseys (Worldwide)	Activision Blizzard Esports

*Extension or renewal.

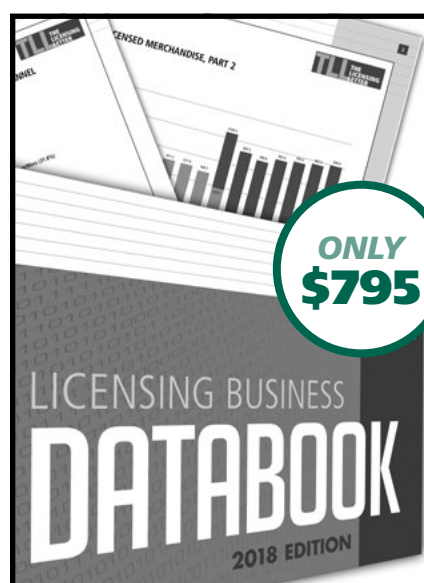
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Licensing News *Continued from page 12*

International Licenses Recently Granted

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Paul Smith	Cutler and Gross Ltd.	Eyewear (Worldwide)	Paul Smith
PGA Tour	CCILU Footwear	Footwear (Worldwide)	PGA TOUR
Pip Ahoy!	Branded Clothing Intl. (BCI)	Nightwear (children's), swimwear (children's), underwear (children's) (U.K.)	CHF Entertainment
	John Adams Leisure Ltd.	Master toy (U.K.)	
Popeye	Black Storm S.A. de C.V.	Hoodies, t-shirts (Mexico)	King Features Syndicate
	Guangzhou Chuyu Fashion Co.	Accessories, apparel (children's), apparel (women's) (China)	
	Kazu Project Co., Ltd.	Apparel, outerwear (Japan)	
	Kowa Company Ltd.	Apparel (Japan)	
Precious Moments	Mark Feldstein & Associates	Canvas art, clocks, flameless candles, LED lights (U.S., Canada)	Spotlight Licensing & Brand Management
Ralph Breaks the Internet	A Bathing Ape (BAPE)/Nowhere Co.	Cushions, hoodies, t-shirts, tote bags (Worldwide)	Disney Consumer Products
Rambo 2, Rambo 3	Skywind Group/Skywind Holdings	Online casino games (Worldwide excl. U.S.)	Creative Licensing Corp. (CLC)
Rick & Morty	Diadora S.p.A.	Accessories, apparel (Italy)	Cartoon Network Enterprises
Royal Horticultural Society	Heathcote & Ivory (H&I Toiletries Ltd.)	Bath & body, gift sets, toiletries (U.K.)	Royal Horticultural Society/RHS Enterprises Ltd.
	Shruti Designs	Accessories, giftware, stationery (U.K.)	
Shawn Mendes	Roots	Accessories, apparel (North America)	Warner Music Group
Star Wars	Joseph Enterprises	Clapper (Worldwide)	Disney Consumer Products
Stranger Things	Tealer	Accessories, apparel (France)	Netflix
Sylvia Gani	BH Cosmetics	Cosmetics (Worldwide)	Select Management Group
Team Liquid	Fathead	Graphics, wall graphics (Worldwide)	Team Liquid
Tetris	Changyou	Mobile game apps (Android, iOS) (China)	Blue Planet Software
Victoria Beckham	Marchon	Eyewear (Worldwide)	Victoria Beckham
Watership Down	Carousel Calendars div. Otter House Group	Calendars (U.K.)	ITV Studios Global Entertainment
	Licensed to Charm/Blackbird London Ltd,	Charms (U.K.)	
	Smith & Brooks Ltd.	Apparel (infants') (U.K.)	
World of Eric Carle (The)	University Games	Games, puzzles, toys (Worldwide)	Joester Loria Group (JLG)
Yellow Submarine	JHS (John Hornby Skewes & Co. Ltd.)	Musical instruments (U.K.)	Caroline Mickler

*Extension or renewal.



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- Sales results of licensed merchandise by distribution channel for key property types
- Selected international data by territory, property type, and product category

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contacts & connections

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

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Continued on page 15

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We Are Nations, Patrick Mahoney, CEO & Co-founder, patrick@wearenations.com, P. 11,12.

Westminster Collection (The) div. 288 Group Ltd., 44 333 00 32 777, enquiries@westminstercollection.com, P. 12.

Whole Foods Market, Jennifer Light, Art Director, Exclusive Brands, 512-477-4455, jennifer.light@wholefoods.com, P. 10.

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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.

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Merchantwise, Alan Schauder, MD, 61 3 9520 1000, alan@merchantwise.com, P. 12.

Method Gaming Ltd., management@method.gg, P. 12.

Mission Foods div. GRUMA Europe Ltd., Louise Pike, Marketing & Innovation Director U.K./I, 44 2087540115, louise_pike@missionfoods.com, P. 12.

Mistiyarn Pty Ltd. tda Mitch Dowd Design, Dane Totham, CEO, 61 3 9569 8800, dane@mitchdowd.com.au, P. 12.

My Town Games Ltd., Mark Tulchinski, Co-founder, 972 525559684, mark@my-town.com, P. 12.

Paul Smith, Glynn Chilton, Director RTW, Accessories & Licencing, 44 115 9685979, glynn.chilton@paulsmith.co.uk, P. 13.

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Sahinler SAS, Marion Lefebvre, Marketing & Licensing, 33 3 20 28 98 38, mlefebvre@sahinler.fr, P. 12.

Segal Licensing, Stuart Pollock, President, 416-545-5589, stuart.pollock@segallicensing.com, P. 10.

Shruti Designs, Matt Green, Design Manager, 44 1985 847774, matt@shrutidesigns.co.uk, P. 13.

Signature Publishing Ltd., Chee-Mann Chan, Publishing Director, 44 1483 779500, chee-mann.chan@signaturepl.co.uk, P. 12.

Skywind Group/Skywind Holdings, Lucy Berry, In-house Legal Counsel, 44 3300887962, lucy.berry@skywindgroup.com, P. 12,13.

Skywind Group/Skywind Holdings, Nachi Kurizki, Director Business Development, 357 22024751, nachi.kurizki@skywindgroup.com, P. 13.

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Smith & Brooks Ltd., 44 845 129 9216, info@smithbrooks.co.uk, P. 13.

Stereo Vinyls Collection/About Blank & Co., Jae Huh, Founder & Creative Director, info@stereo-collection.com, P. 12.

Tealer, Tealer Jeff, Co-founder, 33 09 81 74 47 46, hello@tealer.fr, P. 13.

Toy Plus (Far East) Ltd., Josue Rosenzweig, President, 852 23668480, P. 12.

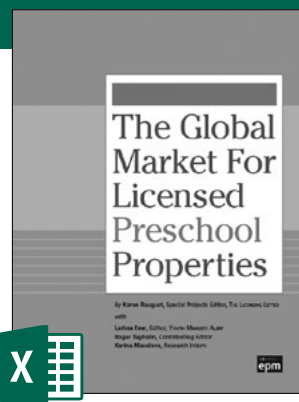
TSBA Group, Mike Jenkinson, Head Licensing, 44 208 332 6642, mjenkinson@tsbagroup.com, P. 12.

V.I.P. Entertainment & Merchandising AG, Michael A. Lou, CEO, 49 40 440101, m.lou@vip-ag.com, P. 11.

Worlds Apart, Lucy Wynn-Jones, Head Licensing, 44 207 622 0171, lwynnjones@worldsapart.co.uk, P. 12.

Wrebbit Puzzles Inc., Jean Theberge, President, 514-787-8842 x12, jtheberge@wrebbit3d.com, P. 12.

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Thanksgiving, Black Friday & Other Holiday Sales Trends

According to the first reports emerging about end-of-year sales, 2019 was a robust shopping season. **Mastercard SpendingPulse** estimates that overall holiday sales increased 5.1% to more than \$850 billion this year; the strongest growth it has observed in the last six years. Breaking out category gains, online shopping improved 19.1% compared to 2017, department stores declined 1.3%, total apparel grew 7.9%, home improvement gained 9.0%, electronics and appliances shrank 0.7%, and home furniture and furnishings grew 2.3% compared to the previous year.

The National Retail Federation (NRF) predicted that holiday sales, both in-store and online, would increase anywhere from 4.3% to 4.8% and exceed the 3.9% five-year average. Helping that prediction along, 165 million Americans shopped either in stores or online over the five-day Thanksgiving through Cyber Monday period, surpassing the 164 million who been expected to do so. Key highlights include:

- ▶ The most popular day to shop online was Cyber Monday (67.4 million shoppers) followed by Black Friday (65.2 million).
- ▶ The most popular day for in-store shopping was Black Friday (67 million shoppers) followed by Small Business Saturday (47.4 million).
- ▶ The average shopper spent \$313.29 on gifts and other holiday items, down from \$335.47 last year. Of the total, \$217.37 (69%) was specifically spent on gifts.
- ▶ Over 89 million people shopped both online and in stores, up 40% from last year. The multichannel shopper outspent the single-channel shopper by up to \$93 on average.
- ▶ The biggest spenders were older millennials and Gen Xers (35–44 years old) at \$413.05.
- ▶ Gen Zers and younger millennials aged 18–24 spending an average \$149 on holiday purchases for themselves, more than any other generation.
- ▶ Top purchases over the weekend included apparel (57%), toys (34%), books and video games (29%), electronics (26%), and gift cards (20%).
- ▶ Top shopping destinations included department stores (42%), online retailers (38%), apparel stores (30%), grocery stores (30%), discount stores (29%), and electronics stores (27%).
- ▶ 66% of smartphone owners used their mobile devices to make holiday decisions, up from 63% last year.
- ▶ On average, consumers had 56% of their holiday shopping left to do.
- ▶ Nearly all consumers (92%) believed that the strong Thanksgiving deals would continue or improve throughout the rest of the season.

Adobe Analytics confirmed that online sales on Cyber Monday set a new record at \$7.9 billion. With sales up 19.7% year-over-year, that made it the single largest online shopping day of all time in the U.S.

- ▶ Online sales on Black Friday jumped 23.6% year-over-year to reach an estimated \$6.4 billion. It was the first day in history to see more than \$2 billion in sales placed on smartphones.
- ▶ Thanksgiving Day online sales totaled \$3.7 billion, up 28% from a year ago—of which \$1 billion was consummated on mobile phones.
- ▶ Heavy traffic caused 2.4% of product page visits to get an out-of-stock message on Cyber Monday, up over a season average of 2.1%—costing retailers up to \$187 million in potential sales.
- ▶ Black Friday saw the best discounts for televisions (prices down 18%) and computers (17.8%). On the Sunday before Cyber Monday, shoppers saw some of the best deals for toys (31.6%). Cyber Monday itself saw the biggest discounts for furniture and bedding (14%).
- ▶ Large retailers with \$1 billion or more in annual e-commerce revenue saw 6% higher conversion rates for orders placed on smartphones.
- ▶ Smaller retailers, offering more specialized products, did better closing sales via desktops with 7% higher conversions.
- ▶ On Cyber Monday, direct website traffic ranked highest for driving revenue at 25.3% share of sales (down 1.2%), followed by paid search at 25.1% (up 7.4%), natural search at 18.8% (down 2.8%) and email at 24.2% (up 0.5%).

- ▶ Social media continued to have minimal impact on online sales at a 1.1% share.

Retailers sold an average of 307% more on Black Friday 2018 than they do on a typical day, according to **Bluecore**. The ecommerce firm, which currently manages more than 500 million unique customer IDs, estimates that online orders for products in the home category jumped 151%.

According to another estimate by Burns Group's **BrandIn-formers**, in-store sales on Black Friday were down by nearly 2% year-over-year. Meanwhile, online sales were up by almost 24%—particularly in fashion, which is the second-most-shopped category on Black Friday after electronics.

Small-Business Saturday saw an estimated \$17.8 billion in sales as an estimated 104 million shoppers turned out to mom-and-pop shops and local businesses this year, according to advisory firm Teneo on behalf of **American Express** and the **National Federation of Independent Business**. Last year's total sales, in comparison, were a mere \$12.9 billion this year also surpassed the previous record in 2016 of \$15 billion. According to **Adobe Analytics**, online spending reached \$3.02 billion on Saturday the Saturday after Thanksgiving, up 25.5% from 2017.

Amazon reported that Cyber Monday was the biggest shopping day in its history, with the most products ordered globally in a single day. Between Thanksgiving and Cyber Monday, Amazon customers ordered more than 180 million items.

- ▶ Globally, customers ordered more than 18 million toys and more than 13 million fashion items on Black Friday and Cyber Monday combined.
- ▶ On Black Friday alone, over 4 million toys and electronics were ordered through Amazon's mobile app.
- ▶ Black Friday sales by small- and medium-sized businesses around the world grew more than 20% compared to 2017.
- ▶ The best-selling products across Amazon.com on Cyber Monday included the new Echo Dot, AncestryDNA, Bose QuietComfort 25 Acoustic Noise Cancelling Headphones for Apple devices, the book *Becoming* by Michelle Obama, Jenga, and Instant Pot DUO60 (6 Quart).
- ▶ The best-selling products at Amazon 4-star and Amazon Books over the 5-day weekend included Echo Dot, *Becoming* by Michelle Obama, the Amazon Smart Plug, and L.O.L. Surprise! toys.
- ▶ The best-selling products at Amazon Pop-Up device kiosks over included Echo Dot and the Amazon Smart Plug.

An estimated 151 million people visited a mall or shopping center over the Thanksgiving weekend, per the Intl. Council of Shopping Centers (**ICSC**). Among shoppers, 49% spent more than they did in 2017, with 30% spent the same. For those that used a click-and-collect function (27%

THE TOP 10 LIST OF THE BUSIEST SHOPPING DAYS OF 2018 INCLUDED SUPER SATURDAY (DEC. 22) AND THE SUNDAY BEFORE CHRISTMAS (DEC. 23).

on Thanksgiving Day and Black Friday), 64% made an additional in-store purchase.

RetailNext estimates traffic at U.S. stores fell between 5% and 9% during Thanksgiving and Black Friday. Another firm, **ShopperTrak**, found that traffic fell only 1% over the two-day period, improving from a 1.7% drop in 2017.

According to a poll of mall operators by real estate services provider **JLL**, malls on the West Coast saw no increase in foot traffic (86% said it was the same as last year, and 14% said it was less). On the East Coast, 32% said traffic was up at malls, 46% that it was the same, 23% that it was less.

Ecommerce platform **TCGplayer** reports over \$1 million in hobby game sales on Thanksgiving Day. The top-selling collectible card games were *Magic: The Gathering (Wizards of the Coast)*, *Yu-Gi-Oh! (Konami)*, *Pokémon (Pokémon USA)*, *Dragon Ball Super (Bandai)*, and *Cardfight!! Vanguard (Bushiroad)*. The best-selling item on the site was a *Magic: The Gathering* card.

According to **ICv2**, **Amazon** had been pricing **Asmodee North America** bestsellers at wholesale discounts on Black Friday and Cyber Monday. Games like *Spot It!* and *Catan* were discounted up to 51%, far beyond the 20% minimum advertised price policy advocated by the traditional game company. **ICv2** also pointed out that one **Wizards of the Coast** game was priced at a 53% discount on both Friday and Monday.

Eight of the 10 busiest shopping days were still to come, according to **ShopperTrak**. These include Super Saturday (Dec. 22) and the Sunday before Christmas (Dec. 23). For the third year in a row, there were four Saturdays in December prior to Christmas Day (Dec. 8 and Dec. 15) which were expected to see a boost. The research firm additionally predicted that the Saturday after Christmas (Dec. 29) round out the top 10 list of the busiest shopping days of 2018.

Glossy pointed out that most of the Black Friday discounts on luxury and streetwear fashion this year came from multi-brand retailers and e-commerce platforms carrying luxury goods like **Farfetch**, **Ssense**, and **Matchesfashion**, and streetwear retailers like **Slam Jam Socialism**, which all offered discounts of roughly up to 10%. But when it comes to luxury and streetwear brands themselves, none of the top five most popular luxury brands ranked by *Luxe Digital* (**Gucci**, **Chanel**, **Louis Vuitton**, **Hermès**, and **Rolex**) offered any Black Friday deals through their own stores.

Per *Footwear News*, analysts from the **Susquehanna Financial Group**, **Canaccord Genuity**, and **Cowen and Co.** generally

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agree that the strongest performers were **Ugg, Nike, and Foot Locker**. Other notable mentions were **Lululemon, Journeys, Steve Madden, the VF Corp., Walmart, and Kohl's**.

Wayfair reports that its five-day sales grew 58% year-over-year. The most popular items include Christmas trees, storage items, sofas, mattresses, bar stools, rugs, and outdoor furniture.

Walmart is transforming extra parking lot space into “town centers” which will feature a “carefully curated mix” of “local, regional, and national” retail tenants, green space, and parking systems overhauled to better facilitate the store’s grab-and-go services. Potential tenants are restaurants, day care establishments, health clinics, bowling alleys, food trucks, bike rental stations, driving ranges, and fuel stations. The “open-air mall” project is underway in Arkansas, California, Colorado, Iowa, Missouri, Oregon, Texas, and Washington.

YouTube and **Teespring** are expanding on *Merch Shelf*, a partnership launched last summer at VidCon which introduced integrated links to buy creator merch under YouTube videos to make the shopping process more seamless.

The integration is launching in Europe after U.S.-based vloggers recorded 30% greater clickthroughs than other sources of traffic. Early adopters like Lucas The Spider, Aphmau, and **Phil De Franco** have seen daily unit sale increases of 70%, 54%, and 88%, respectively. **Aphmau** fans purchased nearly 1,000 plushies, pillows, and blankets over the past two months, while DIY gardening channel **Garden Answer** has seen incomes increase by 21% thanks to sales of custom coffee mugs and apparel. **Lucas The Spider** sold \$1 million worth of plushies via Merch Shelf in just 18 days earlier this year, while **Will Smith** collected \$20,000 (for charity) on Teespring in just two days.

Kering, the parentco of brands Gucci, Saint Laurent, and Bottega Veneta, is preparing to take ecommerce in-house and wind down its joint venture with the **Yoox Net-a-Porter Group** by 2020. The French luxury group’s digital initiatives are largely aimed at improving customer service. Gucci was among the first high-end brands to launch an ecommerce initiative in 2001 and is ranked the No. 1 luxury brand online, according to digital benchmarking firm **Gartner L2**. Today, Kering’s online sales represent a total of 6% of revenues at the group.



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EVENTS

Set the Date: 2019 Calendar of Events

Don't forget to mark your calendars for the biggest events and trade shows to impact the licensing industry in 2019. Visit our website at www.thelicensingletter.com/calendar/ to download the dates, locations, and contact information.

- ▶ **Hong Kong Licensing Show and Hong Kong Toy Fair** (Jan. 7–Jan. 9, 2019) in Hong Kong at the Hong Kong Convention & Exhibit Centre.
- ▶ **Consumer Electronics Show (CES)** (Jan. 8–11, 2019) in Las Vegas, NV at the Las Vegas Convention Center.
- ▶ **Fancy Food Show (Winter)** (Jan. 13–Jan. 15, 2019) in San Francisco, CA at the Moscone Center.
- ▶ **Sports Licensing & Tailgating Show** (Jan. 22–Jan. 24, 2019) in Las Vegas, NV at the Las Vegas Convention Center.
- ▶ **Halloween & Party Expo** (Jan. 25–Jan. 27, 2018) in New Orleans, LA at the Ernest N. Morial Convention Center.
- ▶ **Nuernberg Toy Fair** (Jan. 30–Feb. 3, 2019) in Nuremberg, Germany at the Nuremberg Exhibition Center.
- ▶ **National Stationery Show (NSS)** (Feb. 3–Feb. 6, 2019) in New York, NY.
- ▶ **Surtex** (Feb. 3–Feb. 5, 2019) in New York, NY at the Javits Center.
- ▶ **Agenda Las Vegas** (Feb. 5–Feb. 7, 2019) in Las Vegas, NV at the World Market Center.
- ▶ **MAGIC** (Feb. 5–Feb. 7, 2019) in Las Vegas, NV at the Las Vegas & Mandalay Bay Convention Centers.
- ▶ **Toy Fair NY** (Feb. 16–Feb. 19, 2019) in New York, NY at the Javits Center.
- ▶ **CurveNY** (Feb. 25–Feb. 27, 2019) in New York, NY at the Javits Center.
- ▶ **International Home + Housewares Show** (Mar. 2–Mar. 5, 2019) in Chicago, IL at the McCormick Place.
- ▶ **Australian Toy Hobby and Licensing Fair** (March 3–March 6, 2019) in Melbourne, Australia at the Melbourne Convention and Exhibition Centre.
- ▶ **ToyFest West** (March 10–March 12, 2019) in Las Vegas, NV at the South Point Hotel.
- ▶ **Licensing World Russia** (March 12–March 14, 2019) in Moscow, Russia at the International Exhibition Center Crocus Expo.
- ▶ **ASD Gift Show** (March 17–March 20, 2019) in Las Vegas, NV at the Las Vegas Convention Center.
- ▶ **Global Pet Expo** (March 20–March 22, 2019) in Orlando, FL at the Orange County Convention Center.
- ▶ **Travel Goods Show** (March 26–March 28, 2019) in Las Vegas, NV at the Las Vegas Convention Center.
- ▶ **Bologna Children's Book Fair** (April 1–April 4, 2019) in Bologna, Italy at the BolognaFiere.
- ▶ **Bologna Licensing Trade Fair** (April 1–April 3, 2019) in Bologna, Italy at the BolognaFiere.
- ▶ **New York Tabletop Show** (April 2–April 5, 2019) in New York, NY at the Forty-One Madison building.
- ▶ **Creators' Expo** (April 3–April 5, 2019) in Tokyo, Japan at the Tokyo Big Sight.
- ▶ **Kazachok Licensing Forum** (April 3–April 4, 2019) in Paris, France at the Paris Event Center.
- ▶ **High Point Market** (April 6–April 10, 2019) in High Point, NC at the Oak Hollow Mall.
- ▶ **MIPTV** (April 8–April 11, 2019) in Cannes, France at the Palais des Festivals.
- ▶ **National Hardware Show** (May 7–May 9, 2019) in Las Vegas, NV at the Las Vegas Convention Center.
- ▶ **Sweets and Snacks Expo** (May 21–May 22, 2019) in Chicago, IL at the McCormick Place.
- ▶ **Licensing Expo Las Vegas** (June 4–June 6, 2019) in Las Vegas, NV at the Mandalay Bay Convention Center.
- ▶ **E3** (June 11–June 13, 2019) in Los Angeles, CA at the Los Angeles Convention Center.
- ▶ **Fancy Food Show (Summer)** (June 23–June 25, 2019) in New York, NY at the Javits Center.
- ▶ **Comic-Con International: San Diego** (July 18–July 21, 2019) in San Diego, CA at the San Diego Convention Center.
- ▶ **Licensing Expo China** (July 24–July 26, 2019) in Shanghai, China at the NECC.
- ▶ **Licensing Expo Japan** (September 3–September 6, 2019) in Tokyo, Japan at the Tokyo Big Sight.
- ▶ **Brand Licensing Europe** (Oct. 1–Oct. 3, 2019) in London, U.K. at the ExCeL London.
- ▶ **New York Comic Con** (Oct. 3–Oct. 6, 2019) in New York, NY at the Javits Center.
- ▶ **MIPCOM** (Oct. 14–Oct. 17, 2019) in Cannes, France at the Palais des Festivals.
- ▶ **Frankfurter Buchmesse** (Oct. 16–Oct. 20, 2019) in Frankfurt, Germany.
- ▶ **Asian Toys & Games Show** (Oct. 20–Oct. 23, 2019) in Hong Kong at the Hong Kong Convention and Exhibition Center.
- ▶ **Chicago Toy & Game (ChiTAG) Fair** (Nov. 21–Nov. 24, 2019) in Chicago, IL at the Navy Pier.

Top Ten TLL Stories of 2018

Continued from page 1

3. *Planned Feature Films with Licensing Potential* (year-round). This month's lead story has the latest update on TLL's ongoing feature tracking English-language films that we think have the potential to be the next big licensing program.
4. *Company Spotlight: On Scaling Niche to Mass* (Feb.). In a TLL first, we took a look at one company's public filings to generate a breakdown of what it takes to be the biggest name in pop culture collectibles.
5. *The Low-Down on Amazon Merch Collab* (June). Breaking down the basics behind the Amazon Merch program for brands, designers, and manufacturers, our initial verdict on the new initiative: It's not for everyone. We'll follow up with a final assessment later this year.
6. *As Generations Shift, Preschool Market Follows* (Feb.). Applying demographic data to our retail sales estimates, we predict that the future of preschool licensing will see the fall of American dominance sooner rather than later.
7. *Top Ranked Brands by Millennials & Gen Z in 2018* (Sept.). We recap the latest research on Millennials versus Gen Z, covering top-ranked brands, retailers, and dream employers.
8. *Franchises Drive Comics Sales in 2017* (Feb.). Another round-up, this time tracking the best-selling comic books in 2017.
9. *Licensed Entertainment/Character Sales Hit \$31.1 Billion Worldwide* (June). A closer look at retail sales of licensed merchandise based on entertainment/character brands, with breakouts by product category and distribution channel.
10. *Death of a Salesman* (Mar.). One of TLL's first features on the Toys 'R' Us bankruptcy and its impact on toy sales. In the end, sales of licensed toys and games sales remained steady or even grew in most markets worldwide.

SPORTS

Sports Gaming, Social & Legal Roundup

Showtime Sports and **CBS Consumer Products** launch an ecommerce brand dedicated solely to the premium network's boxing franchise. The dedicated website is operated by **The Ave** and includes licensed products from **Topps** (digital trading cards), **Bixler** (rings and pendants), and others.

The **U.S. Women's National Team Players Association** makes **opendorse** its official social media activation partner for U.S. Women's soccer players. The agreement gives players access to their social media channels while allowing brand partners, sponsors, and licensees to tap into players and their agents and push approved posts through their personal social channels.

The **U.S. Soccer Foundation** files a lawsuit against the U.S. Soccer Federation (**USSF**) in a dispute over who controls the Foundation's name and branding marks. The USSF recently demanded that the Federation stop using its marks, which have defined the Foundation's charity work in expanding access to soccer. While the Foundation and the USSF have worked collaboratively for over 25 years, the USSF has a distinct and separate mission as the official governing body of amateur and professional soccer.

The National Hockey League (**NHL**) is getting a new expansion team in Seattle as the 32nd NHL Franchise for the 2021-22 season.

MGM Resorts and Major League Baseball (**MLB**) form an all-inclusive partnership agreement that combines the MLB brand with MGM Resorts and playMGM brands across league and team sponsorships, data usage in gaming, promotion across MLB-owned media platforms, and domestic and international activations at MLB events. The deal with MLB joins other recent deals MGM inked with the **NBA** and **NHL**.

The **Overwatch League** locks in a multi-year deal with sports merchandise platform **Fanatics** to provide the league's fanbase with an omnichannel retail experience along with a "significantly expanded" assortment of products. The deal is the first of its kind between a major retailer and an official esports league. Both parties will work collaboratively to secure additional licensees in addition to Fanatics' core production. In addition, Fanatics will establish a new global ecommerce and mobile shopping platform and operate on-site retail for all league events.

Esports retail and merchandise company **We Are Nations** partners with **OpTic Gaming**, **Method**, and **Blast Pro Series** to produce consumer products such as performance wear, fanwear, and accessories.

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.

Women make up most of the marketing industry's workforce and have near parity in leadership roles, according to a new study by the ANA's Alliance for Inclusive and Multicultural Marketing (AIMM). On the other hand, ethnic diversity is poor. The study covers 9,677 individuals at selected **Association of National Advertisers (ANA)** member companies. Specifically, marketing departments skew heavily female (63% versus 37% male). At the senior level, the gender balance is fairly even: 46% female and 54% male. According to **TLL's 2018 Salary Survey**, 55% of licensing executives are female. Interestingly, we also found no disparity in salary, but some in bonus, even after adjusting for experience levels and title.

DHX Media appoints **Maarten Weck** as EVP & Managing Director of its wholly owned subsidiary, the Copyright Promotions Licensing Group (CPLG). Weck oversees all global operations for the over 40 brands CPLG represents. He reports to Aaron Ames, COO of DHX Media.

Chris Rose joins Nick Intl. as VP Animation Production & Development, replacing **Alexi Wheeler**.

Funrise names **Rich Magallanes** as SVP Development & Production for its new IP & Entertainment division. Magallanes will focus on the former Saban series *Rainbow Butterfly Unicorn Kitty*, lead creative projects, secure production partnerships, and oversee potential content acquisitions. Current SVP Global Brand Marketing **Randy Shoemaker** expands his remit with overseeing the new division, focusing on franchise management and global content distribution for original properties.

The Game Manufacturers Association (GAMA) board of directors appoints **Brendan Bell**, VP Specialty Market Sales for Asmodee North America, as Director-at-Large. He replaces **Mike Webb** of Alliance Game Distributors. Separately, the board will not renew Executive Director **John Ward's** contract and will be hiring another person for the role.

General Merchandise Chief **Frank Doroff** is set to retire after 27 years at Bloomingdale's.

Gaumont adds **Ben Bishop** as VP TV Distribution for Asia, Australia & New Zealand (APAC) and **Alli Farrell** as VP Marketing. The Paris-based prodco additionally promotes **Alexis Barqueiro** to VP TV Co-productions & Acquisitions and **Jennevie Olivieri** to Manager TV Co-productions & Acquisitions.

The Fashion Footwear Association of New York (FFANY) appoints **John Heron** as its new executive director, effective Jan. 1.

L Brands appoints **John Mehas** as CEO of Victoria's Secret following the recent departure of Jen Singer. Mehas was previously President of Tory Burch and starts in his new position early 2019.

Funko taps former Bioworld exec **Rich Smith** as its new Softlines Sales Manager EMEA.

Saucony, a division of Wolverine Worldwide, names **Don Lane** as its new CMO.

Condé Nast is combining its U.S. and international operations. To that end, Condé Nast Intl. (CNI) CEO & Chairman **Jonathan Newhouse** will be the new group's global Chairman and Condé Nast CEO **Bob Sauerberg** is leaving the company. Both Newhouse and Sauerberg will continue in their current roles until a new CEO is found. Sauerberg will continue to have a seat on the board of Reddit, which is owned by Condé parentco Advance Media. **Wolfgang Blau**, President of CNI, is also remaining in his position. With roughly 3,000 employees, Condé is expected to trim staff. Employee losses already number in the low-to-mid hundreds, according to *WWD* estimates. The company has lost an estimated \$250 million over the last two years. Separately, **Oren Katzeff** is appointed Head Condé Nast Entertainment, effective Dec. 17.

Newell Brands appoints **Christopher "Chris" H. Peterson** as EVP & CFO. He reports to President & CEO **Michael Polk** and replaces **Ralph Nicoletti**.

Paul Polman will retire as Unilever CEO next year. He'll be succeeded by **Alan Jope**, currently Head of the beauty division, who will help the company's biggest brands regroup.

Abercrombie & Fitch promotes **Kristin Scott** to the new position of President Global Brands.

Giorgio Armani Corp. names **Gaetano Sciuto**, form. president of Fendi Americas, as its new CEO effective Jan. 7. Sciuto replaces **Giuseppe Marsocci**, who becomes Deputy Managing Director Commercial at Giorgio Armani SpA.

The Copyrights Group renews its board of directors to now include: Chairman **Simon Gillham** (Member of the Vivendi Management Board and Chairman of Vivendi Village), **Corinne Bach** (EVP Operations & Development of Studiocanal), **Peggy Bathias** (CFO of Vivendi Village), **Hala Bavière** (SVP Strategy & Development of Vivendi Village), **Sally Davies** (CEO of U Live), **Nicholas Durbridge** (Director Copyrights), **Sophie Kopaczynski** (CEO Copyrights; a new appointment), and **Anna Marsh** (EVP Intl. Distribution of Studiocanal). **Nicholas Durbridge** continues as a Board Director and is appointed special advisor to Gillham and to Kopaczynski.

L'Oréal snaps up **Christophe Babule** to replace **Christian Mulliez** as its CFO effective February 2019. Separately, **Cyril Chapuy** is promoted to Head of its luxury division.

Columbia Sportswear appoints **John Soh** as VP & GM China, effective February 2019.

Start Licensing's **Ian Downes** has joined Mojo Nation, the toy and game designer's industry initiative, as a Non-Executive Director.

VF Corp. appoints **Todd Dalhausser** as Brand President Altra.

Continued on page 24

Who's News, Cont'd.

Pam Wallack joins Gap Brand as EVP & GM North America Specialty Retail.

Valiant Entertainment hires **Gregg Katzman** as Marketing Coordinator.

French department store group Galeries Lafayette names **Marianne Romestain** as the Head of a newly created buying division for ready-to-wear, beauty and accessories.

Jamie Givens is now CEO of Lacoste U.K. & Ireland, replacing **Peter Lawley**.

D360 names **Kelsey Aikman** as Director Marketing & Communications.

Brad Bentley is promoted to GM & EVP Direct-to-Consumer Development, WarnerMedia, responsible for bringing the company's direct-to-consumer streaming platform to market.

Disney Channels promotes **Kristin Corrigan** to VP Engagement Marketing.

Robert Kirkman's Skybound Entertainment hires **Candisse Williamson** as SVP Business & Legal Affairs, **Joey Stern** as Brand Manager of online community Skybound Insiders, and **Samantha Crawley** as Director Development. Additionally, **Shauna Wynne** is promoted to Director Public Relations.

Schleich U.K. hires **Jen Hodges** and Kate Watson each as a Key Account Manager.

NBA EVP & CMO **Pam El** will retire at the end of 2018.

The Toy Association will induct three new faces into the Toy Industry Hall of Fame: **Stan Lee** (Marvel), **Brian Goldner** (Hasbro), and **Joe Mendelsohn** (Kenner).

Otter Media lays off 10% of its staff, or 140 full-time and contracted employees, as it reorganizes. Rooster Teeth and Machinima will be folded into the existing Ellation division, which already houses Crunchyroll and VRV. Ellation continues to be led by CEO **Tom Pickett**. Fullscreen will be divided into three new divisions: Creator Services, to be led by **Beau Bryant**; Brand Studio, where **Maureen Polo** will lead influencer marketing and custom content; and Brand Services, where **John Holdridge** oversees social creative and channel management. The three leaders report to Otter COO **Andy Forssell**. Fullscreen Direct will close. Otter's legal, brand marketing, finance, and some other teams will be otherwise "streamlined."

Glossier President & CFO **Henry Davis** is leaving the company after 5 years to pursue his own entrepreneurial opportunities.

Zodiak Kids closes its in-house consumer products division.

Lion Forge cuts 12 positions (20% of staff) in a restructuring across multiple departments.

J.Crew CEO **Jim Brett** steps down, leaving a team of four executives—COO **Michael Nicholson**, Chief Experience Officer **Adam Brotman**, Chief Administrative Officer **Lynda Markoe**, and Madewell President **Libby Wadle**—to lead the company until a replacement is found.

Eric Parsons is no longer the president of Gloster Furniture.



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