

# TLL THE LICENSING LETTER

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## Global Corporate TM/Brand-based Sales Up 2.6% to Reach \$37 Billion in 2017

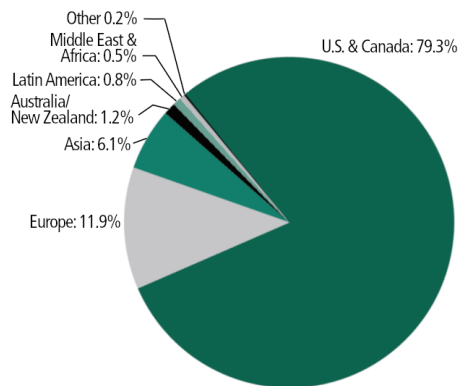
Licensed retail sales of corporate trademark/brand-based merchandise were up 2.6% worldwide in 2017, according to *TLL's Annual Licensing Business Survey*. The U.S./Canada was responsible for nearly 80% of the total \$36.8 billion in sales for that year, with territory sales up 2.5% from 2016 to reach \$29.2 billion in 2017.

In terms of sheer dollar growth, the U.S./Canada outpaced the rest of the world 3:1 with an additional \$710 million in licensed retail sales compared to \$222 million internationally.

But the U.S./Canada was far from the fastest-growing region; that title went to Asia, which saw licensed retail sales jump 3.7% to reach \$2.3 billion in 2017. Europe followed up with 2.9% growth to reach \$4.4 billion in sales, and the Middle East & Africa observed 2.7% growth for a total of \$182 million. Latin America saw somewhat stunted 1% growth in

2017, with sales ticking up to just \$311 million.

**Share of Retail Sales of Licensed Corporate/Trademark Merchandise, Worldwide, by Territory, 2017**

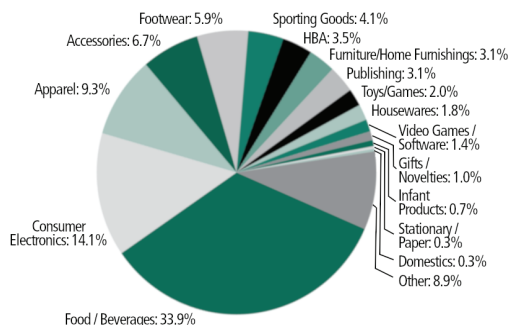


Note: Numbers may not add up exactly due to rounding.  
SOURCE: THE LICENSING LETTER

Continued on page 3

## Soft, Home Goods Lead Domestic Corp TM/Brand-based Retail Sales

**Share of Retail Sales of Licensed Trademark/Brand Merchandise, by Product Category, U.S. & Canada, 2017**



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

Licensed retail sales of corporate trademark/brand merchandise grew 2.5% to reach \$29.2 billion in 2017. The biggest drivers behind the roughly \$710 million increase in sales were soft goods like apparel and accessories; home-related goods like domestics, furniture, and hardware; and what amounted to a recovery of previously declining categories like gifts/novelties and stationery/paper.

The fastest-growing product categories in 2017 were domestics (4.4%), gifts/novelties (3.9%; recovering from a -8.1% dip in 2016), and health & beauty aids (3.4%; making up for flattish -0.5% growth in 2016).

In terms of sheer dollar growth however, the top licensed product categories was food/beverage, which grew 3.1% in 2017, or \$298 million, largely thanks to its sheer size (33.9%

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# ➡ Licensing Ledger

**Apple** nabs the rights to the late Charles M. Schulz's Peanuts brand following a highly competitive bidding process. The deal will see Apple team with **DHX**, which already has a stake in the Peanuts franchise, to produce upcoming projects, including new specials and animated shorts, exclusively for Apple TV.

Under the new partnership, DHX is also planning to produce original short-form STEM content featuring Snoopy as an astronaut. **Peanuts Worldwide** and **NASA** recently signed a multi-year deal to create this content under a "Space Act Agreement" timed to coincide with the 50th anniversary of the Apollo 10 and NASA's Moon missions.

**Legendary Entertainment** signs a deal with Brian K. Vaughan to develop adaptations of his comics (which include *Saga*, *Paper Girls*, and *Barrier*) as well as new projects. The film studio also locks in a two-year deal with **Milkfed Criminal Masterminds**, Kelly Sue DeConnick and Matt Fraction's prodc. Potential series include DeConnick's *Bitch Planet* and *Pretty Deadly* and Fraction's *Sex Criminals*, *ODY-C*, and *Casanova*.

The International Olympic Committee (**IOC**) and its Worldwide TOP Partner **Alibaba Group** launch the first-ever Olympic store on Tmall. Initially available to Chinese fans, there are plans to expand the commerce platform globally. The store features three Olympic core licensing collections: the Olympic Games Collection includes Beijing 2022 and Tokyo 2020 Games goods such as pins, apparel, and other memorabilia; the Olympic Heritage Collection features art and design elements from previous Games editions, such as postcards of historical Olympic posters; and the Olympic Collection targets a young and active audience through sports equipment and toys.

**Hockey Canada** and **Fanatics** sign on to a long-term, multichannel agreement which aims to bring fans throughout Canada and beyond a significantly expanded retail experience. The wide-sweeping deal will grant Fanatics exclusive rights across Hockey

Canada ecommerce and on-site retail channels and will also allow the company to produce Hockey Canada fan apparel across all retail and wholesale channels. The two will also work together to identify new partners.

**Authentic Brands Group (ABG)** expands Juicy Couture throughout South Korea in partnership with **Shinsegae Intl.**, a Korean lifestyle company specializing in retail development and brand building. Shinsegae will launch 10 shop-in-shop locations in major department stores throughout the region by 2020 with the expectation that there will be 50 additional shop-in-shops by the end of 2024. The first location will debut August 2019.

**LVMH Moët Hennessy Louis Vuitton** acquires global luxury hotel group **Belmont** for \$2.6 billion. The deal includes Hotel Cipriani in Venice, the Hotel Splendido in Portofino, and 44 others. LVMH currently provides experiential luxury at its Cheval-Blanc properties in Courchevel, St. Barths, the Maldives, and Saint-Tropez. LVMH also owns the Bulgari hotel properties.

**Genesco** sells **Lids Sports Group** for \$100 million in cash to **FanzzLids**, a holding company controlled and operated by affiliates of **Ames Watson Capital**. Ames Watson also owns **Fanzz**, a specialty retailer of licensed sports apparel. Genesco's Lids Sports Group division operates

the Lids headwear stores, the Locker Room by Lids and other team sports fan shops, and single team clubhouse stores that collectively add up to just over 1,100 locations. Fanzz/Just Sports counts approximately 100 retail stores. Separately, **Fanatics** will make a minority investment in FanzzLids as part of an agreement that will see the retailer assist with the new company's online operations.

**Genius Brands Intl.**'s new animated adventure preschool series, *Rainbow Rangers*, heads to the live stage following a rights acquisition deal with **Gershwin Entertainment**. The live theater production debut is timed to coincide with the preschool brand's U.S. retail launch in 2019.

In collaboration with the **NBA**, **Walt Disney Imagineering** will bring a new NBA Experience to Disney Springs at Walt Disney World Resort in Summer 2019. The destination will feature hands-on activities that immerse guests into the world of professional basketball.

**Creatively Classic Activities & Books and Mills Entertainment** partner to launch *The Elf on the Shelf—A Christmas Musical*. The new production kicks off its nationwide holiday tour in 2019.

**eOne** partners with **Alibaba** to launch a Peppa Pig-themed Tmall campaign on Jan. 8, 2019, in conjunction with its newly launched indoor attraction opened recently by **Merlin Entertainment** in Shanghai. The event also follows news that Alibaba Pictures has commenced on a new Chinese Peppa Pig theatrical release co-production with eOne. Digital promotional activity and exclusive product offerings over the 24 hour-long Super Brand Day are intended to boost sales going into the Chinese New Year.



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## Global Corporate TM/Brand-based Sales Up 2.6% to Reach \$37 Billion in 2017

Continued from page 1

### Retail Sales of Licensed Corporate/Trademark Merchandise, Worldwide, by Territory, 2016–2017 (Figures in Millions)

TERRITORY	RETAIL SALES 2017	RETAIL SALES, 2016	CHANGE, 2016-2017	MARKET SHARE, 2017
U.S. & Canada	\$29,155	\$28,445	2.5%	79.3%
Europe	\$4,386	\$4,263	2.9%	11.9%
Asia	\$2,254	\$2,173	3.7%	6.1%
Australia/New Zealand	\$437	\$426	2.6%	1.2%
Latin America	\$311	\$308	1.0%	0.8%
Middle East & Africa	\$182	\$177	2.7%	0.5%
Other	\$58	\$59	-1.0%	0.2%
<b>Total</b>	<b>\$36,783</b>	<b>\$35,850</b>	<b>2.6%</b>	<b>100.0%</b>

Note: Numbers may not add up exactly due to rounding.  
Source: The Licensing Letter

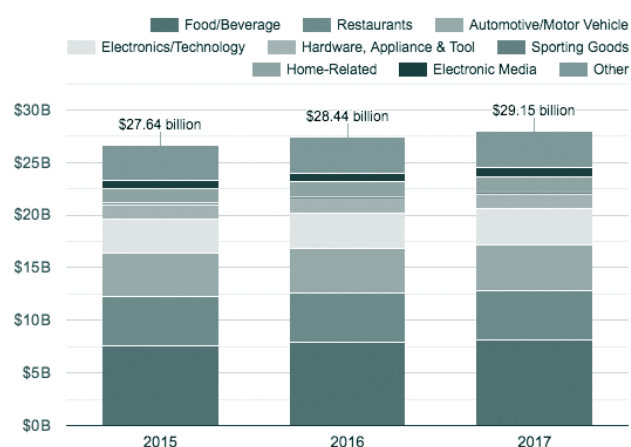
### U.S./Canada Retail Sales by Sector

In the U.S./Canada, the largest sector of corporate trademark/brand licensing in 2017 was food/beverage at 27.9% of total licensed retail sales, or \$8.1 billion. The next-largest sectors were restaurant brands (16.2%), automotive/motor vehicle (14.9%), and electronics/technology (11.9%).

The fastest-growing sub-property types in 2017 were food/beverage and electronics/technology with 2.8% growth. They were followed by electronic media (2.6%), automotive/motor vehicle (2.5%), and sporting goods (2.0%).

In terms of sheer dollar growth, food/beverage is also number one with a \$223 million gain in 2017. Automotive/motor vehicle brands saw a \$106 million boost and electronics/technology grew by \$94 million, but all other sub-sectors TLL tracks observed under \$50 million in dollar growth in 2017 compared to the previous year.

### Retail Sales of Licensed Merchandise, Based on Trademark/Brand Properties, U.S. & Canada, 2015–2017



Note: Numbers may not add up exactly due to rounding. | Source: The Licensing Letter

### Retail Sales of Licensed Corporate/Trademark Merchandise, Worldwide, by Property Type, 2016–2017 (Figures in Millions)

PROPERTY TYPE	RETAIL SALES, 2017	RETAIL SALES, 2016	CHANGE, 2016-2017	SHARE, 2017
Food/Beverage	\$8,143	\$7,920	2.8%	27.9%
Restaurants	\$4,732	\$4,685	1.0%	16.2%
Automotive/Motor Vehicle	\$4,336	\$4,230	2.5%	14.9%
Electronics/Technology	\$3,458	\$3,363	2.8%	11.9%
Hardware, Appliance & Tool	\$1,335	\$1,331	0.3%	4.6%
Sporting Goods	\$230	\$225	2.0%	0.8%
Home-Related	\$1,433	\$1,426	0.5%	4.9%
Electronic Media	\$855	\$833	2.6%	2.9%
Other	\$3,478	\$3,360	3.5%	11.9%
<b>Total Trademarks/Brands</b>	<b>\$29,155</b>	<b>\$28,445</b>	<b>2.5%</b>	<b>100.0%</b>

Note: Numbers may not add up exactly due to rounding.  
Source: The Licensing Letter

# Ecommerce Sales Jump 5.8% in 2017

Discounters, supermarkets/grocery, and ecommerce made the biggest gains in share of licensed retail sales in 2017 in the U.S./Canada.

Licensed retail sales of corporate trademark/brand merchandise grew 2.5% to reach \$29.2 billion in 2017 within the U.S./Canada. A large part of that went into the discounters channel, which makes up 36.0% of licensed retail sales in the territory. The next-largest category was supermarkets/grocery at 28.0% share, followed by dealers, wholesalers, and distributors at 12.1% share of sales.

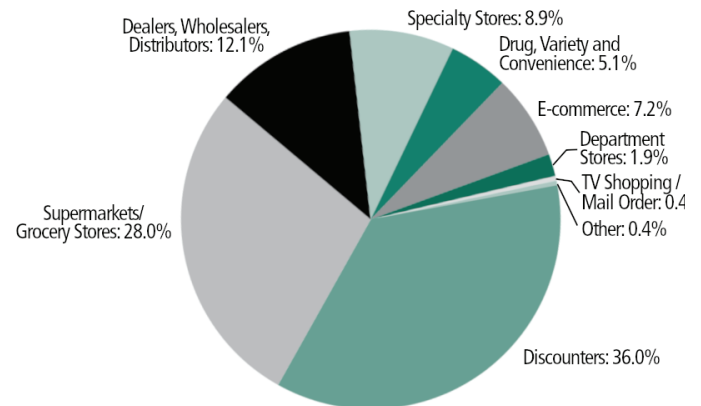
The fastest-growing category of 2018 was ecommerce at 5.8% growth. Despite this fast growth, ecommerce's share of corporate trademark/brand sales is actually one of the lowest amongst the property types TLL tracks. Online/ecommerce sales are responsible for 12.0% of all licensed retail sales in the U.S./Canada.

The next-fastest growing category was dealers, wholesalers, and distributors at 2.7% growth (or \$93 million), followed by drug, variety and convenience at 2.6% growth (up \$38 million).

Specialty (up 1.8%) and department stores (1.1%) saw flat growth in 2017, and are not expected to recover greatly in 2018 and through 2019.

TV shopping/mail order sales remain stable at with 1% growth (or just \$1 million in dollar growth).

**Share of Retail Sales of Licensed Trademark/Brand Merchandise, by Distribution Channel, U.S. & Canada, 2017**



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

## Retail Sales of Licensed Corporate/Trademark Merchandise, Worldwide, by Property Type, 2016–2017 (Figures in Millions)

DISTRIBUTION CHANNEL	RETAIL SALES, 2017	RETAIL SALES, 2016	CHANGE, 2016-2017	SHARE, 2017
Discounters	\$10,484	\$10,238	2.4%	36.0%
Supermarkets/Grocery Stores	\$8,159	\$7,992	2.1%	28.0%
Dealers, Wholesalers, Distributors	\$3,534	\$3,441	2.7%	12.1%
Specialty Stores	\$2,606	\$2,560	1.8%	8.9%
Drug, Variety and Convenience	\$1,488	\$1,450	2.6%	5.1%
E-commerce	\$2,106	\$1,991	5.8%	7.2%
Department Stores	\$546	\$540	1.1%	1.9%
TV Shopping/Mail Order	\$115	\$114	1.0%	0.4%
Other	\$116	\$114	1.7%	0.4%
<b>Total</b>	<b>\$29,155</b>	<b>\$28,445</b>	<b>2.5%</b>	<b>100.0%</b>

Note: Numbers may not add up exactly due to rounding.  
Source: The Licensing Letter

### Representative Corporate Trademark/Brand Properties

The range of corporate brands with licensing programs is enormous. We break out some of the larger sub-groups, including automotive/vehicle, food/beverage, restaurants, sporting goods, hardware/appliance/tool, home-related, electronics/technology, and electronic media. Retail brands, diet/health brands, luggage brands, and additional brand-based properties are aggregated under "Other." Large as this sector is, much licensing in this area is "invisible" and difficult to estimate.

**Automotive/Vehicle:** BMW, Cadillac, Caterpillar, Chevrolet, Chrysler, Corvette, Dodge, Ferrari, Ford Motor, Harley-Davidson,

Hummer, Jaguar, Jeep, John Deere, Kawasaki, Mack Truck, Mercedes Benz, Mustang, Porsche, Winnebago.

**Food/Beverage:** Arm & Hammer, Betty Crocker, Blue Diamond, Budweiser, Campbell's, Cheerios, Chiquita, Coca-Cola, Coors, Corona, Del Monte, Dr Pepper/Snapple, Godiva, Green Giant, Hershey, Jack Daniel's, Jim Beam, Kahlua, Keurig, M&Ms, Miller, Mountain Dew, Nathan's, Nestle, Oreo, Pepsi-Cola, Pillsbury, Reese's, Special K, Sunkist, Sun-Maid, Welch's.

**Restaurants:** Baja Fresh, Baskin-Robbins, Boston Market, Burger King, California Pizza Kitchen, P.F. Chang's, Cinnabon, Claim Jumper, Dunkin Donuts, Fazoli's, Jamba Juice, La Tasca, McDonald's, Red Robin, Starbucks, Subway, Taco Bell, TGI Friday's, White Castle.

**Sporting goods:** Body Glove, Browning, Coleman, Dunlop, Everlast, Polaris, Rawlings, RealTree, Remington, Smith & Wesson, Spalding, Wilson, Winchester, Under Armour.

**Hardware/Appliance/Tools:** Black & Decker, Craftsman, DeWalt, Honeywell, Maytag, Snap-On, Stanley, Sunbeam, Westinghouse, Whirlpool.

**Home-related:** Crossill, Farberware, Fiesta, Mikasa, Mr. Clean, Pfaltzgraff, Rubbermaid, Waverly, Woolite.

**Electronics/Technology:** AT&T, Apple, Emerson, GE, IBM, Phillips, Polaroid, RCA, Timex, Verizon, Westinghouse, Xerox.

**Electronic media:** Animal Planet, Discovery Channel, ESPN, HGTV, Food Network.

**Other:** American Kennel Club, American Tourister, Armor All, Dr. Scholl's, Eveready, Jenny Craig, Linens 'n Things, Samsonite, Scotts MiracleGro, Sharper Image, Toys 'R' Us, Weight Watchers.

## COMICS

# Marvel, DC Grow Market Share in Weak Comics Year

Disney's Marvel is expected to outshine Warner Bros.' DC Comics in retail sales both in the comic book and licensed merchandise sectors this year as the comics market continues to battle flattish growth.

Marvel Comics and DC Entertainment nabbed a combined 68.3% share of all comic book and graphic novel sales in 2018, up from 66.4% last year, according to Diamond Comic Distributors. Marvel carried a 38.2% share of the market, compared to 30.0% for DC, thanks to an increase in share for Marvel and flat growth for DC (down 0.03%). Overall, sales of comics and graphic novels were down 1.1% for the year, with a 2.0% increase in comic sales not able to offset an 8.2% drop in graphic novel sales.

Meanwhile, retail sales of licensed merchandise based on comic book properties reached \$1.28 billion in 2017, up 0.5% from the previous year, according to *TLL's Annual Licensing Business Survey*.

In that same year of relatively flat overall growth, however, licensed retail sales of merchandise based on the top four comic book-based brands declined by 3% to reach a combined \$1.8 billion, per *TLL's \$100 MM Entertainment/Character list*. Furthermore, preliminary TLL estimates suggest that in 2018, this trend will continue for another 10% dip in licensed retail sales domestically and up to 15% worldwide. In 2016, the top superhero brands grew 15%

The top four superhero brands as ranked by retail sales in the U.S./Canada made up 12.2% of the \$100 million list's total retail sales globally:

1. Spider-Man (Disney): \$1.4 billion in licensed retail sales worldwide in 2017
2. Marvel Avengers (Disney): \$1.2 billion
3. Batman (Warner Bros.): \$1.0 billion
4. Superman (Warner Bros.): \$0.7 billion

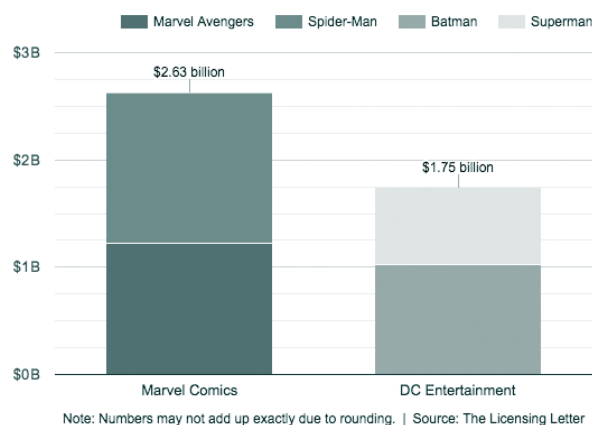
In the U.S./Canada, however, the Avengers led the ranking by licensed retail sales:

1. Marvel Avengers: \$537 million
2. Spider-Man: \$477 million
3. Batman: \$472 million
4. Superman: \$323 million

Domestically, Marvel carries 56% of licensed retail

sales for the top comic-based properties, while DC is responsible for the remaining 44%—with a difference in share roughly equal to the share the two giants control in comic book and graphic novel sales.

**Retail Sales of Licensed Merchandise, Based on Top Comic-based Properties, Worldwide, 2017**



## A Closer Look at Comics Sales in 2018

Per Diamond, comic store market shares of three of the remaining publishers were up slightly (Image Comics, BOOM! Studios, and VIZ Media), and shares of the other five were down slightly (IDW Publishing, Dark Horse Comics, Dynamite Entertainment, Titan Comics, Oni Press).

Topping the list of the top ten comic books by units shipped in 2018 was the relaunch of a Superman title—dethroning Batman from the top spot.

1. Action Comics #1000 (DC Entertainment)
2. Amazing Spider-Man #800 (Marvel Comics)
3. Batman #50 (DC Entertainment)
4. Fantastic Four #1 (Marvel Comics)
5. Amazing Spider-Man #1 (Marvel Comics)
6. Return of Wolverine #1 (Marvel Comics)

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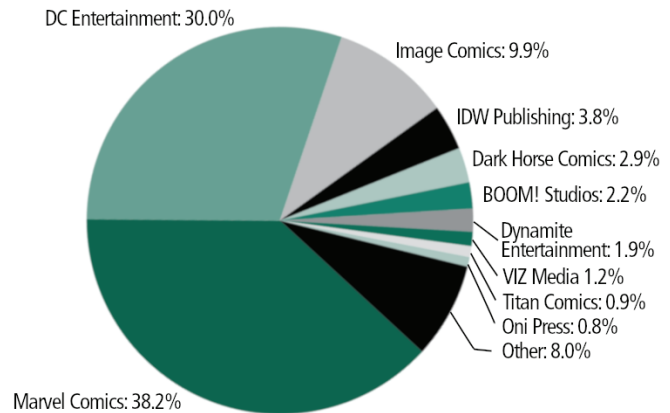
7. Venom #1 (Marvel Comics)
8. Amazing Spider-Man #798 (Marvel Comics)
9. Batman: Who Laughs #1 (DC Entertainment)
10. Amazing Spider-Man #799 (Marvel Comics)

Meanwhile, the list of the top graphic novels by units shipped is led by a 1991 title whose sales were driven by the release of Avengers: Infinity War, which drew upon the storyline as part of its source material.

1. Infinity Gauntlet TP (Marvel Comics)
2. Saga TP Vol 09 (Image Comics)
3. Saga TP Vol 01 (Image Comics)
4. Saga TP Vol 08 (Image Comics)
5. Action Comics 80 Years of Superman HC (DC Entertainment)
6. Walking Dead TP Vol 29 Lines We Cross (Image Comics)
7. Paper Girls TP Vol 01 (Image Comics)
8. Batman White Knight TP (DC Entertainment)
9. Dark Nights Metal Deluxe Ed HC (DC Entertainment)
10. Monstress TP Vol 01 (Image Comics)

DC recently increased the number of mass market stores selling its comics by 60% with a new program in Target with Funko. The publisher already has a similar program in some 3,000 Walmart stores. The new program

**Comic Store Market Share, by Dollar Sales, 2018**



SOURCE: DIAMOND COMIC DISTRIBUTORS

puts a DC 100-page custom comic based on Funko's Primal Age figure line in a Funko endcap featuring the figures.

## DIGITAL CONTENT

# Streaming & New Media Updates

**NBCUniversal** is launching a new in-house streaming service in early 2020. Similar to Hulu's service, there will be a mix of ad-supported and free tiers—and the ad-supported tier will be available free to all 52 million subscribers of Comcast and European broadcaster Sky. However, unlike Disney's new service launching this year (Disney+), NBCUniversal will continue to license its content to other studios and platforms.

Speaking of **Hulu**, **Disney** lost an estimated \$580 million in the last fiscal year from its 30% stake in the streaming media business—for a total loss of over \$1 billion attributable to streaming. The House of Mouse will soon own another 30% of Hulu once its buyout of 21st Century Fox is completed.

**Endeavor** launches Endeavor Streaming, the banner for its video streaming products and services. Endeavor Streaming will continue servicing the NFL, NBA, UFC, and Euroleague as well as new clients that include WWE and their WWE Network, U.K.-based BT and their new service, BT Sport Box Office; and OSN, the Middle East and North Africa's leading entertainment network.

**Sinclair Broadcast Group** launches 24/7 ad-supported streaming service Stirr. The service offers location-based

content as well as 20 national networks—Cheddar, Buzzr, and Dove Channel among them—with plans to carry over 50 nets by the end of 2019.

CBS Films will be folded into **CBS Entertainment Group** over the next 12 months. While CBS will release the four scheduled films on its slate, it will shift toward finding content for its streaming services.

Imagine Kids & Family, the recently formed division under **Imagine Entertainment** and **Meredith Corp.'s** in-house television production company, Four M Studios, partner to develop premium children's television programming from the archives of LIFE magazine.

**Netflix** adds 8.8 million subscribers in Q4 2018 for a total of 139 million streaming members worldwide—up from last year, when it had 58.4 million U.S. customers as of the end of Q3 2018 and 137.1 million globally. In a letter to investors, the streamer cited Fortnite as its biggest competitor—and claimed that it is now responsible for 10% of total U.S. TV screen time, or 100 million hours per day. Netflix is expected to release 90 movies this year.

With the increase in viewership, Netflix bumps up its rates. Its Standard tier jumping to \$12.99 in price, Ultra HD to \$15.99, and Basic plan to \$8.99 (for the first time).

The increases will first impact first-time, U.S. subscribers, but will eventually be enforced across the board. Netflix reported negative cash flow of \$3 billion for 2018, thanks to estimated gross content costs of \$13 billion.

New research from **The Diffusion Group** finds that while subscriber reaction to Netflix's recent price increase varies relative to degree, even minor variations may have significant implications. At \$1 more per month, 16% of subscribers are likely to either downgrade to a lower tier or cancel.

In South Korea, Netflix and other western streamers are facing ramped up competition from the country's three major local broadcasters—KBS, MBC, and SBS—who have partnered with telecom firm SK Telecom to launch a new video steaming platform. Launching in Southeast Asia later this year, the platform boasts an original content budget

of \$8.9 million (KRW10 billion). The three broadcasters already jointly own another streamer with 3.7 million subscribers and SK Broadband operates Oksusu, the country's largest video streaming service, with some 9.5 million subscribers.

Collectables and trading card company **Panini** partners with esports outfit **complexity Gaming** to develop multiple projects including a Panini Twitch channel. The companies will work to engage fans from both esports and traditional sports through original content collaborations, onsite activations, and collectible memorabilia. Complexity influencers and streamers from Madden, Fortnite, card games, and other gaming communities, will stream on the official Panini Twitch channel, alongside a dedicated monthly YouTube video, and social media posts.

## LICENSING LAW

# Legal Updates: Trademarks, Lawsuits & Bankruptcies

Indie publisher **Chooseco** files suit against **Netflix** in federal court alleging infringement of its "Choose Your Own Adventure" trademark, which is used on the classic interactive children's book series. Chooseco alleges that Netflix failed to license its use in the streamer's latest interactive feature, *Black Mirror: Bandersnatch*, which explicitly referenced the mark as a key plot point. On top of that, the publisher claims that Netflix disparaged its mark by the film's dark content, which featured violence, drug use, "and other upsetting imagery." Chooseco is seeking injunctive relief and at least \$25 million in damages (which carry the potential to be trebled). In 2007, Chooseco settled a similar trademark infringement suit with Daimler Chrysler over a Jeep ad.

**Rihanna** is suing her father, Ronald Fenty, and his business partner for \$75 million alleging that the pair misappropriated her "Fenty" trademark in a "fraudulent effort to solicit millions of dollars from unsuspecting third parties." The singer, whose full name is Robyn Rihanna Fenty, filed the complaint in the U.S. District Court in Los Angeles. At the core of the complaint are allegations that the pair misrepresented their relationship with her and her brands.

**Heineken** applies for an "Official Beer of Soccer" trademark from the USPTO as North American World Cup looms. The brewer has been supporting soccer since 2014; just last year, it expanded its partnership with **MLS** in a five-year sponsorship deal through to 2022/23. The application is not without its merits—although it can be difficult to register broad marks, some "official beer" marks have been registered in the past.

**Payless ShoeSource** hires an adviser to help it look into a sale, a restructuring, store closures, and other strategic

alternatives less than 18 months after the discount retailer emerged from bankruptcy.

General merchandise store operator **Shopko** files for bankruptcy with the end goal of restructuring to help shed excess debt and better fight against ongoing competitive pressures. After closing 45 stores last year, Shopko is looking at shuttering another 38 locations in bankruptcy.

The **Gymboree Group** files for bankruptcy in separate proceedings within the U.S. and Canada. The company is looking to use the proceedings to wind-down its Gymboree and Crazy 8 operations, while preserving its Janie and Jack operation through a going-concern sale. It will close around 800 locations.

The shirt that Maroon Five's **Adam Levine** was wearing during his Super Bowl performance is, in fact, related to the fabric designs on certain pillows and curtains, as many pointed out on social media. Apparently, the Cooper Hewitt Museum has a blue textile sample with the same checkerboard-like design created by Danish furniture designer **Verner Panton** and manufactured by Mira-X Intl. Furnishings in its collection. A rug with the print also exists.

The shirt comes from fashion designer **Dries Van Noten**, who debuted pieces with Panton's patterns on them in his Spring/Summer 2019 menswear collection. The collection was created in consultation with furniture company Vitra, which currently offers Paton's chair designs. The Vitra Design Museum is home to the estates of **Charles and Ray Eames, Alexander Girard**, and other designers in addition to much of Panton's oeuvre and archives.

## Soft, Home Goods Lead Domestic Corp TM/Brand-based Retail Sales

Continued from page 1

share of all trademark/brand sales).

The runners-up were consumer electronics (2.6%), apparel (2.2%), and accessories (2.6%).

### Retail Sales of Licensed Trademark/Brand 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
Accessories	\$1,954	\$1,905	2.6%	6.7%
Apparel	\$2,725	\$2,667	2.2%	9.3%
Consumer Electronics	\$4,106	\$4,002	2.6%	14.1%
Domestics	\$79	\$76	4.4%	0.3%
Food/Beverages	\$9,895	\$9,598	3.1%	33.9%
Footwear	\$1,716	\$1,686	1.8%	5.9%
Furniture/Home Furnishings	\$892	\$870	2.5%	3.1%
Gifts/Novelties	\$285	\$275	3.9%	1.0%
HBA	\$1,014	\$981	3.4%	3.5%
Housewares	\$517	\$509	1.5%	1.8%
Infant Products	\$218	\$221	-1.0%	0.7%
Publishing	\$891	\$865	3.0%	3.1%
Sporting Goods	\$1,194	\$1,200	-0.5%	4.1%
Stationery/Paper	\$88	\$86	3.0%	0.3%
Toys/Games	\$574	\$561	2.2%	2.0%
Video Games/Software	\$419	\$412	1.8%	1.4%
Other	\$2,585	\$2,532	2.1%	8.9%
<i>Hardware and Paint</i>	\$175	\$171	2.3%	0.6%
<i>Gardening</i>	\$118	\$115	2.0%	0.4%
<i>Pet Products</i>	\$223	\$215	3.6%	0.8%
<i>Automotive Accessories</i>	\$389	\$377	3.0%	1.3%
<i>Boats and Vehicles</i>	\$501	\$496	1.0%	1.7%
<i>Other</i>	\$1,179	\$1,157	2.0%	4.0%
<b>Total</b>	<b>\$29,155</b>	<b>\$28,445</b>	<b>2.5%</b>	<b>100.0%</b>

Note: Numbers may not add up exactly due to rounding.  
Source: The Licensing Letter

## EXPERIENTIAL

### Media Magnates

**NASCAR, Race Team Alliance**, and **704Games** combine to form the first-ever NASCAR esports league on consoles, titled eNASCAR Heat Pro League. The league will feature up to 16 race teams and 32 drivers, with each owned and operated by key NASCAR race teams. Teams participating in the new esports venture include: Chip Ganassi Racing, Hendrick Motorsports, Joe Gibbs Racing, JR Motorsports, Richard Childress Racing, Roush Fenway Racing, Stewart-Haas Racing and Team Penske.

In theater licensing news, **Concord Music** acquires theater publisher **Samuel French** in a blockbuster deal that expands its Concord Theatricals unit and makes it the biggest such company providing comprehensive services in theatrical licensing, music publishing, and cast recordings.

The deal sees Concord Theatricals now comprising the libraries of Rodgers & Hammerstein Theatricals, Samuel French, and Tams-Witmark, as well as the formation of The Musical Company, a joint venture between Concord and Andrew Lloyd Webber's Really Useful Group.

**The Entertainer** buys **Poly**, a chain of 57 toy shops in Spain, marking the U.K.-based toy retailer's first European acquisition. Poly held 5% Spanish market share.

**Newell Brands** completes its divestitures of two businesses, Pure Fishing and Jostens, as the company continues to execute on its Accelerated Transformation Plan, designed to create a simpler, faster, stronger consumer-focused portfolio of leading brands.



# Licensing News

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

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
Subway Surfers	3D game and animated series follows graffiti artists fleeing from a security guard and his dog through the subways of famous cities while collecting coins and dodging trains.	All	Michael Connolly, Retail Monster Brand Extension & Licensing Co.

## Licenses Recently Granted, U.S.

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Abraham Hunter	Rivers Edge Products	Puzzles	MHS Licensing + Consulting
Betty Boop	Leggings for a Purpose - Asher & Emery	Leggings	King Features Syndicate
Capezio	SG Footwear div. SG Companies	Footwear (women's)	Ballet Makers Inc. dba Capezio
Country Living	Cracker Barrel Old Country Store	Gifts & collectibles	Hearst Brand Development
Dockers	SG Footwear div. SG Companies	Slippers & flip flops (men's, boy's)	Levi Strauss
Garfield	Forecast Agency (The)	Apparel	King Features Syndicate
Harley-Davidson	S&I Apparel div. SG Companies	Accessories, footwear, sportswear (children's)	Harley-Davidson
How to Train Your Dragon: The Hidden World	Cardinal Industries	Games, puzzles	Universal Brand Development
	Disguise div. Jakks Pacific	Halloween costumes	
	Inkology	Stationery	
Marvel Avengers	Stance	Socks	Disney Consumer Products
NHL	Upper Deck Collectibles & Upper Deck Authenticated	Trading cards	National Hockey League (NHL)
NHL Players Association	Upper Deck Collectibles & Upper Deck Authenticated	Trading cards	National Hockey League Players' Association (NHLPA)
Playboy	Buscemi	Accessories, footwear	Playboy Enterprises
Popeye	Leggings for a Purpose - Asher & Emery	Leggings	King Features Syndicate
Realtree	PIC Corp.	Portable pest control products	Realtree dba Jordan Outdoor Enterprises, Global Icons
	S&I Apparel div. SG Companies	Accessories	Realtree dba Jordan Outdoor Enterprises
Rick & Morty	Primitive Skateboarding/Primitive Apparel	Accessories, apparel, headwear, skate decks	Cartoon Network Enterprises
Tapatio Hot Sauce	iwon organics	Snacks	Brand Central
University of Oregon	Fanatics	Apparel, headwear	University of Oregon

## International Properties Available or Recently Assigned

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
Annedroids	Canadian children's series follows Anne, a genius scientist who creates robot helpers to assist her scientific experiments in the back of her dad's junkyard.	All (China)	Ivan Chan, Jolly Group form. Promotional Partners Worldwide (PPW)
British Museum (The)	Historic museum dedicated to human history, art, and culture. Campaign based on collection of over 8 million objects.	All (Worldwide)	Craig Bendle, British Museum Co. (The)
Chicken Soup for the Soul	Book series for 25 yrs. sharing stories of happiness, inspiration, and hope. Evolved beyond the bookstore with super premium pet food, television shows, and movies.	Pet products (U.S., Canada)	Michael Gottsegen, All-American Licensing & Management Group (AALMG)
Chirp	Animated series follows 3 friends—Chirp, Squawk, and Tweet—who use their imaginations and everyday objects to get them in and out of adventures and sticky predicaments.	All (China)	Ivan Chan, Jolly Group form. Promotional Partners Worldwide (PPW)

\*Extension or renewal.

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# Licensing News Continued from page 9

## Licensing News

### International Properties Available or Recently Assigned

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
<b>Deer Little Forest</b>	Art and lifestyle brand created by illustrator Jo Rose; featuring a one-of-a-kind collection of beautiful animal characters and nature-inspired designs.	All (Nordics)	Heikki Laaninen, Ferly
<b>Feisty Pets</b>	Plush toys from William Mark Corp. that go from cute to feisty with just a squeeze.	All (Italy, Iberia)	Valentina La Macchia, Mondo TV S.p.a.
<b>Find Me in Paris</b>	Live action series follows a time-travelling ballet dancer from 1905 Russia trapped in modern day Paris and the dilemmas she faces finding her place between two worlds.	All (Italy)	Simone Fenu, Planeta Junior (Italy)
<b>George Foreman</b>	Widely known two-time world heavyweight champion boxer, Olympic gold medalist, and entrepreneur, known outside the ring for the iconic George Foreman grill.	Apparel, fitness, food & beverage, footwear, grooming products (men's), health & wellness (U.S, Europe, Asia)	Alan Kravetz, Leveraged Marketing Corp. of America (LMCA)
<b>Giorgio Brutini</b>	Men's moderate dress and casual footwear brand founded in 1969 carries an edge of irreverence for the confident-minded individual. Sold in over 2,000 retail doors.	Accessories, apparel, cold weather accessories, small leather goods (North America)	John Spotts, Eddystone Global
<b>Junji Itô Collection (The)</b>	Horror anime anthology series adapting stories from the works of manga artist Junji Ito.	All (U.K., Europe)	Max Arguile, Reemsborko
<b>Khombu</b>	Footwear brand founded in 1969 with a rich heritage in apres ski and the outdoors, specializing in waterproof footwear for outdoor enthusiasts. Sold in over 4,000 retail doors.	Accessories, apparel, camping gear, small leather goods, travel gear (Worldwide)	John Spotts, Eddystone Global
<b>Little Prince (The)</b>	Children's book celebrating 75 years features a precocious boy who enchants a stranded pilot with his allegorical tales of traveling the universe. Over 200 MM copies sold.	All (North America)	Leslie Levine, Licensing Works!
<b>Lovitude</b>	Art brand by Anne Pryor about love and gratitude, uses alcohol ink, her breath and essential oils to create visual blessings said to elucidate, awaken and activate souls.	Giftware, health & beauty aids, home decor, stationery products (Worldwide)	Marty Segelbaum, MHS Licensing + Consulting
<b>Miffy</b>	Children's books and animated series from Dick Bruna about a smart, little white rabbit who likes to draw, explore, and play with her friends.	All (U.S., Canada)	James Slifer, Joester Loria Group (JLG)
<b>Odd Squad</b>	Live action children's comedy series about kid agents who work for a secret government agency equipped with the world's most advanced and unpredictable gadgetry.	All (China)	Ivan Chan, Jolly Group form. Promotional Partners Worldwide (PPW)
<b>Southerland</b>	American mattress firm home to seven brands: Southerland, Evolution, Scandinavian, Thermobalance, Signature, American Sleep, and Heritage.	Bedding, mattresses (Worldwide)	Jim Nation, Southerland
<b>Subway Surfers</b>	3D game and animated series follows graffiti artists fleeing from a security guard and his dog through the subways of famous cities while collecting coins and dodging trains.	All (U.K.)	Bushra Ahmed, Retail Monster Brand Extension & Licensing Co.
		All (Belgium, Netherlands, Luxembourg)	David Speijer, BN Licensing B.V.
		All (Italy)	Maria Grazia Bussandri, Premium S.r.l./Premium Licensing
		All (Russia, CIS)	Friderico Gatti, Megalicense
		All (India, Pakistan, Nepal, Bangladesh, Sri Lanka, Bhutan, Maldives)	Jiggy George, Dream Theatre Pvt. Ltd.
		All (Brazil)	Glenn Migliaccio, Lotus Global Marketing (Brazil)
		All (South America)	Ximena Duque, Lotus Global Marketing SAS (LATAM)
All (France)	Veronique Pichon, Sagoo Licensing		
All (Turkey)	Simge Kircali Can, Animation Intl. Ltd. (Turkey)		

\*Extension or renewal.

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## Licensing News *Continued from page 10*

### International Properties Available or Recently Assigned

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
Subway Surfers	3D game and animated series follows graffiti artists fleeing from a security guard and his dog through the subways of famous cities while collecting coins and dodging trains.	All (Denmark, Norway, Sweden, Finland, Iceland)	Kirsten Gyde, Nordic Licensing Co. A/S (NLC)
Tinpo	Pre-school series follows Tinpo and his team as they solve problems in ways that are never practical but always fun, innovative, and unexpected. They always "get the job done."	All (U.K.)	Bethan Garton, Point.1888 (The)

### International Licenses Recently Granted

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
AGB brands	Tilray	Cannabis products (Worldwide)	Authentic Brands Group (ABG)
	Funko	Pop vinyl figures (Worldwide)	
	Hot Toys Ltd.	Figures (Japan)	
Alita: Battle Angel	Loot Crate	Subscription service (Worldwide)	20th Century Fox Consumer Products
	Prime 1 Studios	Collectible statues (Worldwide)	
	Rubie's Costume	Costumes (U.S., Canada, U.K.)	
	Titan Books/Titan Entertainment	Books (Worldwide)	
	Weta Workshop	Figures (Worldwide)	
Audrey Jeanne Roberts	DesignScapes	Clipboards, note cards, note pads, pens (U.S., Canada)	MHS Licensing + Consulting
Betty Boop	Black Storm S.A. de C.V.	Hoodies, t-shirts (Mexico)	King Features Syndicate
Billboard Magazine	Kidz Toyz	Musical instruments (U.S., Canada)	Prometheus Global Media (Billboard/Hollywood Reporter The.), Universal Branding & Media
Bundaberg Rum	Pauls div. Parmalat Australia Pty Ltd.	Custard, egg nog (Australia)	Asembl div. Merchantwise
Corbert Gauthier	Gerson Co.	Lighted wall decor, mugs, plates (U.S., Canada)	MHS Licensing + Consulting
Danger Mouse	Smiffy's	Costumes, dress-up (U.K.)	Boat Rocker Rights div. Boat Rocker Media
Darrell Bush	Dicksons Gifts	Garden flags (Worldwide)	MHS Licensing + Consulting
Garfield	Colors Foot Fashion Pvt. Ltd. div. Ess Gee Trendz Pvt. Ltd.	Footwear (India, Pakistan, Sri Lanka, Bangladesh, Afghanistan, Bhutan, Maldives, Nepal)	AI Licensing India Private Ltd.
	VKB Artefatos de Latex Ltda dba Latoy	Dolls (Brazil)	Vertical Licensing
Gina Linn	Dicksons Gifts	Garden flags (Worldwide)	MHS Licensing + Consulting
Hockey Canada	Fanatics Canada	Fan gear (Canada)	Hockey Canada
How to Train Your Dragon	Outright Games	Video games (Worldwide)	Universal Brand Development
	Funko	Pop vinyl figures, toys (Worldwide)	
	Insight Editions	Books (Worldwide)	
	Jellifish Kids/Kersheh Group (The)	Sleepwear (children's) (Canada)	
	Pez Candy	Candy, candy dispensers (North America, EMEA)	
	Playmobil Germany/Brandstätter Stiftung & Co. KG	Toys (Worldwide)	
	Ravensburger AG	Games, puzzles (EMEA)	
	Spin Master	Master toy (Worldwide)	
York Wallcoverings & RoomMates	Wall coverings (North America)		
Juicy Couture	Shinsegae Intl.	Apparel (South Korea)	Authentic Brands Group (ABG)

\*Extension or renewal.

*Continued on page 12*

## International Licenses Recently Granted

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
<b>Lovitude</b>	CBC Group	Bookmarks, magnets, stationery products (Worldwide)	MHS Licensing + Consulting
<b>Missoni</b>	Safilo S.p.A.	Eyewear (Worldwide)	MISSONI S.p.A.
<b>Molang</b>	TOMY Intl. (Europe)*	Master toy (EMEA, Australia; 3 yrs.)	Licensing Link Europe Ltd.
<b>Moshi Twilight</b>	Posh Paws Intl. Ltd.	Plush (Worldwide)	Mind Candy
<b>Natural History Museum (London)</b>	Alison Hardcastle	Greeting cards, paper goods, prints (U.K., Australia, France, Switzerland, U.S., Canada)	Natural History Museum (London)
<b>NBA</b>	Bauerfeind U.S.A.	Knee supports (Worldwide)	NBA Entertainment (National Basketball Association)
<b>Northern Promotions</b>	Dicksons Gifts	Garden flags (Worldwide)	MHS Licensing + Consulting
<b>Popeye</b>	Razor MD	Beard oil & balm, hair pomade, shaving supplies (U.S., Canada, U.K., Europe, Japan, India, Korea, Russia, Singapore, South Africa, Taiwan, UAE)	King Features Syndicate
	Rizzoli Intl. Publications	Wall calendars (Worldwide)	
	UNIQLO	Hooded sweatshirts, sweatshirts, t-shirts (Japan, China, Hong Kong, Taiwan, Korea)	
<b>Rainbow</b>	Smiffy's	Costumes, dress-up (U.K.)	Boat Rocker Rights div. Boat Rocker Media
<b>Rainbow Rangers</b>	Gershwin Entertainment	Touring shows (North America)	Genius Brands Intl.
<b>Ralph Lauren</b>	Burleigh (Burgess & Leigh Ltd.)	Tableware (Worldwide)	Ralph Lauren
<b>Rick &amp; Morty</b>	Primark Ltd.	Accessories, apparel, bedding, drinkware, housewares (U.S., U.K., Ireland, Belgium, France, Germany, Italy, Netherlands, Portugal, Spain)	Cartoon Network Enterprises EMEA
<b>Robin Roderick</b>	Manual Woodworkers & Weavers (MWW)	Cutlery pouch, lighted bell pull, table runners (U.S., Canada)	MHS Licensing + Consulting
<b>ROUTE 66</b>	Brand Alliance Ltd.	Apparel (U.K.)	Bulldog Licensing
<b>Royal Horticultural Society</b>	Gourmet Candy Co.	Confectionery (including chocolate), confectionery gifts (U.K.)	Royal Horticultural Society/RHS Enterprises Ltd.
	W. Moorcroft Ltd.	Pottery (U.K.)	
<b>Sarah &amp; Duck</b>	8th Wonder Ltd.	Wooden toys (U.K.)	BBC Worldwide
<b>Star Trek</b>	Forbidden Planet	Accessories, apparel, novelties (U.K.)	CPLG (U.K.)
<b>Stephanie Ryan</b>	Manual Woodworkers & Weavers (MWW)	Lighted banners, pillows, quilts, totes (U.S., Canada)	MHS Licensing + Consulting
<b>Tenable</b>	Rocket Games	Board games (U.K.)	Endemol Shine Group U.K.
<b>Terminator</b>	Darkside Collectibles	Collectible statues (Worldwide)	Creative Licensing Corp. (CLC)
	Hachette Partworks	Magazines (U.K.)	
	Prime 1 Studios	Figures (Worldwide)	
	Sideshow Collectibles	Figures (Worldwide)	
<b>That's not my...</b>	Dreamtex Ltd.	Bedding (children's) (U.K.)	Bulldog Licensing
	Ravensburger U.K.	Jigsaw puzzles, memory card games (U.K.)	
<b>Tony Hawk</b>	Batra Group	Accessories, apparel (EMEA)	Cherokee Global Brands
<b>Toy Story 4</b>	TCG (form. The Canadian Group)	Playmats (U.S., Canada)	Disney Consumer Products
<b>Vestiges</b>	Manual Woodworkers & Weavers (MWW)	Pillows (U.S., Canada)	MHS Licensing + Consulting
<b>Wind In The Willows</b>	Smiffy's	Costumes, dress-up (U.K.)	Boat Rocker Rights div. Boat Rocker Media
<b>Wright Kitchen by Brittany Wright</b>	Ceaco	Puzzles (U.S., Canada)	Brand Squared Licensing
<b>Wychwood Beer Brands</b>	Poetic Brands Ltd./PoeticGem	Apparel (U.K., Eire)	Marston's PLC/Wychwood Brewery

\*Extension or renewal.



## contacts & connections

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

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Authentic Brands Group (ABG), Jarrod Weber, President Brand, 212-760-2410, jweber@abg-nyc.com, P. 11.

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Batra Group, Dave Hendricks, Brand Manager, 91 22 6666 7474, dh@tonyhawksignatureline.com, P. 12.

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Brand Central, Ross Misher, CEO, 310-268-1231, ross@brandcentralgroup.com, P. 9.

Brand Squared Licensing, Heather Rosenthal, Partner, 917-748-8836, hrosenthal@bsquaredlicensing.com, P. 12.

Burleigh (Burgess & Leigh Ltd.), Steven Moore, Creative Director, 44(0)1773 740740, steven.moore@burgessandleigh.co.uk, P. 12.

Buscemi, Rebecca Damavandi, CEO, 917-472-7353, rebecca@buscemi.com, P. 9.

Cardinal Industries, Joel Berger, President, 718-784-3000 x114, joelb@cardinalgames.com, P. 9.

Cartoon Network Enterprises, Peter Yoder, VP Cartoon Network Enterprises, 212-275-6535, peter.yoder@turner.com, P. 9.

CBC Group, Beth Williams, Director Product Development, 602-441-1455, bwilliams@cb-gift.com, P. 12.

Ceaco, Jane Taylor, Director Licensing, 617-926-8080 x224, jtaylor@ceaco.com, P. 12.

Cherokee Global Brands, Henry Stupp,

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Colors Foot Fashion Pvt. Ltd. div. Ess Gee Trendz Pvt. Ltd., Sanjay Chawla, Director, 91 98 1204 3968, P. 11.

Cracker Barrel Old Country Store, Laura Daily, SVP Retail, 615-444-5533, laura.daily@crackerbarrel.com, P. 9.

Creative Licensing Corp. (CLC), Rand Marlis, President, 310-479-6777, rand@creativelicensingcorporation.com, P. 12.

DesignScapes, Leslie Anderson, Marketing & Product Development, 707-894-7758, leslie@designscapes-llc.com, P. 11.

Dicksons Gifts, Stephanie Flinn, VP Product Development, 812-522-1308, sflinn@dicksonsgifts.com, P. 11,12.

Disguise div. Jakks Pacific, Tara Hefter, EVP & GM, 424-268-9549, thefter@jakks.net, P. 9.

Disney Consumer Products, Josh Silverman, EVP Global Licensing, 818-544-0567, josh.silverman@disney.com, P. 12.

Disney Consumer Products, Paul Gitter, SVP Licensing Marvel, 818-544-1950, paul.gitter@disney.com, P. 9.

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Fanatics, Derek Eiler, EVP, 904 421-1897, deiler@fanatics.com, P. 9.

Forecast Agency (The), Jonathan Garcia, MD, 323-810-2388, team@theforecastagency.com, P. 9.

Funko, Brian Mariotti, President & CEO, 425-783-3616, brian@funko.com, P. 11.

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Gerson Co., Nancy Denny, Product Designer, 913-535-7569, ndenny@gersoncompany.com, P. 11.

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Hearst Brand Development, Steve Ross, Global Chief Licensing Officer & Head Brand Development, 212-649-3259, sross@hearst.com, P. 9.

Inkology, Leslie Kraus, VP, 561-826-3492, lkraus@inkologyinc.com, P. 9.

Insight Editions, Robbie Schmidt, Acquisitions, 415-526-1370, r.schmidt@insighteditions.com, P. 11.

iwon organics, Mark Samuel, Founder & CEO, 800-496-6154, info@iwonorganics.com, P. 9.

Joester Loria Group (JLG), James Slifer, SVP Business Development, 212-683-8548, jslifer@tjlggroup.com, P. 10.

Kidz Toyz, Ken Lewis, CEO, 914-241-3434, ken@kidztoyz.com, P. 11.

King Features Syndicate, Carla Silva, VP, GM & Global Head Licensing, 212-969-7582, csilva@hearst.com, P. 9,11,12.

Leggings for a Purpose - Asher & Emery, Sarah Stern, Owner, support@leggingsforapurpose.com, P. 9.

Leveraged Marketing Corp. of America (LMCA), Alan Kravetz, President & COO, 212-265-7474, akravetz@lmca.net, P. 10.

Levi Strauss, Karen Leslie, Director Global Licensing, 415-501-7019, kleslie@levi.com, P. 9.

Licensing Works!, Leslie Levine, Owner & Founder, 702-485-5677, leslie@licensingworks.us, P. 10.

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Manual Woodworkers & Weavers (MWW), Jim Clarke, VP & CFO, 828-692-7333, jimc@manualww.com, P. 12.

MHS Licensing + Consulting, Marty Segelbaum, President, 952-544-1377 x202, marty@mhslicensing.com, P. 9-12.

National Hockey League (NHL), Jim

*Continued on page 14*

**contacts & connections** *Continued from page 14*

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NBA Entertainment (National Basketball Association), Lisa Piken Koper, VP Global Partnerships, 212-407-8000, [lpiken@nba.com](mailto:lpiken@nba.com), P. 12.

Outright Games, Terry Malham-Wallis, Business Development & Licensing, 949-589-4900, [terrymw@outrightgames.com](mailto:terrymw@outrightgames.com), P. 11.

Pauls div. Parmalat Australia Pty Ltd., Tracey Berkeley, Marketing Manager, Fresh Dairy, 61 7 38400100, [tracey.berkeley@parmalat.com.au](mailto:tracey.berkeley@parmalat.com.au), P. 11.

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Playboy Enterprises, Lindsay Berg, Associate Director Marketing & Global Licensing, 310-424-1800, [lberg@playboy.com](mailto:lberg@playboy.com), P. 9.

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Prometheus Global Media (Billboard/Hollywood Reporter The.), Kelly Del Sordi, Director Licensing, 212-493-4197, [kelly.delsordi@billboard.com](mailto:kelly.delsordi@billboard.com), P. 11.

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Razor MD, Scott Saltzman, Co-founder, 866-386-8236, [scott@razormd.com](mailto:scott@razormd.com), P. 12.

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York Wallcoverings & RoomMates, Nicole Zeigler, Licensing Manager, 717-846-4456, [zeiglern@yorkwall.com](mailto:zeiglern@yorkwall.com), P. 11.



## 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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*Continued on page 15*

**contacts & connections** *Continued from page 14*

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- Jolly Group form. Promotional Partners Worldwide (PPW), Ivan Chan, CEO, 852 2505 0299, ivanchan@ppgl.com, P. 9,10.
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## FOOD &amp; BEVERAGE

## Mars, Ferrero & Mondelez Top Confectioners of 2018

Mars Wrigley Confectionery, the Ferrero Group, and Mondelez Intl. are the top candy companies worldwide by retail sales, per *Candy Industry Magazine*.

While only a small share of those total sales are licensed, branded offerings remain a hot spot for growth. Plus, many of the companies that made it on to the list this year also license out their brands for consumer products (those sales are not included below).

According to TLL's *Annual Licensing Business Survey*, retail sales of licensed food and beverage products grew 6.0% in 2017 to reach \$12.12 billion.

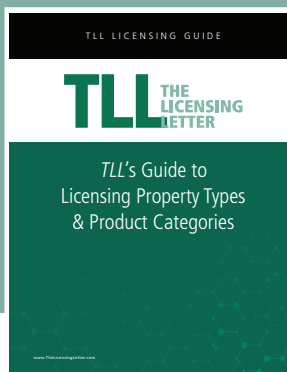
See below for the top 25 candy companies by estimated net sales. Other notable entries on the list that didn't make it into the top list include the PepsiCo Americas Foods division (No. 35), 1-800-FLOWERS.COM (No. 36), Tootsie Roll Industries (No. 41), Sunrise Confections div. of Mount Franklin Foods (No. 52), and Jelly Belly Candy Co. (No. 79).

### Retail Sales of Licensed Trademark/Brand Merchandise, by Distribution Channel, U.S. & Canada, 2016-2017 (Figures in Millions)

RANK	COMPANY	HEADQUARTERS	NET SALES
1	Mars Wrigley Confectionery	Chicago, IL	\$18,000
2	Ferrero Group	Luxembourg, Italy	\$12,390
3	Mondelez Intl.	Deerfield, IL	\$11,792
4	Meiji Co. Ltd.	Tokyo, Japan	\$9,662
5	Hershey Co.	Hershey, PA	\$7,779
6	Nestle SA	Vevey, Switzerland	\$6,135
7	Chocoladefabriken Lindt & Sprüngli AG	Kilchberg, Switzerland	\$4,374
8	Ezaki Glico Co. Ltd.	Osaka, Japan	\$3,327
9	Haribo GmbH & Co. K.G.	Bonn, Germany	\$3,300
10	Perfetti Van Melle Spa	Lainate, Italy & Breda, Netherlands	\$3,086
11	pladis	London, U.K.	\$2,816
12	General Mills	Minneapolis, MN	\$2,100
13	Kellogg Co.	Battle Creek, MI	\$1,890
14	August Storck KG	Berlin, Germany	\$1,859
15	Orion Corp.	Seoul, Korea	\$1,718
16	Arcor	Buenos Aires, Argentina	\$1,200
17	United Confectionary Manufacturers	Moscow, Russia	\$1,169
18	Bourbon Corp.	Niigata, Japan	\$1,060
19	Lotte Corp.	Seoul, Korea	\$1,055
20	Valeo Foods Group	Dublin, Ireland	\$1,026
21	Chocolat Frey AB	Buchs, Switzerland	\$1,025
22	Morinaga & Co. Ltd.	Tokyo, Japan	\$998
23	Crown Confectionery Co. Ltd.	Seoul, Korea	\$990
24	Cemol	Perpignan, France	\$968
25	Cacau Show	Itapevi, SP, Brazil	\$909

Data Source: Candy Industry Magazine  
Source: The Licensing Letter

### TLL's Guide to Licensing Property Types & Product Categories



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## ECONOMICS

## 2019 U.S. Retail Growth Forecast Rosy; But Not Without Challenges

This year's batch of respondents to *TLL's Annual Licensing Business Survey* agree with the experts: the U.S. economy is good for business in 2019. But uncertainty threatens to tank that rosy optimism.

Half of the respondents to the 2018-19 Annual Survey—just under 50%—say that their licensing business will

improve in 2019, even though only 37% saw higher licensed retail sales in 2018. As usual, licensing executives are an optimistic bunch.

First up, the immediate challenges we must overcome in 2019: Tariffs on \$200 billion in Chinese products are scheduled to rise from 10% to 25% on March 1, 2019, but real



costs to consumers are not expected to rise immediately thanks to retailers stocking up and importing more goods in advance of the deadline, according to a report on December imports at major U.S. container ports from the National Retail Federation (**NRF**) and **Hackett Associates**.

The more pressing issues for the first quarter of 2019 stem from the government shutdown: Not only have government employees not been spending money, but an IRS backlog of tax returns (and unanswered questions posed by taxpayers confused by a newly revised code) will depress spending more broadly.

There's more to bounce back from than previously expected. The latest preliminary figures from the **U.S. Commerce Department** show retail sales unexpectedly falling in December 2018, the worst drop in nine years. Excluding automobiles and gasoline, December retail sales fell 1.3% from the previous month. They were up only 2.1% from December 2017. All in all, total retail sales for 2018 were up 4.9% from the previous year:

- Furniture and home furnishings stores were up 3.5%;
- Electronics and appliance stores were up 1.9%;
- Building material and garden equipment stores were up 3.5%;
- Food and beverage stores were up 3.4%;
- Health and personal care stores were up 3.6%;
- Clothing & clothing accessories stores were up 4.8%;
- Sporting goods, hobby, musical instrument, and book stores were down -5.8%;
- General merchandise stores were up 3.2%; and
- Non-store (ecommerce) retailers were up 9.6% from the previous year.

Based on this news, the **NRF** revised its November-December holiday retail sales predictions, stating that they grew a lower-than-expected 2.9% over the same period in 2017 to \$707.5 billion. The figures have hit some by surprise given that major retailers reported strong holiday sales:

- **Amazon** reported fourth-quarter revenue was up 20% from a year earlier;
- **Macy's** sales for the November-December period grew 1.1%;
- **Kohl's** reported a 1.2% jump in sales;
- Sales at **J.C. Penney** fell 5.4%;
- **Barnes & Noble** saw a -6.4% decline in sales; and
- **Target** saw its sales grow 5.7%.

**Coresight Research** estimates that so far this year there have been 2,187 U.S. store closing announcements.

This year's total is up 23% from the 1,776 announcements a year ago. Year-to-date, retailers have announced 1,411 store openings, offsetting 65% of store closures.

Looking forwards, the **NRF** previously stated that the "state of the economy is sound." Its annual economic forecast projects that retail sales will grow between 3.8% and 4.4% to over \$3.8 trillion in 2019. The NRF estimates that 2018 retail sales grew 4.6% from 2017 to \$3.68 trillion, exceeding its previous forecast of at least 4.5% growth.

' The more pressing issues for the first quarter of 2019 stem from the government shutdown: Not only have government employees not been spending money, but an IRS backlog of tax returns (and unanswered questions posed by taxpayers confused by a newly revised code) will depress spending more broadly. '

Despite "artificial" threats from an ongoing trade war, the volatile stock market, and the effects of the government shutdown, the NRF notes that consumers are "in better shape than any time in the last few years" thanks to a strong job market, lower inflation and interest rates, and depressed gas prices.

Meanwhile, the Congressional Budget Office (**CBO**) estimates that U.S. real GDP growth reached 3.1% in 2018, with consumer spending up 2.7% in the same time period. The CBO predicts that real GDP growth will slow to 2.3% in 2019 (consumer spend up 2.9%) and then to 1.7% in 2020 (consumer spend down to 1.9%). Economists at the **Federal Reserve** also forecast 2.3% GDP growth for this year, down from 3.0% in 2018.

According to the 2019 **BDO** Retail Rationalized Survey, more than half (54%) of traditional retailers—including big box, department store, discount and specialty retailers—say they are just surviving. A majority of purely ecommerce businesses (84%) say they are thriving, while one in five department stores (9%) report struggling. But just about everyone is investing significantly in ecommerce. Some of the more interesting findings from the BDO survey:

- 70% believe the cons of partnering with Amazon outweigh the pros.
- Only 9% of retailers see exclusive products as Amazon's biggest advantage over their business.
- 38% cited consumer demand as the greatest driver of digital transformation.

## 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](mailto:karina@plainlanguagemedia.com) and we'll announce the news in our next issue of Who's News.

**Sarah Cummins** is WWE's new SVP Consumer Products, responsible for overseeing the implementation of its \$1 billion global consumer products business. She reports directly to CMO & Chief Communications Officer **Brian Flinn**.

The Walt Disney Co. reorganizes its direct-to-consumer & international (DTCI) group ahead of the 21st Century Fox acquisition closing. **Rebecca Campbell** adds Russia and CIS to her current remit as President EMEA. **Diego Lerner** continues on as President LATAM, with **Carlos Martinez** joining his team as EVP & GM Media Networks North LATAM/Brazil. **Uday Shankar** is now the new chairman of Star and Disney India and President APAC. Reporting to Shankar are **Luke Kang**, EVP/MD Greater China, Japan & Korea; **Kylie Watson-Wheeler**, MD ANZ; and **Chafic Najia**, SVP & MD Middle East. Additionally, **Janice Marinelli** is now President Global Content Sales & Distribution.

Former DC Entertainment and Warner Bros. Consumer Products President **Diane Nelson** is back as the Head Operations for shortform video venture Quibi. She joins **Jeffrey Katzenberg** and **Meg Whitman** on the startup, which specializes in mobile video content and has signed deals with Guillermo del Toro, Antoine Fuqua, and Jason Blum.

CPLG promotes **John Taylor** to Managing Director U.K. and **Slawomir Ekiert** to Managing Director Central Eastern Europe. Both report to new EVP & Managing Director **Maarten Weck**.

**Margie Cohn**, currently President of DreamWorks Animation Television, takes on the additional role of President of DreamWorks Animation. Cohn now oversees the two separate film and TV operations. DreamWorks Feature Animation Group President **Chris deFaria** leaves the company but continues to consult with Comcast NBCUniversal on special initiatives.

SYBO Games hires **David Byrne** as COO and promotes **Naz Amarchi-Cuevas** to CCO.

eOne's Chinese Family & Brands arm welcomes **Pengchong Xu** as VP Licensing, **Frida Zhang** as VP Marketing, and **Iwen Lee** as Product Development Manager to its new Shanghai office.

Perry Ellis Intl. (PEI) appoints **Jason Zuckerman** as President of the company's namesake Perry Ellis division.

**G. Scott Uzzell** is President & CEO of Converse at Nike. Uzzell most recently served as President Venturing & Emerging Brands Group at The Coca-Cola Co.

Boat Rocker Media consolidates its content, distribution and brands teams under **Jon Rutherford**, newly promoted as Managing Director of its Boat Rocker Studios banner. He reports jointly to CRO **Michel Pratte** and Co-Executive Chairmen/Co-CCOs **David Fortier** and **Ivan Schneeberg**. Boat Rocker recently closed the acquisition of U.S.-based Matador Content and earlier this year acquired Fremantle's Kids & Family division as well as a majority

stake in Insight Productions.

DSW makes several promotions: **Bill Jordan** is now President of DSW Designer Shoe Warehouse, **Mary Turner** is now President of the Shoe Company and Shoe Warehouse banners in Canada, **Debbie Ferrée** is now Vice Chair & President of DSW, and **Jim Weinberg** is now Chief Merchandising Officer.

The Point.1888 adds **Gabbi Langdorf** as Senior Brand Manager and **Anita Mir** as Head Finance & Legal in addition to promoting **Hannah Stevens** to Senior Retail & Brand Manager and **George Birtchnell** to Head Business Development. Stevens will head up the soft lines division with **Ed Butler** and **Olivia Wiggett** in addition to the retail team. Stevens and Langdorf report to Retail & Brand Director **Bethan Garton**.

The former senior management team of Toy State launches a new venture with the creation of Nikko Toys: **Philip Redmond** is CEO, **John Arndt** is SVP Product Development, **Stephen Skoutas** is SVP Global Sales, and **Laibond Cheng** is President.

**Jean-André Rougeot** is the new CEO of Sephora Americas.

Marvel Comics blooms with four promotions: **Rickey Purdin** is now Director Talent Relations; **Jordan D. White** is Senior Editor, leading editorial for all X-Men titles; **Darren Shan** is Editor, overseeing cosmic and various mutant titles; and **Mark Basso** is Editor, overseeing Conan titles, League of Legends titles, and others.

Campbell Soup names **Mark Clouse**, the former head of Pinnacle Foods, as its new CEO.

Acamar Films hires **Jodie Morris** as Executive Director Content, **Alister Morgan** as Director Strategy, and **Kirsty Southgate** as Director Promotions & Partnerships.

USA Track & Field names **Sarah Hollis** as Chief Revenue Officer & CMO, **E. Susan Hazzard** as Managing Director Communications, **Lori Bird** as Associate Director Outreach & Grass Roots Programs, **Kimberly Sims** as Associate Director Intl. Teams, **Ashley Mitchell** as Senior Manager of Marketing & Communications; and **Chelsey Schmenk** as Senior Manager Branding.

Target promotes **Stephanie Lundquist** to a new post overseeing its food and beverage operations. Separately, CFO **Cathy Smith** will retire as soon as a successor is secured.

Warner Bros. Entertainment elevates **Jay Levine** to the newly created post of EVP Television Business Strategy & Digital Services.

Facebook promotes **Dan Reed** to VP Global Sports & Media Partnerships, names **Peter Hutton** as Director Global Sports Partnerships & Programming, and hires **Brandon Gayle** as Director Global Sports Partnerships & Solutions.

**Amber Howard** joins Abrams Artists as an agent in its alternative programming, digital media, licensing, and branding department.

*Continued on page 17*

## Who's News, Cont'd.

Designer **Tory Burch** names her new husband and former LVMH executive **Pierre-Yves Roussel** as her brand's CEO, and changes her own title to Executive Chairman & CCO.

Penguin Random House adds two new hires to its Ladybird Licensing team: **Lou Grosart** is now Editorial Director, responsible for Peppa Pig publishing and new licensing opportunities for 0-7 year-olds, and **Ned Hartley** is Commissioning Editor, looking after the division's Nickelodeon publishing.

**Samantha Swank** rejoins the Scholastic licensed publishing team as editor for licensing, media, and brands after working on Scholastic's Cartwheel imprint.

**Ian Richards** joins PlayFusion in a newly-created Global Manager position, where he will oversee the development of global Organized Play programs.

Goliath appoints **Nick Thomas** as GM for Vivid U.K. Thomas is supported by Divisional Sales Directors **Gerbie Quilter** and **Steve Alexander** along with **Emma Weber**, **Leon Jarmolowicz**, and **Darrell Jones**, who are responsible for marketing.

Valiant hires **Zane Warman** as Domestic Licensing Coordinator; he will work with Intl. Licensing Coordinator **Oliver Taylor**.

The GAMA Board of Directors appoints **John Stacy** as its new Executive Director.

Columbia Sportswear hires **Peter Ruppe** as VP Footwear in an effort to double its footwear sales within three years.

Bernhardt Furniture promotes **Dawn Pearson** to VP Merchandising

for residential upholstery.

USA Cycling plans to hire **Rob DeMartini**, who is stepping down as New Balance's President & CEO at the close of 2018, as its new CEO. He replaces outgoing CEO **Derek Bouchard-Hall**.

Australian prodco Grace: A Storytelling Company brings in **Alaric McAusland** to oversee global business operations, partnerships, and production/development across television, film, and live entertainment as its new COO & Head Studio/Production.

Less than two years after **Raf Simons** debuted his first collection for Calvin Klein as the American multi-tiered, multi-billion-dollar brand's first chief creative officer, the designer is out.

Pier 1 Imports CEO **Alasdair James** resigns and the company names board member and former Popeyes Louisiana Kitchen CEO **Cheryl Bachelder** as interim CEO. The moves come as the home goods retailer is exploring strategic options that could include a sale.

**Leila Ouledcheikh** joins London-based distribution company Serious Lunch as Director Global Sales where she will work alongside Co-founder & CEO **Genevieve Dexter**.

**Darwin Bromley**, the founder of Mayfair Games, has passed away.

LIMA recognizes Beanstalk's **Michael Stone** and Warner Bros.' **Pam Lifford** as the 2019 inductees to the LIMA Licensing Hall of Fame. This year's induction ceremony will take place on June 4th at Licensing Expo Las Vegas.

# TLL

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