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THE LICENSING LETTER

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Average Royalty Rates Inch Up by 0.2% in 2018

The average royalty rate across all property types and product categories edged up 0.2% in 2018 to reach 8.81% in the U.S./Canada, according to *TLL's Annual Licensing Business Survey*. Since 2006, the average royalty rate across property types and product categories has remained in the quite narrow 8.7–8.8% corridor, with overall rates fluctuating by no more than 2.5% from year-to-year in that same time period.

Three-fourths of respondents to the *Survey* shared that their royalty rates were flat from the previous year, with the remaining quarter indicated that rates rose. Virtually no licensing executive said that overall royalties decreased, although in some categories we noted that there was flat or depressed growth in rates.

The areas with the largest fluctuations were entertainment/character and food/beverage (both brands and, to a limited extent, products). And by fluctuations, we mean that rates were up. For the sixth year in a row, entertainment/character led the charge with the highest growth in average royalties, up 1% in 2018 after increasing 1.5% in 2017 and 2016. *Survey* respondents pointed to Disney and Warner Bros. as the primary culprits behind the shift.

Entertainment/Character Brands Drive Increases in Property Types

Art-based brands enjoy the lowest royalty rates among the major property types *TLL* tracks, with an average rate of 6.13% in 2018. The lower rate is thanks to commercial artists who, outside of a handful of superstar A-list properties, tend to command lower rates. Museum-based properties, which historically asked for lower rates, are beginning to catch up to the larger (by retail sales) art and artists category for an average royalty rate of 6.11% in 2018—although the average range is three percentage points higher.

The celebrities category is re-calibrating to rest at a slightly lower (-0.1%) average royalty in 2018, in part because of an influx of new digital celebrities, entertainers, and chefs who demand lower rates than the well-heeled elite celebrities whose popularity has been waning in terms of retail sales over the last couple of years.

Sports- and collegiate-based brands continue to cost more on average, jumping 0.4% and 0.2%, respectively, in 2018. Part of the shift in average rates, however, is thanks in part to license consolidation: that is, some licensors are cutting down on their less profitable agreements and focusing on key licensees.

Entertainment brands drove higher royalties, while the character side of the equation was either flat or down for most agreements. For the first time in years, the average royalty for entertainment/character (10.24%) was higher than celebrity (10.23%) brands.

Estates saw a 0.5% higher royalty in 2018, rebounding after steadily decreasing rates in previous years.

Fashion royalties were flat, steady at 8.44% in 2018. While rates for apparel- and home-based brands were slightly higher (up 0.2% each), footwear-based brands slightly declined for an average -0.1% drop.

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COMPENSATION

Average Salary Drops $10K; Gap Between Europeans and Americans Widens

The average base salary for all licensing executives worldwide was an even $100,000—down twelve grand from last year. Despite having a lower average salary and bonus compared to the Americans, the decrease isn't thanks to Western European respondents: Their average salaries actually jumped slightly. The dip was thanks to flattish growth among U.S.-based licensing executives, with some titles even seeing a drop.

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Inside This Issue

Licensing Ledger

Puma's latest sneaker designs are coming under fire from **In-N-Out Burger** in a trademark lawsuit. The fast-food restaurant alleges Puma used "essentially identical" elements like palm tree motifs as well as contrasting red and yellow accents in its Cali-0 Drive Thru and California Drive Thru CC shoes—"causing consumers to incorrectly believe Puma's products are associated with or authorized by In-N-Out."

In-N-Out is demanding Puma cease production and is seeking unspecified damages including profits from the sneakers.

Adidas sinks further into its own trademark spat; a judge denied the sportswear company's motion to dismiss an infringement case. **Abraham Verti Levy** sued Adidas in 2018 over his "You're Never Done"/YND marks. Levy alleged that he sought to license the marks for promotional use through **Agron**, Adidas' exclusive licensing agency, but that a deal never materialized and that the sportswear company soon copied the concept with its global "Never Done" campaign. In dismissing the case, the judge noted that Adidas' "primary defense … appears to be that it only used [Levy's] marks abroad." U.S. law protects trademark owners against infringing acts done outside the country in certain circumstances.

The **Organic Trade Association** launches an industry-driven program to help provide businesses with a process for developing and implementing fraud mitigation measures. The trade association estimates that the global organic market is now at almost $90 billion, with America accounting for close to $50 billion across all products. Organic imports into the U.S. totaled around $2.1 billion in 2017, up nearly 25% from the previous year.

Children's clothing retailer **Gymboree Group** sells its Gymboree and Crazy 8 brands to **The Children's Place** for $76 million and its Janie and Jack clothing line to **Gap** for $35 million. The deals are subject to approval by the bankruptcy court; Gymboree filed for Chapter 11 in January and is planning on closing about 800 stores in the U.S./Canada.

Digital media firm **Mythical Entertainment** paid out roughly $10 million to acquire Smosh from the bank that assumed **Defy Media's** assets in the wake of its sudden bankruptcy. The flagship Smosh channel (24.1 million subscribers) will join Mythical's crown jewel, the daily talk show Good Mythical Morning (15.1 million subscribers). Mythical has re-hired 15 of Smosh's original performers and producers and is building up a 30-strong creative team to help ramp up output.

Meanwhile, **Hearst Magazines** is readying the re-launch of Clevver, which it also acquired from **Defy Media**, with the opening of a 20,000 sq. ft. studio in Los Angeles. CA. Video content for other Hearst titles like Cosmopolitan and Elle will also be produced in the new studio, as well as original Hearst TV series. Heart also rehired key staffers to oversee forthcoming productions, which are expected to resume in two weeks.

Following an FTC settlement, **TikTok** will no longer allow children under 13 to upload videos, leave comments, build a profile, or send messages. In addition to taking steps to come into compliance with COPPA, the social media platform agreed to pay $5.7 million. Users are now being promoted to enter a birthday; under-13s have been getting their accounts deleted and are now being regulated into a "limited, separate app experience" where they can watch, record, but not post their own videos.

YouTube disables comments on tens of millions of its videos featuring children "that could be subject to predatory behavior." Major advertisers like Disney, Hasbro, Nestle, Epic Games, AT&T, and McDonald's pulled their ad spend on the platform after it was discovered that pedophiles were swarming the comments sections of children's videos.

YouTube is also de-monetizing videos of minors where inappropriate comments were left, even if the videos were entirely innocent, and is requiring creators to "actively moderate their comments, beyond just using our moderation tools."

The next title from digital-first studio **pocket.watch's** new gaming division P.W Games will be P.W Putting Planet, a mobile free-to-play, AR game launching in conjunction with **Superstar Games**. Players will interact with a virtual golf experience complete with a fully functional YouTube player—a first for any mobile AR game. The studio partnered with **Outright Games** to bring its first console game, *Race with Ryan*, in fall 2019.

Sprint introduces cloud gaming pioneer **Hatch** (in which **Rovio** holds an 80% stake) to the U.S. for the first time with its unique mobile 5G cloud gaming service on Sprint 5G. The network's faster speeds allow games on Hatch to be played instantly over the internet with no downloads or updates necessary. The Sprint-Hatch relationship offers unlimited access to over 100 games, social gaming, and access to Hatch Kids—a safe space without advertising or in-game purchasing.

TLL THE LICENSING LETTER

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Industry-wide Royalties Up

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Despite maintaining one of the highest upper bounds for average royalty range (4–18%), music brands on average saw decreasing royalties as demand for the property type softened.

Non-profits also saw falling average royalties (-0.3%), but unlike for some other property types, this drop was a sign of positive growth in 2018. Key non-profit brands struck a higher range of deals commanding lower royalties (by product category) in the year, landing at an average 8.21% rate.

Publishing brands didn't see royalty rates move dramatically, although there are signs that rates might increase for 2019. Books and comic books/strips jumped 0.2% each, while newspapers/magazines commanded an average 0.1% higher rate.

AVERAGE INDUSTRY-WIDE ROYALTY, BY PROPERTY TYPE, U.S. & CANADA, 2017-2018

PROPERTY TYPE	AVERAGE ROYALTY, 2018	AVERAGE ROYALTY, 2017	CHANGE, 2017-2018	RANGE OF ROYALTIES, 2018
Art	6.13%	6.14%	-0.1%	4–15%
Art and Artists	6.11%	6.13%	-0.3%	4–12%
Museums	6.11%	6.06%	0.8%	4–15%
Celebrities	10.23%	10.24%	-0.1%	2–18%
Entertainers/Models	10.35%	10.38%	-0.2%	4–18%
Chefs/Home-Related	9.65%	9.64%	0.1%	2–16%
Collegiate	10.04%	10.02%	0.2%	5–19%
Entertainment/Character	10.24%	10.14%	1.0%	5–21%
Estates	9.70%	9.65%	0.5%	4–18%
Fashion	8.44%	8.44%	0.0%	2–17%
Apparel	8.40%	8.38%	0.2%	5–17%
Footwear	7.12%	7.13%	-0.1%	2–14%
Home	7.51%	7.50%	0.2%	2–14%
Music	8.11%	8.14%	-0.3%	4–18%
Nonprofit	8.21%	8.24%	-0.3%	4–14%
Publishing	8.49%	8.48%	0.1%	2–18%
Books	7.95%	7.94%	0.2%	6–14%
Newspapers/Magazines	8.17%	8.16%	0.1%	2–12%
Comic Books/Strips	9.57%	9.55%	0.2%	5–18%
Sports	10.11%	10.07%	0.4%	5–19%
Trademarks/Brands	7.78%	7.76%	0.2%	1–16%
Automotive/Motor Vehicle	4.07%	4.06%	0.1%	1–16%
Food/Beverage	5.61%	5.58%	0.4%	1–11%
Restaurants	5.93%	5.92%	0.3%	4–9%
Sporting Goods	7.01%	7.00%	0.1%	6–14%
Traditional Toys/Games	8.20%	8.17%	0.4%	5–13%
Video Games/Interactive/ Online	9.05%	9.01%	0.4%	6–15%
Overall Average	8.81%	8.79%	0.2%	1–21%

SOURCE: The Licensing Letter

The megalith trademarks/brands category also jumped 0.2% to reach 7.78% in 2018, although with a 1–16% average range, it would be unwise to generalize. Rising royalty rates for food/beverage- as well as restaurant-based brands contributed to a percentage-point bump in the range of royalties for both property types.

Rates for traditional toys/games were up 0.4% on average, but a handful of A-list properties were responsible for a single percentage point increase in average royalty range to reach as high as 13% in 2018.

Despite a slowdown in rates for interactive/online brands, in 2018 there was an overall 0.4% bump in the broader category thanks to video game brands to reach an average 9.05% rate.

Cosmetics, Toys & Electronics Drive Increases in Industry-wide Royalties

Roughly two-thirds of the product categories *TLL* tracks saw nominal bumps in industry-wide royalties in 2018.

The most common driver behind such growth was the increase in royalties by entertainment/character-based brands—specifically noted in cosmetics, hair accessories, and other health and beauty aids (0.7% jump in 2018); toys/games (0.7%); and consumer electronics (0.6%).

Average royalties for the greater accessories category were flat (-0.1%) at 9.05% in 2018. The most notable shifts were in the luggage and travel accessories (-0.5%) as well as the jewelry and watches (0.6%) sub-categories, which shifted slightly to approach the overall average rate as well as the average accessories rate.

Apparel royalties continued to trend upwards (0.5%) in 2018, thanks in part to lower costs of production, higher price points, and overall larger margins that helped facilitate a bump in licensors' share of retail sales.

Consumer electronics saw one of the largest jumps in royalties in 2018, with the average jumping by 0.6% and the range of royalties jumping by one full percentage point.

Domestics (0.2%), furniture/home furnishings (0.2%), and housewares (0.3%) enjoyed flat average royalties. The slight increase was attributable to a jump in celebrities entering the licensed home space in 2018.

Despite dramatic jumps in licensed retail sales, average industry-wide royalties for food/beverage goods are not expected to move far past the current 6.01% rate. Razor-thin margins in grocery and discount stores, which are the largest distribution channels by share for the product category, simply don't allow for it.

Thanks in part to falling retail sales, royalties for licensed footwear were down -0.8% to reach a 8.02% average rate in 2018. Licensees are also reporting a decrease in the amount and number of minimum guarantees as their partners work with them to get through a tough sales patch.

Gifts/novelties royalties climbed 0.5%, a faster rate of growth than previously noted in 2017 and 2016 (0.2% each).

Health and beauty aids (HBA) was flat at 0.2%, despite a 0.7% jump in average royalties for deals involving

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Industry-wide Royalties Up

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cosmetics, hair accessories, and other HBA. Fragrance rates corrected slightly and dipped down to 9.24% in 2018.

Royalties for infant products fell for another straight year, reflecting a dip in licensing agreements for the space (i.e., several A-listers softening their presence in the space) in response to lower licensed retail sales.

Publishing rates were flat (-0.1%) in 2018; despite lower licensed retail sales for that year, it is one of the most diverse product categories we track and tends to follow the average rate.

Sporting goods jumped 0.4% largely in response to increased royalties from key sports- and collegiate-based brands.

Royalties for stationery/paper were down -0.3%, reflecting an increase in licensing arrangements for more art and artists (who, on average, command slightly lower rates).

AVERAGE INDUSTRY-WIDE ROYALTY, BY PRODUCT CATEGORY, U.S. & CANADA, 2017-2018

PRODUCT CATEGORY	AVERAGE ROYALTY, 2018	AVERAGE ROYALTY, 2017	CHANGE, 2017-2018	RANGE OF ROYALTIES, 2018
Accessories	9.05%	9.05%	-0.1%	3–18%
Eyewear	8.24%	8.23%	0.1%	5–16%
Handbags, Backpacks, Messenger Bags	8.91%	8.88%	0.3%	5–18%
Headwear	9.88%	9.86%	0.2%	7–14%
Hosiery	8.56%	8.57%	-0.1%	5–14%
Jewelry and Watches	7.77%	7.72%	0.6%	3–18%
Luggage and Travel Accessories	10.00%	10.05%	-0.5%	5–18%
Scarves and Ties	7.33%	7.32%	0.1%	5–14%
Apparel	9.71%	9.66%	0.5%	5–19%
Consumer Electronics	5.29%	5.26%	0.6%	3–11%
Domestics	8.95%	8.92%	0.3%	4–14%
Food/Beverages	6.01%	5.99%	0.3%	1–12%
Footwear	8.02%	8.09%	-0.8%	3–16%
Furniture/Home Furnishings	7.57%	7.55%	0.2%	3–14%
Gifts/Novelties	8.71%	8.66%	0.5%	4–16%
HBA	9.01%	8.99%	0.2%	5–18%
Fragrance	9.24%	9.25%	-0.1%	5–18%
Cosmetics, Hair Accessories, Other	8.50%	8.44%	0.7%	6–14%
Housewares	6.34%	6.32%	0.3%	3–14%
Infant Products	8.56%	8.58%	-0.3%	5–14%
Publishing	9.62%	9.63%	-0.1%	5–15%
Sporting Goods	9.80%	9.76%	0.4%	4–15%
Stationery/Paper	8.79%	8.81%	-0.3%	4–12%
Toys/Games	10.62%	10.54%	0.7%	5–21%
Video Games/Software	10.48%	10.53%	-0.5%	1–20%
Overall Average	8.81%	8.79%	0.2%	1–21%

SOURCE: The Licensing Letter

Toys/games royalties jumped 0.7% on average to reach 10.62% in 2018 in response to higher demands from key entertainment/character brands.

On the other hand, royalties for video games/software were down (-0.5%) in part because of the rise in licensing an increasingly diverse pool of brands for mobile apps (not just games, but all types).

Average Licensing Exec Salary Drops $10K

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In order to capture a broader range of titles and enable broad demographic comparisons, we grouped together all titles VP and higher into one group, including less-common titles like EVP and AVP.

Of course, *TLL's 2019 Compensation Report* also breaks down salary and bonus data by title for owner/partner, president, SVP, VP, director, manager, and coordinator.

Executive-level titles have the highest variations in salary and bonus, largely thanks to extreme variance in the amount of money owners/partners and CEOs draw.

Mid-level executives like managers and directors are no less varied, but nevertheless command less compensation.

Lower-level salary and compensation data is drawn almost entirely from additional information provided by respondents; because so few answered individually, there is not enough data to draw demographic conclusions for this group.

AVERAGE INDUSTRY-WIDE SALARY, BONUS & HOURS WORKED, BY TITLE TYPE, U.S., 2018

TYPE OF TITLE	AVERAGE SALARY	AVERAGE BONUS*	RANGE IN SALARY	HOURS WORKED
Executive	$200,000	$208,000	$30,000–500,000	49.1
Mid-level	$93,000	$8,000	$52,000–188,000	45.4
Lower-level	$53,000	$3,000	$32,000–98,000	41.0
Total Average†	$125,000	$105,000	$30,000–500,000	46.7

Notes: *Among those who recieved bonuses; some respondants specified that they were not paid bonuses. †Total average calculated across all titles.
SOURCE: The Licensing Letter

AVERAGE INDUSTRY-WIDE SALARY, BONUS & HOURS WORKED, BY TITLE TYPE, WESTERN EUROPE, 2018

TYPE OF TITLE	AVERAGE SALARY	AVERAGE BONUS*	RANGE IN SALARY	HOURS WORKED
Executive	$103,000	$38,000	$40,000–275,000	48.8
Mid-level	$70,000	$8,000	$28,000–120,000	41.0
Lower-level	$38,000	$950	$22,000–48,000	N/A
Total Average†	$70,000	$18,000	$22,000–275,000	44.9

Notes: *Among those who recieved bonuses; some respondants specified that they were not paid bonuses. †Total average calculated across all titles.
SOURCE: The Licensing Letter

Here are some more findings from *TLL's 2019 Compensation Report* that we found particularly interesting:

- Half of all licensing executives didn't recieve a bonus in 2018.
- But 52% of licensing executives got a raise last year, and the average raise was 5.9%—in dollar terms, just over $8,500.
- Of those who received a bonus, 25% saw less than $10,000. To put that into context, excluding those whose bonus amount was over 100% of their annual base salary (3% of respondents), average bonus amount was 16% of a licensing executive's base salary.
- Licensors and others involved with corporate trademarks/brands earned almost $10,000 more in annual compensation than those that indicated they were most involved with entertainment/character brands.
- One-fifth of top-ranking licensing executives (VP or higher) indicated that they have less than a year's worth of experience in licensing.
- The average workweek for licensing executives working full-time was 46.3 hours, jumping to 54.5 hours during busy periods. But the average difference in working hours was a lot bigger than that simple difference—those who worked overtime worked an average of 14.4 hours longer a week (the rest didn't do overtime).
- Only 6% of executives said they were compensated for working overtime, but most of them were not compensated monetarily (usually with time off).
- Of those who worked part-time (under 35 hours a week), the average workweek was 25.5 hours.
- One-third of respondents say it's been over a year since they last got a raise, and 14% that they've never received one.
- Only 5% of respondents indicated that their last raise was connected to a promotion. But for those that do, the average raise connected to a promotion is much higher than one that is not—an average of 7.2 percentage points and $18,000 more, in fact.

READ ME

About TLL's 2019 Compensation Report & TLL's 2019 Salary Survey

TLL's 2019 Compensation Report is backed by *TLL's Salary Survey*, administered annually since 2013. Each survey tracks trends data for the previous year. Additional demographic data is sourced from *TLL's Licensing Sourcebook Online.* The number of respondents for each survey averages 120 licensing executives annually. For the 2019 Survey, just over 100 individuals responded with their own as well as direct reports' information.

Respondents to *TLL's 2019 Salary Survey* are evenly distributed among licensors, licensing agents, and licensees—46%, 28%, and 20%, respectively. A minority of respondents work in a consultancy (4%) or other type of company (2%). Compared to previous years, licensors are somewhat over-represented from an average 35% share in the *2018 Salary Survey* (35% each licensors and licensees, 25% agents). Consultants and other service providers as a group may not be adequately represented in this Survey because most consultants do not draw a predetermined salary but are self-employed or work on a commission basis. A more accurate picture of who's who in the industry: 50% of listees in *TLL's Licensing Sourcebook* are licensees, 28% licensors, 12% agents, and 9% consultants.

Licensors and, where relevant, agents and consultants, were most heavily involved in corporate trademarks, entertainment/character, toys/games, and sports properties. Every property type that *TLL* tracks was well-represented.

Licensees, and, where relevant, agents and consultants, were most commonly involved in housewares, toys/games, accessories, food/beverages, and gifts/novelties. While every major product category was represented, responses were not significant for music/video manufacturers.

Talk Territory to Me

Over 70% of respondents to *TLL's 2019 Salary Survey* are from the U.S., 22% from Western Europe, and 5% from other territories worldwide including Asia, Latin America, the Middle East, and English-speaking countries like Canada and Australia. Breaking down responses within Western Europe, 83% were from the U.K. and the rest were from countries such as Spain, Cyrus, and France.

Response data from other territories outside the U.S. and Europe was insufficient to generate salary trends for 2018 and 2017. Note that salary and bonus data for 2016 is for U.S. licensing executives only, as the number of international respondents was insufficient to generate other territory data for that year. Previous years' data incorporates worldwide salary trends. For year 2015, 27% of licensing executives surveyed worked outside of the U.S—and of those, 62% were based in Europe. The *2016* and *2013 Salary Survey* results presented no significant difference in salary and bonus data when accounting for title, seniority, etc., so all data was presented together.

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About the Salary Survey & Comp Report

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Salary, bonus, and raise figures from respondents based outside of the U.S. is, from time to time, reported in respondent's home currency, such as the Euro, British pound, or Canadian dollar. Currency conversions for 2018 figures were made in March 2018, while those for 2017 figures were made as of April 2018.

What's Your Role in All This?

Newly added to the *2018 Compensation Report* were breakdowns by role-based titles: executive, mid-level, and lower-level. In part, this addition was made to erase variances in job title amongst differently-sized companies for questions where they were not particularly relevant. Titles are not used consistently in licensing. For example, a director in a very large company could be equivalent to a VP at a smaller one. But size isn't the only differentiator. Unlike in other industries, titles don't always correlate with responsibilities. The range of responses in compensation is one indicator—e.g., $12,000–275,000 for owners/partners and $10,000–150,000 for managers in 2017.

In the case of managers, the low end of that range would likely be a coordinator or assistant at some companies, yet a junior director at others. The extreme range seen with owners/partners is largely a function of respondent makeup—most run smaller shops, draw lower base salaries, and pay out large bonuses when business is good (e.g., several indicated that they gave themselves a bonus of $1 million or more in 2017). On the other hand, presidents (who, as seen below, appear to have more generous compensation) tended to hail from larger companies.

Executive titles include owner/partner, president, SVP, and VP; mid-level titles include head licensing, director, and manager; and lower-level titles include assistant and coordinator. Note that lower-level titles are not included in demographic breakdowns (gender, age, experience, etc.) due to insufficient response data. Typically, only salary and bonus data points are available for lower-level titles (see e.g., a director included her coordinator's salary and bonus information in her response instead of asking the coordinator to fill out the *Salary Survey* himself).

TOYS & GAMES

Show Me the Money: Toycos Report Depressed Sales FY2018

With a few exceptions, every major publicly-traded toyco reported a drop in sales of licensed toys/games. *TLL* breaks down how the year went for international toycos Mattel, Hasbro, Jakks Pacific, Lego, and Funko.

The bankruptcy and subsequent liquidation of Toys"R"Us (TRU) stores (which immediately impacted the U.S., U.K., and Australia in 2017) remained a drag on 2018 performance in the form of store closures across multiple countries, unpaid accounts receivable, and bad debt.

To add insult to injury, currency conversions impacted most toycos on the list—almost as much as TRU's unpaid invoices.

Writing off those losses, every toyco remained optimistic about regaining at least some of that volume in 2019, although most recognized that a good chunk of sales won't be immediately recoverable in the next couple of years.

But 2018 just wasn't a great year, and it's wasn't all TRU's fault. Mattel's licensed brands segment saw a 23% drop in 2018, while a similar segment at Hasbro was down 22%—dragging down growth by the company's owned internal franchise properties.

When it comes to retail, the bigger concern is retail consolidation (there are less major buyers, and thus, more expenses related to getting toys stocked), and smaller buys as retailers increasingly rely on automated systems to replenish small amounts of stock quickly. That is, even if stores are buying toys, they don't want to buy too much.

And in licensing-specific concerns, every toyco reports that their royalty rates, expected minimum guarantees, and other obligations have increased or are expected to increase as they begin to enter re-negotiations for major entertainment/character licenses.

Mattel: Barbie & Hot Wheels Up; Disney Cars Bring Licensed Sales Down Despite Jurassic World

In its full-year 2018 financial results, Mattel reported net sales of just under $4,511 million, down -8% from 2017. The company uses gross sales figures to compare brand revenue; total gross sales were also down -8% worldwide. Globally, gross sales for Mattel's licensed Partner brands segment were down -23% in 2018. The shift was attributed to lower sales of Disney Cars-branded products, and partially offset by initial sales of Jurassic World products.

Overall North American gross sales were down by -4% in 2018 to just under $2.3 billion. The company's owned brands were a bright spot: Barbie grew 19% ($537 million) and Hot Wheels by 12% ($380 million) from the previous year. Mattel's Toy Box partner brands were down by 19% for 2018 to reach $406 million in gross sales.

Internationally, the full-year outcome was slightly worse. As reported, total gross sales were down -7% in 2018 to reach just over $1.9 billion. That dip was largely thanks to the global emerging markets segment (-17% attributed to

China decline; segment includes APAC as well as Russia, Turkey, MEA) and changes in currency (in constant currency, the dip is closer to -5%). Europe was slightly down at -3% ($827 million) and LATAM was flat at -2% ($554 million). Internationally, the bright spots were once again owned-brands: Barbie was up 10% ($553 million) and Hot Wheels up 4% ($454 million). Partner brands were down -27% in gross sales to reach just under $331 million in 2018.

In 2018, Mattel recorded total losses stemming from the TRU liquidation at just under $62 million (combining $32 million in bad debt unpaid from the previous year and almost $30 million in new deemed-uncollectable receivables). Mattel also broke out how TRU disrupted brand sales: Barbie sales were bumped -7% globally (-14% in North America), Hot Wheels -5% (-9%), and partner brands were impacted -7% (-11%) as a result of the liquidation. Internationally, TRU's impact was -3% in Europe, flat in LATAM, and -3% in the other global emerging markets segment.

Hasbro: Beyblade, Marvel Shine in Licensed Offerings; Monopoly and Magic: The Gathering Up

Full-year net revenues for 2018 reached just under $4,580, down 15% from 2017. In the U.S./Canada, revenues were down -10%, while internationally performance was down -17% from 2017. Broken out by region, internationally Europe had the biggest decline (-24%), followed by LATAM (-6%), APAC (-5%), and emerging markets (-12%).

For full-year 2018, Hasbro's owned Franchise brands were down -9%; despite gains from Monopoly and Magic: The Gathering, TRU-related Nerf declines sank the category. Its Gaming brands declined 12%, and other Emerging brands were flat with 1% growth.

The licensed Partner brands segment was down 22% in 2018 despite gains in Beyblade and Marvel products, as well as new additional revenue from Top Wing and Super Monsters. The decline was attributed to lower net revenues from Star Wars, Disney Princess, and DreamWork's Trolls as well as net revenue declines for Frozen and Disney's Decendants. In 2017, the segment declined 10% thanks to Star Wars, Yo-Kai Watch, and to a lesser extent, Frozen.

Hasbro also noted lower consumer product licensing revenues in 2018, although its Entertainment & Licensing net revenues were up 5% overall thanks to higher TV programming and movie revenues, as well as a digital streaming licensing agreement signed in Q3 (the last time such a deal was signed was in 2015).

In its annual report, Hasbro revealed that, globally, Walmart and Target accounted for approximately 20% and 9%, respectively, of Hasbro's consolidated net revenues in 2018. Within the U.S./Canada, approximately 60% of net revenues were derived from its top three customers. In its Q3 release, Hasbro noted that Sears represents less than 1% of its revenue.

In addition to the impact of the TRU bankruptcy, Hasbro also cited lower revenues as a result of retailers' continuing efforts to reduce the amount of overall inventory they carry and minimize carry-forward inventory coming out of the holiday season.

Jakks Pacific: Halloween Sales Flat (And That's the Good News)

In its full-year financial results, Jakks Pacific shared that its annual net sales were down just over 7% to reach $132.3 million in 2018. Excluding TRU-related sales ($1.3 million and $19.6 million in 2018 and 2017, respectively), the toyco's 2018 net sales increased 1% year-over-year (and up 12% in Q4). Jakks expects to grow sales by 5% this year.

While Jakks didn't break out Q4 sales, per its latest filings, in the first nine months of 2018 sales were down -11% in the U.S./Canada, down -12% internationally, and up 1% in its Halloween business segment.

Jakks also revealed in its Q3 release that its various character and product licenses carry royalties ranging from 1–21% payable on its net sales (not final retail sales).

While the toyco didn't reveal sales trends by brand or territory, Jakk's profits stemming from its joint venture with Meisheng Culture & Creative Corp., which distributes both licensed and non-licensed toys and goods in China, were down -70% in the first nine months of 2018.

Lego: Star Wars, Harry Potter & Jurassic World Remain Strong Sellers

Bucking the trend, Lego reported that sales grew 4% worldwide to reach DKK 35,882 million, or just under $5,550 million. It's also the only non-American toyco TLL features on this list.

Broken out by territory, Lego saw a 2% jump in sales of goods in the Americas, 5% in EMEA, and 9% in APAC.

Lego's top-selling themes in 2018 were LEGO City, LEGO Technic, LEGO Star Wars, LEGO Friends, and LEGO NINJAGO. The company also identified its Harry Potter, Jurassic World, and Creator lines as strong performers.

The company's license and royalty expenses also jumped 4% in 2018—a growth rate just 0.3 percentage points lower than actual sales growth.

Funko: Disney, Star Wars, Marvel-based Collectibles Helped Drive Growth

Funko tersely revealed that it had $686 million in net sales in 2018, up 33% from the previous year. The collectibles company expects to net sales to jump 18-20% in full-year 2019 to reach a range of $810 million to $825 million.

In its Q3 filings, Funko revealed that its top 10 licensors collectively accounted for approximately 72% of its sales for the nine months ended Sept. 30, 2018. Disney, Lucas-Film, and Marvel collectively accounted for approximately 35% of sales alone. The number of active licenses the company held jumped to 600 in the first nine months of 2018, and average net sales for each property jumped 1.9% in the same time period.

Also from its Q3 filings, the collectibles company revealed that in the U.S., net sales grew 21% in the first nine months of 2018 to reach $307 million. Thanks to growth in Europe, international sales jumped 57% to $146 million in the same time period.

TOYS & GAMES

L.O.L. Surprise! Sweeps Toy & License of the Year Awards

This year, L.O.L. Surprise! by MGA Entertainment received the distinguished "Toy of the Year" and "License of the Year" awards at the 19th Annual Toy of the Year (TOTY) Awards.

MGAE took home two more awards in the Doll and Playset (tied) categories for a total of four honors. Lego tied for the most number of awards with four of its own: Collectible, Construction Toy, Playset (tied), and Specialty Toy. Mattel nabbed three honors for Action Figure, Infant/Todder Toy, and Preschool Toy. Meanwhile, Spin Master nabbed two categories for Creative Toy and Vehicle.

Other top brands from the list included Harry Potter/Wizarding World (Warner Bros.), Paw Patrol (Nickelodeon), and Disney Star Wars.

Winners were selected based on votes from toy retailers (mass and specialty), media, Toy Association members, and consumers. The overall Toy of the Year winner was determined by an expert panel, while the People's Choice award winner was selected solely by consumer votes cast online.

Here's the complete list:

- People's Choice Award: Unstable Unicorns by **TeeTurtle** (the most votes from consumers)
- Toy of the Year: L.O.L. Surprise! by **MGA Entertainment**
- License of the Year: L.O.L. Surprise! by **MGA Entertainment**
- Action Figure of the Year: **Mattel** Jurassic World Dinosaur Action Figures by Mattel
- Collectible of the Year: LEGO Harry Potter and Fantastic Beasts Minifigure Series by **LEGO Systems**
- Construction Toy of the Year: LEGO Harry Potter Great Hall by **LEGO Systems**
- Creative Toy of the Year: Cool Maker KumiKreator by **Spin Master**
- Doll of the Year: L.O.L. Surprise! Eye Spy Under Wraps by **MGA Entertainment**
- Game of the Year: Disney Villainous Game by Wonder Forge by **Ravensburger**
- Infant/Toddler Toy of the Year: Fisher-Price Laugh & Learn Smart Learning Home by **Mattel**
- Innovative Toy of the Year: Botley the Coding Robot Activity Set by **Learning Resources**
- Outdoor Toy of the Year: Glove-A-Bubbles by **Zing**
- Playset Toy of the Year (tie): LEGO Creator Expert Roller Coaster by **LEGO Systems** and L.O.L. Surprise! House by **MGA Entertainment**
- Plush of the Year (tie): Scruff-A-Luvs by **Moose Toys** and Star Wars Ultimate Co-Pilot Chewie by **Hasbro**
- Preschool Toy of the Year: Fisher-Price Think & Learn Rocktopus by **Mattel**
- Rookie of the Year: Ollyball – The Ultimate Indoor Play Ball! by **VICTURY Sports**
- Specialty Toy of the Year: LEGO Harry Potter Hogwarts Castle by **LEGO Systems**
- Tech Toy of the Year: Arcade1Up by **Tastemakers**
- Vehicle of the Year: PAW Patrol Ultimate Rescue Fire Truck by **Spin Master** & **Nickelodeon**

HEALTH & BEAUTY AIDS

CBD-infused, Sustainable & Bright: IBS+IECSC Roundup

We attended the 17th annual International Beauty Show (IBS) and International Esthetics, Cosmetics & Spa Conference (IECSC) in New York City this week, and brought back the buzziest trends from the floor.

CBD-infused health and beauty aids are beginning to break into the mainstream. What's more, the goods are made right here in the U.S., with manufacturers like Medterra CBD sourcing their star ingredient from hemp grown under the Kentucky Dept. of Agriculture Industrial Hemp Research Pilot Program. Other companies touting the antioxidant and anti-inflammatory properties of CBD included Premium Wellness Product (hair masks) and S.O.L – Strains of Life (infused water).

Demand for other plant-based skincare is growing out of increasing awareness about sustainability. It's not only about natural or organic ingredients—consumers are also thinking about the long-term impact of the ingredients on themselves as well as the environment. Brands encompassing this movement on the floor included Repêchage, Nelly De Vuyst, Farmhouse Fresh, and Eminence.

Just because ingredients are going natural doesn't mean that the actual hair, makeup, and nails are neutral. Particularly trending was rainbow, stacked, and paired tones. Bright, bold colors in glitter, matte, and (to a lesser extent) gloss made waves on the floor from brands like Manic Panic!, TK Hair Group, and Gelish.

Men's grooming continues to be a growing area in HBA. Live demos and competitions between barbers showed off the trending art of fine lines and fades. But it wasn't only the traditional area of haircare that got attention, with new skincare products on offer. Top trending brands included Reuzel, BabyLiss Pro, Elegance USA, and PIBBS.

IBS+IESCS Roundup

Continued from page 8

Korean beauty staples like face masks and skin serums had a strong, if limited, presence on the floor, but there were also exhibitors showing off technological advanced in LEDs and micro-currents. Brands included LeBody, Amarte, and Uaru.

In spa news, LED kits both at home and in the doctor's office are being used to treat and correct skin issues such as redness, acne scarring, fine lines, and even pain management. In the spotlight were brands like LightStim, Celluma, and Zero Gravity Skin.

SALARY SURVEY

It's Hard to Ask for a Raise Out There

Almost three-fourths of respondents to *TLL's 2019 Salary Survey* agree: "It's hard to ask for more compensation." At the same time, 42% are not satisfied with their current level of comp, and 49% say they don't get enough support to do their jobs properly.

The most commonly cited reason? Bureaucracy and inertia. Simply put, once an employment contract is negotiated, most licensing executives agree that it's more or less set in stone until the next promotion rolls around.

Which is weird, since that's not actually how raises work. Only 5% of respondents indicated that their last raise was tied to a promotion (counting those whose last raise was more than a year ago). Three-fourths said that their last raise wasn't connected to a change in title. (The remaining 20% said that they've never received a raise.)

Of those who did recieve a raise in 2018, it was for an average of 5.2% bump in base salary, or just over $7,800.

One-third (33%) of respondents said that it's been over a year since they last saw a raise—including some kind of cost-of-living adjustment. While most respondents cited fairness as a key reason that they were not satisfied with their current level of compensation, a significant portion say that it's becoming harder to afford basic expenses.

To be clear: Plenty of executives are happy with their pay. Americans are especially content, with a full 8% proclaiming that they are "extremely satisfied" with their monetary compensation—while no respondent outside of the U.S. selected that response, 33% of execs worldwide indicated that they are satisfied. (On a scale of 1 to 5, where 1 is "not satisfied" and 5 is "extremely satisfied", selecting 4 or 5). Separately, most executives worldwide are very happy with their soft benefits, such as health insurance (even if it's expensive), paid time off/flex time policies, and retirement/savings plans.

SHARE OF LICENSING EXECUTIVES WHO AGREE IT'S HARD TO ASK FOR A RAISE, BY TERRITORY, 2019

On a scale of 1 to 5, where 1 is "disagree" and 5 is "agree," please evaluate the statement: "It is hard to ask for more compensation."

ANSWERS	ALL	U.S.	WESTERN EUROPE	REST OF WORLD
Disagree (1-2)	15%	16%	8%	20%
Neutral/Not sure (3)	13%	16%	0%	20%
Agree (4-5)	72%	67%	92%	60%

SOURCE: TLL's 2018–2019 Salary Survey; The Licensing Letter.

SHARE OF LICENSING EXECUTIVES WHO AGREE IT'S HARD TO ASK FOR A RAISE, BY RANK AND GENDER, 2019

On a scale of 1 to 5, where 1 is "disagree" and 5 is "agree," please evaluate the statement: "It is hard to ask for more compensation."

ANSWERS	EXECUTIVE	MID-LEVEL	MALE	FEMALE
Disagree (1-2)	26%	3%	21%	10%
Neutral/Not sure (3)	15%	10%	21%	10%
Agree (4-5)	59%	86%	58%	81%

SOURCE: TLL's 2018–2019 Salary Survey; The Licensing Letter.

Breaking Down the Question

For the first time, we posed licensing executives the following question—On a scale of 1 to 5, where 1 is "disagree" and 5 is "agree," please evaluate the statement: "It is hard to ask for more compensation."

Surprisingly, almost half (46%) of respondents worldwide chose "5"—41% of U.S. executives, 62% of those from Western Europe, and 60% of those from the rest of the world. Including all those that simply agree (4 and 5), that share jumps to 72% of executives worldwide, 67% of those in the U.S., 92% of Western Europeans, and 60% of those from the rest of the world.

Most respondents who disagreed with the statement (selecting 1 or 2) gave an extremely practical reason: "You can always ask, even if the answer is no." The rest gave an even better reason: "My boss is a good guy (Hint: I'm the boss)." Half of those who disagreed (selecting 1 or 2) indicated that their title was "Owner/Partner," "CEO," or "President."

As it turns out, 26% of higher-level licensing executives (VP or higher) disagreed, the highest share out of any sub-group we identified. Roughly 86% of mid-level licensing executives (managers and directors) agreed with the statement, selecting 4 or 5.

Breaking out responses by gender, 58% of all men and 81% of all women agreed. By age group, 27–35 year-olds are the most likely to agree (89%), followed by 45–53 year-olds (77%; but the other 23% disagree).

Troublingly, a significant share of respondents described actively hostile management: their boss is "not open to asking for more compensation," their boss simply "doesn't pay," their "emails go unanswered," and when it comes to discussing compensation, "emotions run high."

Some are defeatist, writing simply that they "won't get it" or that they've "already been turned down" before. For other responses, the tone approaches helplessness: compensation is largely out of their hands, tied to factors unrelated to their performance. In the most extreme cases, some executives noted that licensing simply isn't valued

It's Hard to Ask for a Raise

Continued from page 9

as a company priority and that there is little to no budget allocated to them, for raises or otherwise. Separately, 49% of licensing executives shared that they are not satisfied with the resources they are given to do their job.

After inertia, the economy is the most commonly-cited reason as for why it's so hard to ask for a raise. One respondent summed it up: "It's extremely difficult to justify a compensation increase when the company is so focused on revenue." But, as others noted, their company is "never making enough profit" to justify an increase. Several respondents noted that their company's non-profit status was cited as the reason for lack of raise.

An extreme minority of respondents (under 3% of those who gave a reason) indicated personality as an issue; that is, that they are introverted or uncomfortable with confrontation.

HEALTH & BEAUTY AIDS

Celebrating the Beauty in Diversity

Kimora Lee Simmons Leissner reclaims **Baby Phat**, her old streetwear brand created to bring a voice to women of color in fashion, in part because of the influence of daughters Ming Lee (19) and Aoki Lee (16). Having personally purchased the label under undisclosed circumstances, Simmons will relaunch Baby Phat by summer of this year. In the early 2000s, the brand enjoyed sales of over $1 billion before Leissner separated from Baby Phat in 2010. In 2013, she launched another brand bearing her own name that she plans to keep separate.

MAC teams up with **Disney** to bring a color collection based on self-determined princess Jasmine (the new *Aladdin* movie hits theaters May 24) to a sumptuous range of lip, cheek, and eye makeup.

Beauty vlogger **Nikita Dragun** joins the leagues of **YouTubers** who've launched their own beauty brands, but with a twist—the Dragun Beauty line caters to transgender users (as well as all makeup users). The "transformation" kits come housed in purple eggs and reference Nikita's own journey throughout her gender transition.

Marvel officially inducts its first mutant drag queen hero into the X-Men roster. Shade, now known as Darkveil, uses her handheld fan to "cast shade" and open up pockets to alternate dimensions in a play on drag culture. Created by LGBTQ artist Sina Grace, she first appeared defending attendees at Mutant Pride from attack.

Calvin Klein rolled out its first-ever Asia-initiated advertising campaign on Women's Day to pay tribute to female power in Asia and challenge gender norms. The campaign included diverse influencers and celebrities wearing Calvin Klein activewear and almost no makeup.

ECOMMERCE

Digital Deets: Online Retail Round-up

Gen Z is shopping more frequently and spending more on fashion than Millennials are, according to a study from **LIM College**. Although the two generations tend to align in overall values, Gen Zers tend to appreciate the material things in life, including shopping at malls and physical stores.

It's not only Gen Z: This last holiday season, everyone appreciated the convenience of in-store pickup. Sales where customers order goods online and pick them up at a nearby store jumped 47% in Nov.-Dec. 2018, compared to the same time last year, outstripping overall 16.5% growth in online sales, according to **Adobe Analytics**.

Separately, **GlobalData Retail** estimates that store pickups accounted for nearly one-third of U.S. online sales last November and December, up from 22% in 2017 and 17% in 2016. Per the **Intl. Council of Shopping Centers**, over one-third of shoppers who utilize in-store pickup also end up buying something else on their way out the door—and that number rises to 86% during the holiday season.

An **eMarketer** survey released late 2018 revealed that Amazon is responsible for nearly half of all online sales in the U.S. Runners-up to the title include **eBay** (6.6% share); **Apple** (3.9%); **Walmart** (3.7%); **The Home Depot** (1.5%); **Best Buy** (1.3%); **QVC Group**, **Macy's**, and **Costco** (1.2% each); and **Wayfair** (1.1%). Much of **Amazon's** sales take place through its Marketplace (over 70% share estimated for 2019), although the e-tailer has been gradually rolling out its own proprietary brands.

Amazon quietly rolls out its cash service, allowing shoppers to buy online without a debit or credit card. Roughly one-quarter of the U.S. population is unbanked or underbanked. And the most likely groups to fall into this paradigm are black and Hispanic consumers, as pointed out by *MediaPost*. Shoppers can add cash to their Amazon account at participating stores like **CVS**, **GameStop**, and **7-Eleven**—all in retail categories which over-index among these populations.

Alibaba has 58% of the digital Chinese market, and it's looking for more: **Office Depot** is partnering with Alibaba Group's business-to-business unit to capitalize on opportunities selling to small- and medium-sized enterprises in the U.S. Through the arrangement, Office Depot will steer business customers toward Alibaba.com when they wish to purchase items beyond traditional office supplies. Customers will also be able to take advantage of Office Depot's fulfillment network if they buy items through Alibaba.com's marketplace.

CORRECTIONS & CLARIFICATIONS

"What's the [Toy] Story," March 2019. AQI is the licensed manufacturer and distributer for San-X brands, not Sanrio brands such as Aggretsuko. San-X is releasing a show on Netflix featuring Rilakkuma and Kaoru, which comes out Apr. 19, 2019.

Licensing News

Properties Available Or Recently Assigned, U.S.

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
Mikasa Sports	102 year-old sporting goods co. known worldwide for best-in-class sports balls for volleyball, soccer, football, basketball, water polo, rugby, tetherball, kickball, and more.	Accessories, apparel, beverages, food, games	Michael Catalano, Prominent Brand + Talent
Tetris	One of the most recognizable and influential video game brands in the world, known for fostering a "we all fit together" lifestyle among fans of all ages, genders, and backgrounds.	All	Janice Ross, Brand Fresh Management

Licenses Recently Granted, U.S.

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Bob Ross	American Marketing Enterprises (AME)/ Briefly Stated, Inc. (BSI), subsidiaries of Global Brands Group USA (GBG)	Sleepwear (adults'), underwear (men's, women's)	Firefly Brand Management
	National Entertainment Collectibles Association (NECA)	Body knockers, head knockers, scalers	
	Ripple Junction	Accessories, apparel, bags, enamel pins, lanyards, patches, swimwear, wall art	
	Super Impulse USA div. Topcat Worldwide	Key chains	
	Underboss/Undergirl Productions	Apparel, intimates, leggings, loungewear, onesies (adult), sleepwear, swimwear	
Chupa Chups	Fun Socks div. United Legwear & Apparel	Socks	Lisa Marks Associates (LMA)
Disenchantment	Bioworld Merchandising	T-shirts	Bapper Entertainment
Dr. Pol	Consumers Supply Distributing (CSD)	Animal feed & supplements, pet food, pet treats, snacks, toppers	All-American Licensing & Management Group (AALMG)
Dr. Seuss	Carnival Cruise Lines	Cruise activities	Dr. Seuss Enterprises L.P.
	Funko	Collectibles, figures, pop vinyl figures	
	Hanna Andersson	Apparel (children's)	
	Party City Holdings	Costumes, decor, pajamas, teacher supplies	
Draper James	Wild & Wolf	Drinkware, gardening accessories, lunchware, stationery, travel accessories	Draper James
Earvin "Magic" Johnson	Press Pass Collectibles (PPC) div. Bell Sports Marketing	Autographed memorabilia, collectibles	Prince Marketing Group
Emeril	Park B. Smith div. Aimee Lynn	Kitchen textiles	Sequential Brands Group
Emeril	Tristar Products Inc.	Grilling accessories, grills, small kitchen appliances	Sequential Brands Group
Game of Thrones	Ubio Labs Inc.	Charging cables	HBO
Hard Rock	Sobel Westex	Bath, beach towels, bedding, decorative pillows, throws, window treatments	Hard Rock Intl.
Magic Chef	Ameriplus Inc.	Cleaning products	Global Icons
Modelo	Slowtide	Co-branded beach blankets, co-branded beach towels	Joester Loria Group (JLG)
Pacifico	Slowtide	Co-branded beach blankets, co-branded beach towels	Joester Loria Group (JLG)

*Extension or renewal.

Continued on page 12

Licensing News *Continued from page 11*

Licenses Recently Granted, U.S.

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Pokémon	10.Deep Clothing Inc.	Apparel	Pokémon Company Intl.
Pringles	Odd Sox	Hosiery (junior's), hosiery (men's)	Joester Loria Group (JLG)
Sesame Street	Bombas	Socks	Sesame Workshop
Tetris	FairPlay	Apparel	Blitz Branding + Licensing
	ipsy	Cosmetic bags, cosmetics	
	Kanga Care	Baby products, blankets, changing mats, diaper covers, diapers (cloth)	
	Sock It to Me	Socks	
Wetmore Forest	Sterling Publishing	Books (children's)	Funko

International Properties Available or Recently Assigned

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
Baby Shark	Children's song about a family of sharks popularized by the online video produced by Pinkgong and media company SmartStudy.	All (ANZ)	Thomas Punch, Haven
CKN Toys	YouTube family and children friendly channel unboxing and reviewing kids toys. 11MM subscribers and 10BN views.	All (ANZ)	Thomas Punch, Haven
Disenchantment	Animated series follows the adventures of princess Bean, her diminutive companion Elfo, and her personal demon Luci in the medieval kingdom of Dreamland.	All (U.K.)	Rob Wijeratna, Rocket Licensing
		All (Canada)	Stuart Pollock, Segal Licensing
		All (Belgium, Netherlands, Luxembourg)	Monique Beck, J&M Brands
		All (ANZ)	Alan Schauder, Merchantwise
		All (GAS)	Katarina Dietrich, Team! Licensing GmbH
		All (Italy)	Camila Butti, ETS Licensing Srl
		All (Argentina, Bolivia, Paraguay, Uruguay)	Leonardo Gutter, IMC Intl. Merchandising Consultants S.r.l.
Elizabeth Taylor	Iconic actress, entrepreneur, and activist for 6 decades. Renowned for her independent spirit, strength, and compassion. Earned 5 Oscar nominations and two Best Actress wins.	All (Worldwide)	Carey Schwartz, Sunset Blvd
Feisty Pets	Plush toys from William Mark Corp. that go from cute to feisty with just a squeeze.	All (U.K.)	Caroline Mickler, Caroline Mickler
Horrible Science	Children's science book series designed to interest children in science using jokes and humorous illustrations of the trivial, unusual, gory, and unpleasant.	Games & activities, gifts, puzzles, stationery, toys (U.K.)	Charlie Donaldson, Rocket Licensing
IRONMAN	Lifestyle and sports brands. Triathlon events held around the world consist of 2.4-mi (3.9-km) swim, 112-mi (180-km) bike ride and 26.2-mi (42.1-km) run. Finishing is the victory!	All (Europe)	Steve Manners, CPLG (U.K.)
IRONSPORT	Lifestyle brand for those who are passionate about living a fun, active, fitness-fueled life.	All (Europe)	Steve Manners, CPLG (U.K.)
Khombu	Footwear brand founded 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, eyewear, outdoor products, small leather goods (Worldwide)	John Spotts, Eddystone Global

*Extension or renewal.

Continued on page 13

Licensing News *Continued from page 12*

International Properties Available or Recently Assigned

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
King Features	Print syndication co. owned by Hears. Home to some the world's most famous comic strips; incl. Popeye, Betty Boop, The Phantom, Flash Gordon, and Beetle Bailey.	All (France)	Francoise Bouvet, MJA Licensing/M.J.A.
		All (India)	Bhavik Vora, Black White Orange Brands Pvt. Ltd. (BWO)
Lee Miller (Lady Penrose)	American photographer and photojournalist was at various times a super model, fashion photographer, war photographer, celebrated chef, and surrealist icon.	Cookware, cosmetics, fashion, home goods, luxury goods, photography (Worldwide)	Linda Royles, Lee Miller Archives - Farleys House & Gallery Ltd.
Manic Panic	Lifestyle brand founded by punk rock visionaries Tish and Snooky over 40 years ago. The original and iconic fashion hair color and cutting-edge cosmetic brand.	Accessories, apparel, electronics, footwear, housewares, personal care, seasonal, toys (Worldwide)	Vivian Velasco, Pacific Swell Brands
Miffy	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. Celebrating 65 years in 2020.	All (North America)	James Slifer, Joester Loria Group (JLG)
Motley Crue	American rock band with more than 100MM records sold worldwide, incl. 25MM albums in the U.S., making them one of the best selling bands of all time.	All (Worldwide)	Barry Drinkwater, Global Merchandising Services
National Baseball Hall of Fame & Museum	Non-profit institution since 1939 dedicated to fostering an appreciation of the history of baseball and its impact on our culture by collecting, preserving, and exhibiting collections.	All (Worldwide)	Bob Bernard, Learfield Licensing Partners
Pinkfong	Children's educational brand consists of mainly children's songs, stories, and dances represented by a pink fox. 13MM subscribers and 2BN views.	All (ANZ)	Thomas Punch, Haven
Powerpuff Girls (The)	American animated series follows three colorful kindergarten-aged girls with an array of superpowers as they defend their town from villains and giant monsters.	Experiential, creative marketing projects (China)	FF Creative Community/FF Shanghai
Rick & Morty	American adult animated series follows the exploits of a super scientist and his not-so-bright grandson.	All incl. creative marketing projects (China)	FF Creative Community/FF Shanghai
Tama & Friends	Japanese animated series, now a new film, follows the adventures of three cats. Inspired in 1983 by a real-life missing cat poster reading "Have you seen my Tama?"	All (Japan)	Takeshi Nakamura, Sony Creative Products (SCP)
Terraria	Action adventure video game features exploration, crafting, building, and combat with a variety of creatures in a procedurally generated 2D world.	All (Europe, Americas)	Sandra Arcan, Bits + Pixels Licensing Agency Ltd.
Tetris	One of the most recognizable and influential video game brands in the world, known for fostering a "we all fit together" lifestyle among fans of all ages, genders, and backgrounds.	All (Israel, Gaza, West Bank)	Yossi Fox, Licensing Dynamics Intl. Ltd. (LDI)
		All (France)	Veronique Pichon, Sagoo Licensing
		All (Mexico)	Elias Fasja Cohen, Tycoon Enterprises (Mexico)
Tuzki	Illustrated bunny character created by Momo Wang featuring in a variety of emoticons and virtual stickers. Popular in different major messaging app platforms.	Experiential, creative marketing projects (China)	FF Creative Community/FF Shanghai

*Extension or renewal.

Continued on page 14

Licensing News *Continued from page 13*

International Properties Available or Recently Assigned

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
Ultra Zombies	Animated series set in 2030 follows a teenager-turned-zombie as he leads his fearsome, extravagant gang to face off against evolved zombies as they try to find a cure.	All (U.K.)	Jenny Johnstone, Licensing Connection (The, U.K.)
		All (Worldwide)	Eve Capella, Tonico
We Bare Bears	Animated series featuring three brother bears and their awkward attempts at integrating with the human world.	Experiential, creative marketing projects (China)	FF Creative Community/FF Shanghai
Wu-Tang Clan	American hip hop group from New York composed of RZA, GZA, Method Man, Raekwon, Ghostface Killah, Inspectah Deck, U_God, Masta Killa, and Cappadonna.	All (North America)	Felix Sebacious, Live Nation Merchandise

International Licenses Recently Granted

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Aerosmith	Sahinler SAS	Nightwear, sweatshirts, t-shirts, tops (Benelux, France)	Epic Rights
Aladdin (film)	MAC Cosmetics	Cosmetics (Worldwide)	Disney Consumer Products
Alien	Fanattik div. Iron Gut Publishing Ltd.	Gifts & collectibles (Worldwide)	20th Century Fox Consumer Products
Alphablocks	Sweet Cherry Publishing	Books (U.K.)	Larkshead Media
Angry Birds	Edukie	Construction block sets (U.K., Europe)	Rovio Entertainment
Apple Jacks	C-Life Group	Apparel, headwear (U.S., Canada)	Joester Loria Group (JLG)
	Underboss/Undergirl Productions	Loungewear, sleepwear, swimwear (U.S., Canada)	Joester Loria Group (JLG)
Archie Comics	Forbidden Planet	Accessories, apparel, gifts (U.K.)	CPLG (U.K.)
Arnold Palmer	Puma North America	Co-branded accessories, co-branded apparel, co-branded footwear (Worldwide)	WME/IMG Worldwide Licensing d.b.a. Endeavor
Baby Shark	Aykroyd & Sons Ltd.	Nightwear, swimwear (U.K.)	Pinkfong subs. SmartStudy
	Caprice Australia	Bags, footwear (ANZ)	Haven
	Cardinal Industries div. Spin Master	Games, puzzles (U.K.)	Pinkfong subs. SmartStudy
	Centum Books Ltd.	Books (U.K.)	Pinkfong subs. SmartStudy
	Character World/TDS Enterprises	Bed & bath products (U.K.)	Pinkfong subs. SmartStudy
	Corsair Toiletries	Health & beauty aids (U.K.)	Pinkfong subs. SmartStudy
	Danilo Promotions Ltd.	Calendars, gift wrap, greeting cards (U.K.)	Pinkfong subs. SmartStudy
	Fashion U.K.	Daywear, outerwear (U.K.)	Pinkfong subs. SmartStudy
	Hot Topic (Australia)/Zak Australia	Dinnerware (ANZ)	Haven
	OTL Technologies	Headphones (U.K.)	Pinkfong subs. SmartStudy
	Roy Lowe & Sons Ltd.	Socks (U.K., Eire)	Pinkfong subs. SmartStudy
	SGA Productions Ltd.	Live events (U.K.)	Pinkfong subs. SmartStudy
	TDP Textiles	Nightwear, underwear (U.K.)	Pinkfong subs. SmartStudy
	William Lamb Footwear	Bags, footwear (U.K.)	Pinkfong subs. SmartStudy
	WowWee	Plush (U.K.)	Pinkfong subs. SmartStudy
Back to the Future (franchise)	Poetic Brands Ltd./PoeticGem	Nightwear (U.K.)	Universal Brand Development (U.K.)
Batman	Factory Entertainment*	Walking sticks (Worldwide)	Warner Bros. Consumer Products

*Extension or renewal.

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Licensing News *Continued from page 14*

International Licenses Recently Granted

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Beavis and Butt-head	adidas	Apparel, footwear (Worldwide)	Nickelodeon & Viacom Consumer Products (NVCP)
Billy Idol	Sahinler SAS	Nightwear, sweatshirts, t-shirts, tops (Benelux, France)	Epic Rights
Breaking Bad	Factory Entertainment*	Walking sticks (Worldwide)	Sony Pictures Consumer Products
Britney Spears	MadeWorn	Apparel (Worldwide)	Epic Rights
Cannon	Blue Ridge Home Fashions	Bedding (U.S., Canada)	Iconix Brand Group
	PEM America	Bedding (North America)	Iconix Brand Group
Carpool Karaoke	Singing Machine Co. (The)	Karaoke products (Worldwide)	CBS Consumer Products
Cheez-it	C-Life Group	Apparel, headwear (U.S., Canada)	Joester Loria Group (JLG)
	Underboss/Undergirl Productions	Loungewear, sleepwear, swimwear (U.S., Canada)	Joester Loria Group (JLG)
Cocoa Krispies	C-Life Group	Apparel, headwear (U.S., Canada)	Joester Loria Group (JLG)
	Underboss/Undergirl Productions	Loungewear, sleepwear, swimwear (U.S., Canada)	Joester Loria Group (JLG)
Corn Flakes	C-Life Group	Apparel, headwear (U.S., Canada)	Joester Loria Group (JLG)
	Underboss/Undergirl Productions	Loungewear, sleepwear, swimwear (U.S., Canada)	Joester Loria Group (JLG)
Corn Pops	C-Life Group	Apparel, headwear (U.S., Canada)	Joester Loria Group (JLG)
	Underboss/Undergirl Productions	Loungewear, sleepwear, swimwear (U.S., Canada)	Joester Loria Group (JLG)
Deep Purple	Sahinler SAS	Nightwear, sweatshirts, t-shirts, tops (Benelux, France)	Epic Rights
Def Leppard	Sahinler SAS	Nightwear, sweatshirts, t-shirts, tops (Benelux, France)	Epic Rights
Despicable Me franchise	Poetic Brands Ltd./PoeticGem	Nightwear (U.K.)	Universal Brand Development (U.K.)
Disenchantment	Funko	Collectibles, figures, pop vinyl figures (Worldwide)	Bapper Entertainment
	Kidrobot	Figures, key chains (Worldwide)	Bapper Entertainment
Disney	Glu Mobile	Mobile games (Worldwide)	Disney Consumer Products
Dr. Seuss: Oh, the Places You'll Go!	Hallmark Licensing	Graduation gifts, luggage tags, mugs, passport holders, picture frames, pouches, tote bags, umbrellas, water bottles (U.S., Canada)	Dr. Seuss Enterprises L.P.
	Penguin Random House	Books (U.S., Canada)	Dr. Seuss Enterprises L.P.
	Tervis	Stainless steel tumblers (U.S., Canada)	Dr. Seuss Enterprises L.P.
	Vandor Products	Journals, mugs, pens, picture frames, stainless steel tumbler, travel mugs (U.S., Canada)	Dr. Seuss Enterprises L.P.
Duran Duran	Sahinler SAS	Nightwear, sweatshirts, t-shirts, tops (Benelux, France)	Epic Rights
E.T.	Poetic Brands Ltd./PoeticGem	Nightwear (U.K.)	Universal Brand Development (U.K.)
Eggo	C-Life Group	Apparel, headwear (U.S., Canada)	Joester Loria Group (JLG)
	Underboss/Undergirl Productions	Loungewear, sleepwear, swimwear (U.S., Canada)	Joester Loria Group (JLG)
emoji	Educa Borras SA	Puzzles (Spain, Portugal)	Emoji Co. GmbH
Fast & Furious Franchise	Poetic Brands Ltd./PoeticGem	Nightwear (U.K.)	Universal Brand Development (U.K.)
Flash (The)	Factory Entertainment*	Walking sticks (Worldwide)	Warner Bros. Consumer Products
FLCL	UDON Entertainment	Art books (U.S., Canada)	FUNimation/Group 1200 Media
Fortnite	Bitty Boomers	Bluetooth speakers (Worldwide)	Epic Games

*Extension or renewal.

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Licensing News *Continued from page 15*

International Licenses Recently Granted

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Fortnite	Panini Group U.K.	Trading cards (Worldwide)	Epic Games
Froot Loops	C-Life Group	Apparel, headwear (U.S., Canada)	Joester Loria Group (JLG)
	Underboss/Undergirl Productions	Loungewear, sleepwear, swimwear (U.S., Canada)	Joester Loria Group (JLG)
Frosted Flakes	C-Life Group	Apparel, headwear (U.S., Canada)	Joester Loria Group (JLG)
	Underboss/Undergirl Productions	Loungewear, sleepwear, swimwear (U.S., Canada)	Joester Loria Group (JLG)
Fruittella	IJsboerke div. Belgian Ice Cream Group	Ice cream (Belgium, Netherlands)	Perfetti Van Melle (PVM)/ PVM Licensing
G.I. Joe	ASICS America Corp.	Footwear (Worldwide)	Hasbro
	Hex	Accessories (Worldwide)	Hasbro
	New Era Cap	Accessories, apparel (Worldwide)	Hasbro
	WizKids div. National Entertainment Collectibles Association (NECA)	Mini figures (North America)	Hasbro
Game of Thrones	Insight Editions	Books (Worldwide)	HBO
Gears of War	Storm Collectibles	Figures (North America)	Coalition (The) div. Microsoft
Good Luck Trolls	Moschino SpA	Accessories, apparel (North America, Europe)	Universal Brand Development
Grinch (The)	Poetic Brands Ltd./PoeticGem	Nightwear (U.K.)	Universal Brand Development (U.K.)
Guess How Much I Love You: The Adventures of Little Nutbrown Hops	Peter Alexander div. Just Group	Sleepwear (ANZ)	SLR Productions
Harry Potter	Bitty Boomers	Bluetooth speakers (Worldwide)	Warner Bros. Consumer Products
	Clementoni UK Ltd.	Puzzles (U.K., Europe)	Warner Bros. Consumer Products (EMEA)
Hellboy	Forbidden Planet	Accessories, apparel, gifts (U.K.)	CPLG (U.K.)
Hilda	Gund div. Spin Master	Accessories, giftware, plush (Worldwide)	Netflix
Horrid Henry	Cooneen	Pajamas (U.K.)	Caroline Mickler
	Fabric Flavours*	Long sleeve tops (U.K.)	Caroline Mickler
	P2 Games*	Mobile game apps (Worldwide)	Caroline Mickler
	Paul Lamond Games*	Board games, puzzles (U.K.)	Caroline Mickler
	Rubie's Masquerade Co. U.K. Ltd.*	Costumes (U.K.)	Caroline Mickler
House of Turnowsky	Jay Franco & Sons	Bedding (infants'), infant decor (U.S., Canada, Europe)	Brand Squared Licensing
Hunchback of Notre Dame (The)	Poetic Brands Ltd./PoeticGem	Nightwear (U.K.)	Universal Brand Development (U.K.)
Jaws	Poetic Brands Ltd./PoeticGem	Nightwear (U.K.)	Universal Brand Development (U.K.)
Jelly Belly	Sally Hansen div. Coty	Nail polish (U.S., Canada)	Jelly Belly Candy
Jimi Hendrix	Raymond Weil	Watches (Worldwide)	Epic Rights, Perryscope Productions
John Lennon	MadeWorn	Apparel (North America)	Epic Rights
	Royal Canadian Mint	Commemorative coins (Canada, U.S, Europe, Asia)	Epic Rights
Joker	Factory Entertainment*	Walking sticks (Worldwide)	Warner Bros. Consumer Products
Justice League	Bitty Boomers	Bluetooth speakers (Worldwide)	Warner Bros. Consumer Products
Khombu	ABG Accessories	Accessories (North America)	Eddystone Global
	Cameo Socks/Evolution	Socks (North America)	Eddystone Global

*Extension or renewal.

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Licensing News *Continued from page 16*

International Licenses Recently Granted

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Kid-E-Cats	DevGame	Mobile games (Worldwide excl. Russia, CIS, Australia, China)	APC Kids/About Premium Content (APC)
Led Zeppelin	Vans	Footwear (Worldwide)	Live Nation Merchandise
Life is Strange	Forbidden Planet	Accessories, apparel, gifts (U.K.)	CPLG (U.K.)
Magic Chef	Repideales/Representaciones Ideales, S.A.	Small kitchen appliances (LATAM)	Global Icons
May Gibbs	Erstwilder	Jewelry (Worldwide)	Merchantwise
Mega Man	UDON Entertainment	Art books (U.S., Canada)	Capcom U.S.A.
Miami Vice	Poetic Brands Ltd./PoeticGem	Nightwear (U.K.)	Universal Brand Development (U.K.)
MLB	Super7	Action figures (North America)	MLB Properties
Moomins (The)	Rococo Chocolates	Easter eggs (U.K.)	Caroline Mickler
My Little Pony	WizKids div. National Entertainment Collectibles Association (NECA)	Mini figures (North America)	Hasbro
National Geographic	Dreamtex Ltd.	Bedding (U.K.)	WME/IMG Worldwide Licensing d.b.a. Endeavor (U.K.)
	Element Skateboards, Inc. (Burleigh Point, Ltd.)	Accessories, apparel, skate wheels, skateboard decks, tape (Worldwide)	National Geographic Partners
National Geographic Kids	Topps Europe Ltd.	Sticker collections (EMEA, LATAM)	National Geographic Partners
Natural History Museum (London)	Divine Savages	Cushions, fabric, home products, wallpaper (U.K.)	Natural History Museum (London)
Neon Genesis Evangelion	UDON Entertainment	Art books (U.S., Canada)	GroundWorks Co., Ltd.
Numberblocks	Sweet Cherry Publishing	Books (U.K.)	Larkshead Media
Orville (The)	WizKids div. National Entertainment Collectibles Association (NECA)	Games, mini figures (Worldwide)	20th Century Fox Consumer Products
PAW Patrol	Klutz div. Scholastic*	Activity books (Worldwide)	Nickelodeon & Viacom Consumer Products (NVCP)
Peaky Blinders	BB Designs	Gifts (U.K.)	Endemol Shine U.K.
	Corsair Toiletries	Grooming products (men's) (U.K.)	Endemol Shine U.K.
	Danilo Promotions Ltd.	Calendars (U.K.)	Endemol Shine U.K.
	GB Eye Ltd.	Giftware (U.K.)	Endemol Shine U.K.
	Trinity Brands U.K. Ltd. dba Kent & Curwen	Apparel (U.K.)	Endemol Shine U.K.
Peanuts	Levi Strauss	Accessories, apparel (Worldwide)	Peanuts Worldwide div. DHX Media
Peppa Pig	Hunter Boot Ltd.	Accessories (children's), boots (U.K., North America, GAS, Scandinavia, France, Italy, Japan)	Entertainment One (eOne) - U.K.
Peter Rabbit	Royal Mint (The)	Commemorative coins (Worldwide)	Penguin Ventures/ Penguin Random House
Phantom of the Opera (The)	Poetic Brands Ltd./PoeticGem	Nightwear (U.K.)	Universal Brand Development (U.K.)
Pokémon	Build-A-Bear Workshop	Custom plush (North America, Europe)	Pokémon Company Intl.
	Funko	Pop vinyl figures (Worldwide)	Pokémon Company Intl.
Pop-Tarts	C-Life Group	Apparel, headwear (U.S., Canada)	Joester Loria Group (JLG)
	Underboss/Undergirl Productions	Loungewear, sleepwear, swimwear (U.S., Canada)	Joester Loria Group (JLG)
PUMA x MTV	Puma North America	Co-branded footwear (Worldwide)	Nickelodeon & Viacom Consumer Products (NVCP)
PUMA x Tetris	Puma North America	Co-branded footwear (Worldwide)	Blue Planet Software (Tetris)

*Extension or renewal.

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Licensing News *Continued from page 17*

International Licenses Recently Granted

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Rice Krispies	C-Life Group	Apparel, headwear (U.S., Canada)	Joester Loria Group (JLG)
	Underboss/Undergirl Productions	Loungewear, sleepwear, swimwear (U.S., Canada)	Joester Loria Group (JLG)
Robert Irvine	Cambridge Silversmiths	Barware, cutlery, hydration, kitchen products (U.S., Canada)	Brand Liaison (The)
Robot Trains	Bitbuu Games div. Mars 1982 Ltd.	AR app (Italy)	Mondo TV S.p.a.
Royal Horticultural Society	Floral Street	Fragrance (U.K., Ireland, Germany, Australia, Scandinavia)	Royal Horticultural Society/ RHS Enterprises Ltd.
Royal Velvet	Himatsingka America	Bath accessories, bath towels, bedding, bedding accessories (U.S., Canada)	Iconix Brand Group
Rugrats	Fila North America	Co-branded apparel, co-branded footwear (U.S., Canada)	Nickelodeon & Viacom Consumer Products (NVCP)
Sesame Street	Blue Lizard Australian Sunscreen div. Crown Laboratories, Inc.	Educational content (Worldwide)	Sesame Workshop
	DIFF Eyewear	Sunglasses (Worldwide)	Sesame Workshop
	Difuzed	Accessories, apparel (EMEA)	Bulldog Licensing
	Out of Print Clothing	Accessories, apparel (U.S., Canada)	Sesame Workshop
	TOMS	Footwear (Worldwide)	Sesame Workshop
Shaun the Sheep	Sweet Cherry Publishing	Books (U.K.)	Aardman Animations
SpongeBob SquarePants	Bitty Boomers	Bluetooth speakers (Worldwide)	Nickelodeon & Viacom Consumer Products (NVCP)
SpongeBob SquarePants x Marlou Breuls	Marlou Breuls	Fashion apparel (Worldwide)	CPLG (U.K.)
Steamboat Willie	LEGO Systems	Construction block sets (Worldwide)	Disney Consumer Products
Stranger Things	Random House Children's Books/ Random House Books for Young Readers div. Penguin Random House	Books (Worldwide)	Netflix
Styx	Sahinler SAS	Nightwear, sweatshirts, t-shirts, tops (Benelux, France)	Epic Rights
Swizzels	B.M. Fashiofn Ltd. t/a Fashion U.K.	Accessories, apparel, daywear, nightwear (U.K.)	Blonde Sheep Licensing
Teenage Mutant Ninja Turtles	Bitty Boomers	Bluetooth speakers (Worldwide)	Nickelodeon & Viacom Consumer Products (NVCP)
Tetris	Baroque Japan Ltd.	Accessories, apparel (Japan, U.S.)	Dentsu
	MC2 Saint Barth	Beach resortwear (Worldwide)	Maurizio Distefano Licensing (MD Licensing)
	Ningbo Peacebird Fashion Co., Ltd.	Apparel (women's) (China)	WME/IMG Worldwide Licensing d.b.a. Endeavor (China)
Toy Story 4	LEGO Systems	Construction block sets (Worldwide)	Disney Consumer Products
	Mattel	Action figures, figures, interactive toys (Worldwide)	Disney Consumer Products
	Thinkway Toys	Action figures (Worldwide)	Disney Consumer Products
Transformers	WizKids div. National Entertainment Collectibles Association (NECA)	Mini figures (North America)	Hasbro
Transformers x Ghostbusters	Hasbro	Toy vehicles (Worldwide)	Sony Pictures Consumer Products
Trolls	Poetic Brands Ltd./PoeticGem	Nightwear (U.K.)	Universal Brand Development (U.K.)
Universal	Poetic Brands Ltd./PoeticGem	Nightwear (U.K.)	Universal Brand Development (U.K.)

*Extension or renewal.

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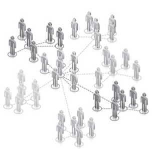
Licensing News *Continued from page 18*

International Licenses Recently Granted

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Very Hungry Caterpillar (The)	Bloom and Blossom Ltd.	Toiletries (U.K., Eire)	Rocket Licensing
	Insect Lore	Nature kits (U.K., Eire)	Rocket Licensing
	James Galt & Co. Ltd./Galt Toys	Playnest (U.K., Eire)	Rocket Licensing
	Paul Dennicci Ltd.	Apparel (infants') (U.K., Eire)	Rocket Licensing
	Signature PG	Personalized giftware (U.K., Eire)	Rocket Licensing
	William Lamb Footwear	Bags (U.K., Eire)	Rocket Licensing
We're Going on a Bear Hunt	Beautiful Game (Wundur Ltd.)	Wall stickers (U.K.)	Walker Books U.K.
	Cooneen	Nightwear (U.K.)	Walker Books U.K.
	Gemma Intl.	Greeting cards (U.K.)	Walker Books U.K.
	Jainco (U.K.) Ltd.	Babywear (U.K., U.S.)	Walker Books U.K.
	Paul Dennicci Ltd.	Babywear (U.K.)	Walker Books U.K.
	Paul Lamond Games	Games, puzzles (U.K.)	Walker Books U.K.
Wham!	Sahinler SAS	Nightwear, sweatshirts, t-shirts, tops (Benelux, France)	Epic Rights
Wiz Kids	Vallejo (Ferreteria Vallejo Limitada)	Hobby paints (Worldwide)	WizKids div. National Entertainment Collectibles Association (NECA)
ZZ Top	Midnight Rider Inc.	Sweatshirts, t-shirts, tops (North America)	Epic Rights
	Revell GmbH & Co. KG	Model kits (Europe, Worldwide via ecommerce)	Epic Rights
	Sahinler SAS	Nightwear, sweatshirts, t-shirts, tops (Benelux, France)	Epic Rights

*Extension or renewal.



contacts & connections

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

10.Deep Clothing Inc., Scott Sasso, Owner & President, 718-522-2204, scott@10deep.com, P. 12.

20th Century Fox Consumer Products, Tim Erickson, SVP Global Licensing & Operations, 310-369-1000, tim.erickson@fox.com, P. 14,17.

ABG Accessories, Jolene Cappadona, VP Licensing, 908-558-1200 x144, jolene@abgnyc.com, P. 16.

All-American Licensing & Management Group (AALMG), Don Rothwell, Partner, 704-576-6327, don@aalmg.com, P. 11.

American Marketing Enterprises (AME)/ Briefly Stated, Inc. (BSI), subsidiaries of Global Brands Group USA (GBG), James Litterio, Creative Director, 646-839-7000, jameslitterio@ameny.com, P. 11.

Ameriplus Inc., Steve Poirier, President, 813-855-6688, sales@ameriplus.com, P. 11.

ASICS America Corp., Lindsey Sweeney, Global GM Sportstyle Footwear, 949-453-8888, lindsey.sweeney@asics.com, P. 16.

Bapper Entertainment, Alison Wallace, Licensing, 310-941-8816, alison@bapperentertainment.com, P. 11,15.

Bioworld Merchandising, Jennifer Staley, VP Licensing, 972-488-0655, jennifers@bioworldmerch.com, P. 11.

Bitbuu Games div. Mars 1982 Ltd., Cristian Salaris, Director, cristian@mars1982.com, P. 18.

Bitty Boomers, Justin Fisher, Director Sales Operations, 212-244-0099 x300, jfisher@bittyboomers.com, P. 15,16,18.

Blitz Branding + Licensing, Tara Blitz, Principal, tara@blitzlicensing.com, P. 12.

Blue Lizard Australian Sunscreen div. Crown Laboratories, Inc., 423-926-4413, info@crownlaboratories.com, P. 18.

Blue Planet Software (Tetris), Megan Buettner, Head Consumer Products, 808-954-6100, megan@blueplanetsoftware.com, P. 17.

Blue Ridge Home Fashions, Mark Schwartz, Director Sales & Product Development, 626-960-6069, mark.schwartz@blueridgehome.com, P. 15.

Bombas, Remi Zimmerman, Strategic Partnerships Manager, 800-314-0980, partnerships@bombas.com, P. 12.

Brand Fresh Management, Janice Ross, Managing Partner, 310-804-4908, jross@brandfreshmgmt.com, P. 11.

Brand Liaison (The), Steven Heller, Founder, 855-843-5424, steven@thebrandliaison.com, P. 18.

Brand Squared Licensing, Heather Rosenthal, Partner, 917-748-8836, hsrosenthal@bsquaredlicensing.com, P. 16.

Build-A-Bear Workshop, Jennifer Kretchmar, Chief Merchandising Officer, 314-423-8000, jennk@buildabear.com, P. 17.

C-Life Group, Connie Chang, Director Licensing, 212-294-0248, connie@c-lifegroup.com, P. 14–18.

Cambridge Silversmiths, Eric Fine, VP, 973-227-4400, efine@camsil.com, P. 18.

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contacts & connections *Continued from page 19*

Cameo Socks/Evolution, Franco Svetec, Marketing, 514-881-2525, franco@cameosocks.com, P. 16.

Capcom U.S.A., Susan Suarez, Licensing & Consumer Products Dept., 650-350-6552, susans@capcom.com, P. 17.

Cardinal Industries div. Spin Master, Bonnie Canner Preiser, VP, 718-784-3000, info@cardinalgames.com, P. 14.

Carnival Cruise Lines, Ken Jones, Chief Marketing Officer, 305-599-2600 , kjones@carnival.com, P. 11.

CBS Consumer Products, Veronica Hart, EVP Global Franchise Management & CBS Consumer Products, 212-975-6894, veronica.hart@cbs.com, P. 15.

Consumers Supply Distributing (CSD), Dan Patee, VP, 712-255-6927, dan.patee@consumers-supply.com, P. 11.

DIFF Eyewear, Nicole Cutright, Senior Director Brand Marketing & Partnerships, 310-354-5929, nicole@diffeyewear.com, P. 18.

Disney Consumer Products, Josh Silverman, EVP Global Licensing, 818-544-0567, josh.silverman@disney.com, P. 14,15,18.

Dr. Seuss Enterprises L.P., Susan Brandt, President, 858-459-9744, susanb@drseuss.com, P. 11,15.

Draper James, Taylor Rettig, CEO, 844-357-8953, info@draperjames.com, P. 11.

Eddystone Global, John Spotts, CEO, 312-498-1429, spotts911@outlook.com, P. 12,16.

Element Skateboards, Inc. (Burleigh Point, Ltd.), David Brooks, Global GM, 949-753-7222 , dbrooks@elementskateboards.com, P. 17.

Epic Games, Joe Babcock, CFO, 919-854-0070, joe.babcock@epicgames.com, P. 16.

Epic Games, Matthew Weissinger, Director Marketing, 919-854-0070, matthew.weissinger@epicgames.com, P. 15.

Epic Rights, Lisa Streff, EVP Global Licensing, 310-424-1908, lisa@epicrights.com, P. 14–16,18,19.

Epic Rights, Meghan Mernin, Director Licensing, 310-424-1909, meghan@epicrights.com, P. 16,19.

Factory Entertainment, Tom Vargas, Director eCommerce & Online Marketing, 925-270-3739 x7005, tomv@factoryent.com, P. 14–16.

FairPlay, Jeff Scott, Brand Director, 714-880-8313, jeff@fairplaybrand.com, P. 12.

Fila North America, Louis W. Colon III, VP Heritage & Trend, 212-726-5900, lcolon@fila.com, P. 18,19.

Firefly Brand Management, Cynthia Modders, President & CEO, 415-513-5826, cynthia@fireflybrandmanagement.com, P. 11.

Fun Socks div. United Legwear & Apparel, Rita Polidori O'Brien, VP Marketing, Licensing & Communications, 212-391-4143, rita@unitedlegwear.com, P. 11.

FUNimation/Group 1200 Media, Laura Bowers, Director Licensing & Merchandising, 972-537-0876, laura.bowers@group1200.com, P. 15.

Funko, Brian Mariotti, President & CEO, 425-783-3616, brian@funko.com, P. 11,17.

Funko, Dolly Ahluwalia O'Toole, VP Licensing & Business Development, 425-783-3616, dolly@funko.com, P. 12.

Funko, Lauren Winarski, Senior Licensing & Brand Manager, 425-783-3616 x173, lauren@funko.com, P. 15.

Global Icons, Kiana Padideh, Marketing & Licensing Coordinator, 310-873-3565, kiana.padideh@globalicons.com, P. 11,17.

Global Merchandising Services, Barry Drinkwater, Group Executive Chairman, 424-777-4479, barry@globalmerchservices.com, P. 13.

Glu Mobile, Mike Olsen, SVP & GM, 415-800-6100, mike.olsen@glu.com, P. 15.

Gund div. Spin Master, Brian Cwiakala, Product Development & Brand Manager, 732-248-1500, bcwiakala@gund.com, P. 16.

Gymboree, Betsy Schumacher, GM, 415-278-7000, betsy_schumacher@gymboree.com, P. 3.

Hallmark Licensing, Kelly Reichman, Director Global Licensing Acquisitions, 816-274-5111, kelly.reichman@hallmark.com, P. 15.

Hanna Andersson, Tracy Watson, Director Retail Merchandising, 503-242-0920, tracy.watson@hannaandersson.com, P. 11.

Hard Rock Intl., Mark Linduski, Director Licensing, 407-445-7999, mark_linduski@hardrock.com, P. 11.

Hasbro, Bill Burch, Director Licensing, 401-431-8697, bill.burtch@hasbro.com, P. 16–18.

Hasbro, Casey Collins, SVP & GM Global Consumer Products, 401-431-8697, ccollins@hasbro.com, P. 16.

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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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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.

Jewel Branding & Licensing (JBL) and Artworks! Licensing merge. As part of the deal, **Carol White**, President of Artworks! Licensing, joins JBL as VP Art Licensing and brings with her 10 new artists. Separately, JBL adds a new Creative Services division led by **Meredith Counts**.

Disney names veteran TV executive **Craig Hunegs** as President of Disney Television Studios. Disney Television Studios is the combined TV studio operation comprised by 20th Century Fox TV, Fox 21 TV Studios and ABC Studios/ABC Signature. Reporting to Hunegs are:

- ABC Studios President, **Patrick Moran**;
- 20th TV Presidents, **Jonathan Davis** and **Howard Kurtzman**;
- **Bert Salke**, President of Fox 21 Television Studios.

Separately, **Tehmina Jaffer** leaves Netflix for Disney+ as SVP Business Affairs of the impending Disney streaming service.

Richard Oren is now Director of Licensing Sales at Bonnier Corp.

Toysmith appoints **Michael Keaton** to the role of CEO. Keaton currently serves on the Board of Directors for the Toy Association in the U.S. and the Canadian Toy Association.

Encantos Media Studios taps Co-founder **Steven Wolfe Pereira** as its new CEO in addition to his current remit as Chairman of its board of directors. Former CEO **Nuria Santamaria Wolfe** transitions to the role of CMO.

Winning Moves appoints **Jack Allen** as its new Licensing Manager.

Who's News (cont.)

DreamWorks shuffles its leaderboard:

- **Peter Gal** is promoted to the newly created role of CCO Animation Television, where he expands his current remit handling the preschool, current series, casting, music, and creative talent management departments.
- **Kristin Lowe** steps into the role of CCO Features, overseeing all development, casting, and artistic management.
- President **Margie Cohn** consolidates the features and television departments to each have a single head, reporting directly to her: **Michael Vollman** serves as EVP Marketing, **Courtenay Palaski** as SVP & Head Communications, **Josh Meyer** as Head Business Affairs, and **Ashley Brinsfield** as Head Human Resources & Recruiting.

Barnes & Noble hires **Sasha Quinton** as VP & General Merchandise Manager Bookstore.

Sonali Fry joins Random House Books for Young Readers as VP & Publishing Director Classic Brands & Pre-school.

ZAG America names **Manuel Torres Port** as its new Chief Brand Officer and grows its leadership team with key executives **Julian Zag** (EVP Worldwide Operations), **Liz Grampp** (SVP Studio & Franchise Marketing), and **Ian Lambur** (SVP Global Distribution & Co-Production). Additionally, **Jose Antonio Vargas** joins in an advisory role.

Scott Brothers Global opens its new national headquarters in Nashville, Tenn. and welcomes **Alina Duviner** as VP Communications, **Amy Mellen** as VP Product Design Scott Living, and **Michael Kim** as SVP Business Development.

OC Sports promotes **Brad Reagan** to National Sales Manager.

JCPenney taps three new executives:

- **Michelle Wlazlo** is now EVP & Chief Merchant,
- **John Welling** joins as SVP Planning & Allocation, and
- **Mark Stinde** is SVP Asset Protection.

Wlazlo's team includes: **Jodie Johnson**, SVP & GM Women's Apparel/Interim GMM Home; **Angela Swanner**, SVP & GMM Center Core; **Jeff Useforge**, SVP & GMM Men's/Children's; and **Val Harris**, SVP Product Design & Development.

Canada's Sinking Ship Entertainment appoints **Amanda Fruci** to the newly created role of Head Communications.

Among a slew of promotions at Hachette Books, Associate Publisher **Michelle Aiello** adds VP to her title, **Krishan Trotman** is promoted to Executive Editor, **Michael Barrs** is now Senior Director Marketing, and **Mandy Kain** is now Creative Director.

Congrats to the honorees at the 15th Annual Wonder Women Awards from Women in Toys, Licensing & Entertainment (WIT):

- **Pam Kaufman**, Viacom Nickelodeon – Mentor of the Year
- **Gaye Dean**, Target – Retailer of the Year
- **Amy Pruzansky**, Spin Master – Creator/Inventor
- **Gabriela Arenas,** Sesame Workshop – Licensing
- **Nancy Sanchez**, LEGO Systems – Manufacturing
- **Juli Lennett**, NPD – Marketing/PR
- **Marian Bossard**, The Toy Association – Sales
- **Amy Knight**, Hasbro – Social Responsibility
- **Chrissy Helmich**, Wicked Cool Toys – Rising Star
- **Kate Nichols**, Spin Master – Rising Star
- **Marissa Louie**, Animoodles – Rising Star
- **Natalie Rebot**, Moonlight World – Rising Star