

TLL THE LICENSING LETTER

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Global Licensed Retail Sales Flirt With \$175 Billion Mark in 2018

Global licensed retail sales reached \$174.54 billion in 2018, according to *TLL's Annual Licensing Business Survey*.

At just 1.8% growth, this has been the slowest year *TLL* has tracked since 2013, when licensed retail sales grew just 1.7% worldwide, and 2012, which saw just 1.6% growth.

Sluggish growth in the two largest geographic regions was the primary culprit behind the lackadaisical global rate, with licensed sales up just 1.4% in the U.S. & Canada to reach \$110.49 billion, and up just 1.6% in Europe to hit \$34.13 billion in 2018.

Western Europe was impacted by a dramatic slowdown in U.K. licensed sales, although Ireland/Eire continues to do quite well with a relatively dramatic 4% growth spurt. Continental economies such as France, Germany, and Italy observed sub-2% growth, while economies like Spain, Austria, and even Greece recovered from years of flattish growth. The Nordics continued to perform well.

Meanwhile, Central & Eastern Europe is once again observing growth from Russia and loosely connected economies such as the Baltic states and Ukraine. Bucking the trend from previous years, Poland's overall economy was down and other major players in the region—the Czech Republic and Hungary—were flat at 1% licensed sales growth each.

That was countered with 4.1% growth in Asia, which accounts for a much smaller share of total global sales with \$21.89 billion, or 12.5% share. Virtually every country in the region that *TLL* tracks saw positive growth.

Even Japan—which had been gearing up to break out with roughly 2.5% growth (sales growth hasn't budged in either direction by more than a single percentage point since 2013) before a series of natural disasters in Q4 torpedoed tourism spend—saw its biggest jump since 2013, percentage-wise, with 0.6% growth.

Meanwhile, licensed sales in Australia/New Zealand recorded the fastest year of growth since 2013 and 2014, when *TLL* reported 2.0% growth.

Latin America recorded 2.5% growth in 2018, thanks to a strong showing from Brazil and Mexico—but these gains are expected to be wiped out in 2019. Argentina and other smaller economies in the region had falling

Continued on page 3

DEAL-MAKING

Licensing Execs Report More Minimum Guarantee Commitments

Over 80% of licensing executives indicated that they are required to, or require their licensees to, make minimum guaranteed payments in 2018, according to response data to *TLL's Annual Licensing Business Survey*.

The minimum guaranteed royalty, or guarantee, is the minimum amount the licensee agrees to pay the licensor at the end of each year or contract period—regardless of sales. It limits the licensor's risk and encourages the licensee to do whatever it can to succeed with the licensed line.

Guarantee amounts differ depending on the deal, but they usually equal a percentage of expected royalties over the guarantee period (typically, 25%). Guarantee amounts are subject to negotiation and vary depending on each party's objectives. Guarantees range from nominal amounts (say, \$350) to as high as \$20 million (for a long-term video game, toy, or publishing deal), or higher. Sometimes, higher guarantees are associated with a "pool" strategy in which an agreement covers multiple properties—if one line doesn't do well, the licensee can make up for those losses with

Continued on page 5

Inside This Issue

Licensing Ledger.....	2
What do Nike, Urban Outfitters & El Chapo Have in Common?	4
NBCU, Warner Bros. & Disney Top-Searched for Companies.....	4
Fashion M&A & Re-brandings.....	5
TM Registration Problems.....	5
3/4 Royalties Based on Net Wholesale Sales ...	6
Experiential Roundup: Global Edition.....	6
Store Check: IT'SUGAR NoHo	7
The Boom of Private Label	8
FAO & Lego Settle in the Middle Kingdom ...	9
Happy Brandiversary!.....	9
Trimming the Fat With Fewer Deal (Announcement)s.....	10
Licensing News.....	11
Who's News	17
Contacts & Connections	18

» Licensing Ledger

Instagram tests a new “Checkout” feature that allows users to buy fashion and beauty products without leaving the app—including tracking deliveries and saving payment information for future orders. Roughly 20 brands are participating in the beta trial for a “selling fee” including **Adidas, Dior, H&M, Kylie Cosmetics, Michael Kors, Nike, Oscar de la Renta, Prada, Uniqlo, Warby Parker, and Zara**. Instagram first launched ecommerce capabilities in 2016 (purchases were completed outside the app); roughly 130 million users interact with “shoppable posts,” per the social media company.

Dr. Seuss Enterprises and its licensed partners are celebrating the graduation season with *Oh, the Places You’ll Go!*—for graduates young and old, rich and poor, silly and smart—with the book from **Random House**, a gift line from **Hallmark**, a **Walgreens** program with **Vandor**, and tumblers from **Tervis**.

Funko adopts the home field of **Minor League Baseball** team, the Everett AquaSox, a Seattle Mariners Class A affiliate. For 6 years, Funko will be the naming rights partner for its home team, which includes signage on the field and around the stadium. All Friday home games will be designated “Funko Fridays” and will include promotions and giveaways for AquaSox ticket holders.

Discovery is in a global collaboration with **McDonald’s** for a brand extension of Discovery’s #Mindblown in the Happy Meal program that will debut Discovery #Mindblown STEM robot toys. The partnership also includes an integration into McDonald’s McPlay and Happy Studio apps.

King Features taps **toxicfox** for a Betty Boop personalized character collection that allows users to transform their likeness into Betty Boop character art that can then be printed onto a wide range of items including mugs, suitcases, tote bags, and apparel. Currently available in the U.K. and Ireland, the collection is coming to America this fall.

AT&T transforms flagship stores in four cities into **HBO Game of Thrones** emporiums, complete with authentic costumes and the chance for visitors to confront an enemy White Walker with its Magic Leap One virtual retinal display virtual reality goggles. Stores are also selling GOT-branded merch like smartphone cases, wireless chargers, wine tumblers, and water bottles.

Meanwhile, **Urban Outfitters** partners with **HBO** to let fans create looks inspired by House Stark, House Targaryen, House Lannister, and the White Walkers. The make-up collection includes GOT-themed highlight palettes, lip and cheek stains, eye pencils, lipsticks, and eyeshadow brushes.

Just Born’s Peeps celebrates spring with new themed donut, marshmallow-flavored coffee, and espresso drinks at **Dunkin’ Donuts** and a coffee creamer from **International Delight**. As part of the campaign, Dunkin’s custom-sculpted coffee car traveled alongside the Peepsmobile from the hometown of Peeps in Bethlehem, Penn. toward Dunkin’s birthplace of Quincy, Mass.

Creator and developer **X2 Games**, manufacturer **Breaking Toys**, and ecommerce giant **Amazon** launch **St. Noire**, the first voice-controlled murder mystery board game. Alexa guides players through each randomized session complete with cinematic sound design and interactive, fully-voiced characters.

Crayola and **Bulu Inc.** launch new Create It Yourself (CIY) monthly subscription boxes, based in part on its YouTube series. Each branded box contains supplies for two premium craft projects, including a how-to guide, a bonus crafting challenge, and unique surprises, gifts, and coupons.

On behalf of **Frederick Warne & Co. Ltd.**, **Penguin Ventures** collaborates with **Le Méridien Piccadilly Hotel**, in London, U.K., to launch an official Peter Rabbit-themed afternoon Tea in a deal brokered by **Silvergate Media**. The program includes a “kids only” check in where fans receive Peter Rabbit goodies including a purse and bespoke bedtime storybook, as well as the chance to take part in a dedicated trail across the hotel where little ones can discover the hotel’s secret hideouts.

Kidz Bop and **Live Nation** launch a dedicated Kidz Bop Workshop for kids aged 6- to 12-years-old to learn dancing, singing, performance, and audition techniques from the music brand’s choreographers and vocal coaches.

Warner Bros. and **Monlove** are bringing **Scooby-Doo** and the gang on tour in 2020. The Canadian prodco is touring live show *Scooby-Doo and the Lost City of Gold* across 30 countries over 5 years.

Goodwill teams up with **Price.com** to develop a browser add-on that alerts online shoppers at sites like Amazon and Walmart’s Jet when a product they’re looking to buy is available on Goodwill’s website—and later, through its autonomous agencies. Shoppers will be able to click a pop-up link to order the second-hand version instead.

U.K.-based integrated pureplay digital retailer **Shop Direct** is rebranding to **The Very Group**, bringing its name and identity in line with its flagship consumer brand.



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Global Licensed Retail Sales

Continued from page 1

sales, but their dollar impact was low and didn't move the total too far.

The Middle East enjoyed steady growth, with strong retail sales in Egypt, the UAE, Saudi Arabia, and Qatar. For 2019, growth is expected to flatten and potentially contract in some countries due to restrictive trade policies. Despite uninspired growth in South Africa, the rest of the continent is enjoying pockets of strong growth (albeit from a small dollar base) centered around growing mid-tier cities.

TLL's list of the top 5 countries as ranked by licensed retail sales remained unchanged from last year, with one small difference: China beat out the U.K. for the No. 4 spot with just over \$80 million more in licensed retail sales in 2018.

The new ranking for the top countries as ranked by licensed retail sales is now:

1. U.S.
2. Japan
3. Canada
4. China (mainland)
5. U.K.

The top 5 countries were responsible for 78.2% of all global sales. For the first time in several years, licensed sales growth for the top 5 bracket under-paced that of the rest of the world—1.7% growth compared to a 2.2% boost, respectively.

Looking Ahead

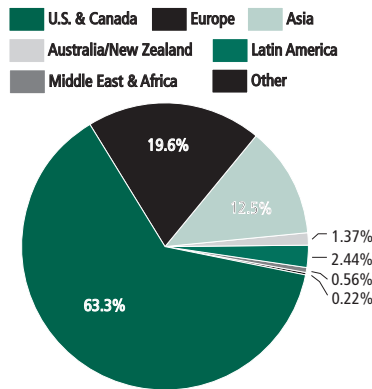
Half of the respondents to the 2018–2019 Survey—just under 50%—say that their licensing business will improve in 2019, even though only 37% saw higher licensed retail sales in 2018. As usual, licensing executives are an optimistic bunch.

But if all goes as expected, global licensed retail sales are expected to grow roughly 2.5% this year to reach \$179 billion in 2019.

Note that this estimate is highly uncertain, given multiple, dramatic economic instabilities stemming in part from Brexit and the U.S.-China trade war, neither of which have been resolved at the time we crunched our numbers (Q1 2019).

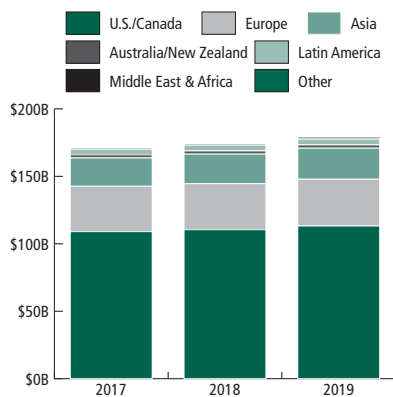
TLL estimates that licensed sales could potentially shrink -1.0% worldwide in 2019 in a worst-case (but not doomsday) scenario. This is assuming flat/declining sales in the U.S., U.K., and Japan; suspended growth in China and India; sliding sales in Europe, the Middle East, and Australia; and (more dramatic) declines in Latin America, among other things.

SHARE OF RETAIL SALES OF LICENSED MERCHANDISE, WORLDWIDE, BY TERRITORY, 2018



SOURCE: THE LICENSING LETTER

RETAIL SALES OF LICENSED MERCHANDISE, WORLDWIDE, BY TERRITORY, 2017–2019



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

SOURCE: THE LICENSING LETTER

RETAIL SALES OF LICENSED MERCHANDISE, WORLDWIDE, BY TERRITORY, 2017–2018

(Figures in Millions)

TERRITORY	RETAIL SALES, 2018	RETAIL SALES, 2017	CHANGE, 2017–2018	MARKET SHARE, 2018
U.S. & Canada	\$110,488	\$109,010	2.3%	63.3%
Europe	\$34,133	\$33,596	2.2%	19.6%
Western Europe	\$33,555	\$33,033	2.2%	19.2%
Central & Eastern Europe	\$577	\$563	3.1%	0.3%
Asia	\$21,889	\$21,032	3.4%	12.5%
Australia/New Zealand	\$2,396	\$2,330	0.4%	1.4%
Latin America	\$4,254	\$4,149	1.8%	2.4%
Middle East & Africa	\$988	\$970	1.2%	0.6%
Other	\$389	\$391	0.5%	0.2%
Total	\$174,536	\$171,478	2.4%	100.0%

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

SOURCE: The Licensing Letter

LEGAL TRACKER

What do Nike, Urban Outfitters & El Chapo Have in Common?

The answer is similar in kind, but not degree: they're all apparel manufacturers in some kind of legal trouble.

The **European Commission** slaps **Nike** with a 12.5 million Euro (\$14.14 million) fine for its decade-long violation of an EU law prohibiting "agreements between companies that prevent, restrict, or distort competition" within its 28-country Single Market. The sportswear giant's licensing agreements prevented European licensees from selling products cross-border themselves—instead requiring them to refer orders for out-of-territory sales to Nike. Affected marks included **FC Barcelona**, **Manchester United**, **Juventus**, **Inter Milan**, and **AS Roma**, as well as national federations like the **French Football Federation**. Stateside, the Portland-based company is facing three separate lawsuits alleging discriminatory employment practices.

Urban Outfitters is under fire with a lawsuit from fragrance company **Eris Parfums**, which claims that the retail chain infringed its "Mx." mark for a unisex fragrance and even copied the promotional copy on its website. The infringing description apparently riffed on Eris' description of its scent as an "inclusive fragrance for all genders" whose name is a reference to the gender-neutral honorific "Mx." used in lieu of "Mr." or "Ms." and which "blur the boundaries between conventional binary 'his' and 'hers' scents."

El Chapo, the leader of the Sinaloa drug cartel who was found guilty in February of drug trafficking, money laundering, and firearms possession, is getting a makeover. Chap signed the rights to his name and signature away to a newly formed venture, **JGL LLC**, to be run by his former beauty queen wife **Emma Coranel Aispuro**. The New York company is expected to launch an apparel line "starting with caps," then "clothes, jackets" boasting Chapo's signature. New York State currently has the "Son of Sam" law on the books, designed to prevent criminals from profiting off of their crimes.

LICENSING SOURCEBOOK ONLINE

NBCU, Warner Bros. & Disney Top List of Most-Searches for Companies

We've broken down the stats to bring you the top 40 companies as ranked by the most-searched-for by licensing executives through *TLL's Licensing Sourcebook Online* (LSO).

Roughly 43% of the list are licensors, 70% are licensees, and 8% are retailers (several companies have more than one role). A full one-quarter (25%) of companies on the list are toycos, 20% are apparel brands/manufacturers (all have at least some sportswear/athleisure offerings), 18% are larger entertainment/film studios, 13% are print publishers, and 10% are video game companies. Surprisingly, two of the top 15 companies are primarily footwear

manufacturers—Vans (No. 5) and Converse (No. 14), which have a strong pop culture pull.

Just three retailers made the top 40 list, in part because of their prolific profile in licensing overall:

- ▶ Uniqlo (No. 18; the company is known for licensing in brands for t-shirts and fashion collabs),
- ▶ Target (No. 28; a buyer that also partners with brands on a variety of goods),
- ▶ Amazon (No. 38; as well as a thriving ecommerce empire, also owns an entertainment studio).

Note that the list includes searches by company for all time by subscribers to LSO, and that the count has been adjusted to include abbreviated and misspelled searches. The list includes duplicate searched by the same executives who may have searched for a company repeatedly over time (in cases where a contact has changed or moved, for example).

The top-searched for companies so far in 2019 are:

1. Electronic Arts
2. Spin Master
3. Levi Strauss
4. Jazwares
5. NBCUniversal and Wicked Cool Toys (tied)

Here's the full list of the top 40 companies, as ranked by the most searched for by licensing executives through LSO for all time:

- | | |
|--------------------------|--|
| 1. NBCUniversal | 21. Jazwares |
| 2. Warner Bros. | 22. Cloudco (form. American Greetings) |
| 3. Disney | 23. Hallmark |
| 4. Nintendo | 24. Concept 1 |
| 5. Hasbro | 25. Procter & Gamble |
| 6. Vans | 26. LEGO |
| 7. Electronic Arts | 27. Adidas |
| 8. Mattel | 28. Target |
| 9. Spin Master | 29. Dunkin' Donuts |
| 10. Sony | 30. Scholastic |
| 11. Funko | 31. Hybrid Apparel |
| 12. Penguin Random House | 32. Pokémon |
| 13. Nike | 33. Jakks Pacific |
| 14. Converse | 34. Tomy |
| 15. Netflix | 35. Harley Davidson |
| 16. 20th Century Fox | 36. McFarlane |
| 17. Bioworld | 37. Mad Engine |
| 18. Uniqlo | 38. Amazon |
| 19. Levi Strauss | 39. Harper Collins |
| 20. Rubie's Costume | 40. FAB Starpoint |

Minimum Guaranteed Payments

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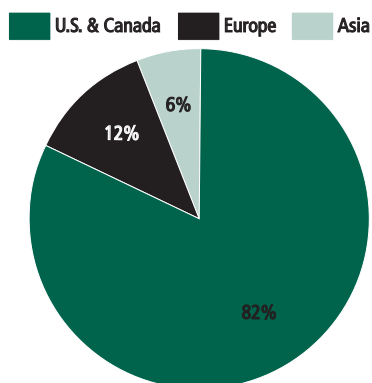
another line—rather than separately negotiating individual guarantees for each property.

Some agreements do not require a guarantee at all, especially for low-margin merchandise like food and beverages or goods sold in low-margin, discount channels.

Thanks in part to poor licensed sales performance in 2018, licensing executives reported that licensors were more likely to “forgive” minimum payments, allow the licensee to renegotiate for lower rates (as low as 20% of expected royalties), or space out payments over time rather than demand a single lump sum.

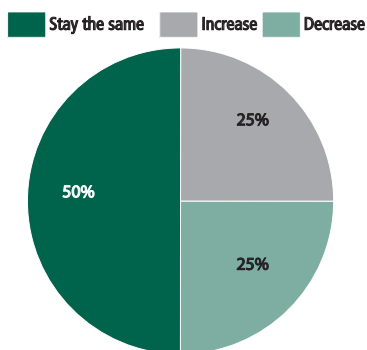
While the share of licensing execs who reported that they were expected to make minimum payments was up from previous years, the actual dollar amount demanded for guarantees did not substantially change year-over-year in 2018.

SHARE OF RETAIL SALES OF LICENSING EXECUTIVES REQUIRED TO MAKE MINIMUM GUARANTEED PAYMENTS, 2018



SOURCE: THE LICENSING LETTER

CHANGE IN VALUE OF GUARANTEES, 2017–2018



Note: Excludes those reporting no guarantee.
SOURCE: THE LICENSING LETTER

Half of respondents indicated that their guarantees stayed the same compared to 2017, while an equal share said that their guarantees increased (25%) and decreased (25%).

FASHION

Work It: Fashion M&A & Re-brandings

Nine West Holdings reemerges from Chapter 11 bankruptcy proceedings with a new name: **Premier Brands Group**, reflecting the sale of the **Nine West** and **Bandolino** footwear and handbag businesses. The new company will have over \$100 million of go-forward liquidity to support its operations and future growth initiatives for the remaining **One Jeanswear Group**, **The Jewelry Group**, **Kasper Group**, and **Anne Klein** businesses—including new brand licenses and partnerships.

DSW changes its name to **Designer Brands** and will start selling more of its own styles manufactured by the **Camuto Group**, which the shoe retailer acquired in 2018. Despite strong holiday sales, DSW lost almost \$46 million thanks to expensive promotions to clear out its merchandise. The company is doubling down on three key strategies to help bounce back: in-store nail salons, a more exclusive loyalty program, and kids’ shoe sections.

Licensing agency **Global Icons** acquires **Fred Segal**, with plans to expand its existing collection of collection of apparel and accessories, open retail locations internationally, and grow its licensing program. Represented by **O’Melveny**, Global Icons takes a majority stake in the iconic Los Angeles retailer, while **Evolution Media** maintains a minority stake.

Scholastic is home to the debut children’s book series from actress and women’s rights advocate **Alyssa Milano**, illustrated by Simpsons animator Eric S. Keyes. The first book, *HOPE*, introduces readers to Hope Roberts, a young activist in the making who is determined to recruit more members into her school’s science club.

TRADEMARKS

Trademark Registration Problems: From Olivia Jade to Warner Bros.

Olivia Jade, the 19-year-old influencer at the center of the college admissions scandal, suffers another setback. To sum up the losses so far, Jade lost 1.4 million Instagram followers and 1.9 million YouTube subscribers as well as influencer partnerships with brands like **Sephora** (which discontinued her highlighter and bronze palette), **Estée Lauder**, and **TRESemmé**, among others.

Now, the United States Patent and Trademark Office (USPTO) rejected her trademark application for “Olivia Jade” and “Olivia Jade Beauty.” Specifically, the USPTO noted that the application’s description of beauty products

Continued on page 7

ROYALTIES

Three-fourths of Royalties Based on Net Wholesale Sales in 2018

Three-fourths of the licensing agreements signed in 2018 calculated royalty rates based on net wholesale sales, according to *TLL's Annual Licensing Business Survey*. Net wholesale price overwhelmingly the most common measure, and the one *TLL* uses in reporting average industry-wide royalty rates ourselves.

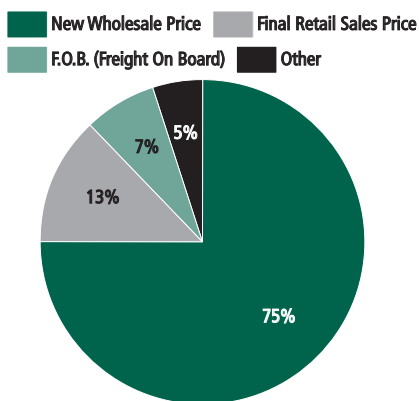
The basic structure of compensation for most licensing relationships involves a royalty per unit of merchandise sold, less allowable deductions. (Licensors authorize very few categories of deductions, and typically limit allowable deductions to a maximum of about 2% to 5% of the first billing amount.)

Thirteen percent of royalty rates are calculated based on retail sales price. Retail sales-based royalties are normally lower in face value, adjusted so that licensor income is roughly comparable to what it would have been if the rate had been calculated using the net sales price.

The most common reasons licensing executives chose one royalty method over another are product category-based and country-specific norms—for example, traditional print publishers compensate their authors based on a book's final retail sales price, and prefer to pay licensors the same way. Countries like Japan conventionally pay royalties on retail.

The next-most common measure licensing executives use is used in F.O.B. (freight on board) arrangements, making for 7% of all agreements. In these cases, the retailer buys the licensed item when it is still in the country where it was manufactured and is responsible for shipping it back to the U.S., as well as for customs and ground transport. The F.O.B. price charged by the licensee is significantly less—thus, the royalty will jump up to compensate.

HOW ROYALTY RATES ARE CALCULATED, 2018



SOURCE: THE LICENSING LETTER

The remaining 5% of licensing deals based on 'other' measures for royalty rates include those based on gross profits, cost of production (such as in direct-to-retail deals), and more "completely unique" calculations (as one respondent to *TLL's Survey* put it).

EXPERIENTIAL

Experiential Roundup: Global Edition

Aurora World renews its exclusive YooHoo sponsorship campaign with U.K. family venue **Chessington World of Adventures Resort**. From May 2019, the newly dubbed YooHoo Children's Zoo will be decked with new imagery, signage, and a range of plush to reflect the new look brought to the brand by the Netflix animated series *YooHoo to the Rescue*.

Sesame Workshop characters take over **Suburbia** retail stores in Mexico to celebrate their 50th anniversary in a deal negotiated by licensing agency **La Panadería**. Cookie Monster, Elmo, Big Bird, and others participated in meet and greets, games, and contests to promote over 50 products for babies, kids, and adults in 126 locations.

CPLG, Nickelodeon Consumer Products, and the **Nick Jr** channel in Poland join forces with the **Polish Red Cross** to develop a nationwide PAW Patrol-themed safety campaign in the country designed to deliver important safety lessons to preschool children and their families.

Mattel's Hot Wheels partners with **IndyCar, USAC.25**, and **Honda Performance Development** to bring mentorship and support to North American Quarter Midget racers aged 4–16 years-old. The training program includes clinics and activations at racing events throughout the 2019 season where older drivers explain off-track skills, like how to conduct media interviews and secure sponsorship opportunities, to the young athletes.

Fanatics signs a 10-year contract for ecommerce and venue-merchandise sales rights with the **Washington Redskins**. Fanatics now administers both digital and B&M merchandise sales rights for eight NFL teams: the Cardinals, Falcons, Jaguars, Chargers, Saints, 49ers, Buccaneers, and the Redskins.

Minimalist, "anti-brand" home retailer **Muji** opens its third hotel and its first in its home country of Japan above its flagship location in Ginza, Tokyo (the first two were in Shenzhen and Beijing, China). Each room is outfitted with Muji goods including the furniture, decor, and health and beauty aids.

GarfieldEATS his way to Canada after the concept restaurant launched last year in Dubai in a partnership between **Paws Inc.** and venture co-founders Nathen Mazri and Pascal Haider. The cashier-less restaurant allows fans to order through a mobile app dishes like farm-to-plate lasagna, Garfield-shaped pizza and dark chocolate bars, and Garficcino coffee. The app engages foodies with games, video content, a loyalty coin system, and the ability to unlock **Groupon** offers.

TM Registration Problems

Continued from page 5

was overly broad and that “[p]roper punctuation in identification is necessary to delineate explicitly each product or service within a list and to avoid ambiguity.”

It’s a common enough rejection, with an easy enough fix: The office suggested, for example, that “moisturizer” be amended to read “skin moisturizer” and that “concealer” read “facial concealer”, as well as introducing three commas into “make-up setting spray lipstick lip gloss [sic].”

The attorney of record behind the (surprisingly slapdash) application is Perry Viscounty, who is also representing Jade’s parents in the college admissions scandal. Jade still has a chance to re-submit her application with the recommended changes.

Note that rejections are very common; in fact, USPTO examiners have somewhat perverse incentives to initially reject applications. Typically, this isn’t a problem because applicants have another shot at re-submitting their application (by simply making the examiner’s suggested changes) with no extra financial penalty (aside from paying the lawyer). What’s odd here is that this is the second such rejection—Jade will need to re-file her entire application, and pay all the associated fees all over again.

In the end, it turns out that Jade did, in fact, refile her application, and the USPTO has approved registration of the marks “Olivia Jade” and “Olivia Jade Beauty” for beauty products following its own recommended changes.

I Solemnly Swear That This Mark is My Own

But Jade isn’t the only one whose trademark application aspirations have been thwarted—the USPTO denied Warner Bros. protection over the phrase “I solemnly swear that I am up to no good.”

There were two reasons behind the refusal: (1) the phrase is actually an “informational slogan” and doesn’t actually function as a trademark and (2) registration would give rise to a “false association” among consumers.

To the first point, when associated with goods or services, the phrase doesn’t actually indicate the “source” of those goods/services because it is “commonly used in everyday speech” in books, movies, and everyday conversation and “merely conveys an ordinary, familiar ... sentiment.” In other words, nothing in the phrase inherently suggests that there is one unique face behind any branded goods/services, much less that that source is Warner Bros. (Showing secondary meaning—that consumers have grown to associate the phrase with Warner Bros.—is not enough to overcome this rejection.)

To the second, Warner Bros.’ use of the phrase “may falsely suggest a connection with J.K. Rowling” and her book, *Harry Potter and the Prisoner of Azkaban*. Apparently, the phrase is so closely connected with Rowling that the USPTO believes consumers would overwhelmingly presume that she, and not Warner Bros., would be the source of, or endorsed, any branded goods.

If those two reasons seem contradictory, they are—but

Warner Bros. will have to overcome both of them to succeed in its ambitions.

(Incidentally, Warner Bros. also has an outstanding issue with the list of goods/services it claims protection for under the proposed mark—the examiner suggested “cloth napkins” be amended to “cloth table napkins” so that there’s no confusion, with, say “cloth napkins for removing make-up.”)

STORE CHECK

IT’SUGAR NoHo: Pink, Sweet & Raunchy

Every once in a while, we like to get out of the office. This month, we checked out a confectionery retailer that seeks to indulge pop culture trends as well as a sweet tooth. Founded in 2006 by the guy who brought us F.A.O. Schwartz’s candy bar (F.A.O. Schweetz) and Dylan’s Candy Bar, IT’SUGAR counts roughly 100 doors.

The full feature is available online and includes photos, descriptions, and links to full contact information for profiled licensing companies at www.thelicensingletter.com/itsugar-noho-pink-sweet-raunchy/

- ▶ **Just Born’s** Peeps (repped by **BAC**) was the star of an Easter-themed display which also featured non-edible collectibles destined for baskets: Fingerlings by **Wow-Wee**, Pikmi Pops by **Moose Toys**, scented putty from **Crazy Aaron**, LOL Surprise and Poopsie Slime Surprise by **MGAE**, stuffed rainbow llamas and unicorns from **Ty Inc.**, and even a Sing-along microphone and speaker from **Wireless Express**.
- ▶ Plush by **Gund**—especially Pusheen—dominated the space, but there were also (non-edible) licensed offerings for Bob Ross (repped by **Firefly**), Stranger Things (**Netflix**), and Fortnite (**Endeavor** handles licensing for **Epic Games**).
- ▶ Licensed **Turin Chocolates** for Diageo’s Baileys Irish Cream (repped by **Beanstalk** in the U.S.), as well as hometown Mexican favorites **Kahlúa** (repped by **CAA-GBG**) and **Jose Cuervo Especial**.
- ▶ Harry Potter fans (**Warner Bros.**) had their choice of Flying Cauldron Butterscotch Beer from **Reeds, Inc.**, chocolate wands and jelly beans from **Jelly Belly**, and collectible Mash’ems from **Basic Fun**.
- ▶ Japanese snacks were well-represented by Pocky (licensor is **Ezaki Glico**) as well as Ramune, Hi-Chew (licensor is **Morinaga**), and Kit-Kat with its special “Japan-only” flavors.

Have requests for a future store check? Contact the editor at karina@plainlanguagemedia.com with the stores you’d like to see in the New York City area. In addition to IT’SUGAR, we’ve recently profiled bookstore Kinokuniya in Bryant Park, Macy’s at Herald Sq., and FAO Schwartz at Rockefeller Center.

The Boom of Private Label: Why DTR Licensing is Crucial to Retailer Success

NOTE FROM THE EDITOR

Just under half (43%) of respondents to *TLL's Licensing Business Survey* said that the incidence of direct-to-retail (DTR) deals increased in 2018 compared to the previous year. A roughly equal share said that the number stayed the same or decreased (17% each; the remaining 22% indicated they do not have DTR deals).

By Yizan He, Founder & CEO of Alfilo Brands.

Private labels have always been an essential part of the retailer's toolbox. However, their popularity and success have been rapidly increasing in recent years, meaning competition is getting tougher. Sales from private labels grew three times faster than national brands in 2017, according to AC Nielson.

A key factor in this rise in demand has been the global economic downturn over the last decade, with both consumers and retailers tightening their belts. Meanwhile, the continuing use of online shopping data to inform the development and marketing of private labels has improved their success rates, making the competition even fiercer.

Ecommerce giants have been capitalizing the most on these trends. Amazon reportedly has over 100 in-house brands, ranging from basic product lines that compete on costs to more aspirational, fully-fledged private 'brands' that provide direct competition across multiple sectors, from homeware to fashion. Private labels will continue to be a lucrative strategy for retailers in the coming years (investing in private label products was one of the highest priority business goals for Amazon U.S. marketplace sellers in 2018), but strategies need to evolve. Traditionally, private labels tend to be less developed and less creative than their fully-fledged brand counterparts, as the primary focus is on cutting costs rather than creative marketing or design. However, with increasing competition, companies now need to be more innovative than ever in how they create and manage their private brands.

We've been observing a growing trend of brands using direct-to-retail (DTR) licensing strategies to outshine competitors. This is when retailers go directly to IP licensors to create unique, high quality products while keeping margins high.

European fast fashion retailer Primark have been trailblazers with a DTR licensing strategy that has seen them become the largest retailer partner for Harry Potter-themed products in the world. Similarly, international Japanese retailer Uniqlo has made deals with the likes of the Museum of Metropolitan Art (MoMA), Museum of Fine Arts Boston, and iconic graffiti artist Futura, bringing fresh appeal and audiences to the brand.

At Alfilo Brands, we've secured exclusive licensing rights

to some of the most well-known cultural institutions in the world, such as The Metropolitan Museum of Art, Museum of Fine Arts, Boston, the V&A, the National Gallery, and The British Museum. Our creative teams in Los Angeles and Shanghai develop annual cultural and art themes that draw on fashion and lifestyle trends and use these to create meticulously crafted designs for use on private label merchandise. Leading Chinese retailers Alibaba and JD have been actively introducing these themes to retailers operating on their platform via DTR licensing.

We expect to see these kinds of DTR licensing models become an increasingly popular choice for brands and companies of all sizes, which has the potential to completely reshape the global retail industry. Here's an overview of why companies are increasingly opting for DTR licensing strategies:

- ▶ *Keeps the retail model flat.* Importantly, DTR licensing strategies maintain a very flat retail model because the agreement is structured directly between the retailer and licensor, cutting out the middleman. In turn, retailers can increase their margins, pass on some savings to their customers, and still undercut competitors. Meanwhile, the licensor accrues royalties and gets increased brand exposure. It's a classic DTR strategy, but the added value that the licensed IP brings to consumers increases the success rate of these products in a highly competitive market place.
- ▶ *Elevates your brand.* DTR licensing strategies can bring unique aspirational value to products that would be otherwise too expensive to achieve. Like Uniqlo and MoMA, retailers who secure the right IP can attract whole new audiences and allure to their brand overnight.
- ▶ *Diversifies the reach of your brand.* This development signals what some are calling the shift from "private label" to fully-fledged "private brands". While there will always be a demand for low-end, budget private label items, many of these emerging private labels/brands are no longer the "poorer cousin" in the marketplace. The way that DTR licensing is opening up and diversifying the private label arena offers more opportunities for retailers to compete, from budget to higher level entry points in the market.
- ▶ *A mutually beneficial strategy.* Finally, in DTR licensing, partners can benefit from each other's expertise. For example, the licensor can inject creative know-how and narratives into the commercial expertise of the retailer to create private labels that stand the best chance of success at appealing to consumers. Meanwhile, the licensor recoups royalties while the retailer gets a continual supply of unique, aspirational

Continued on page 9

The Boom of Private Label

Continued from page 8

products to sell at competitive margins. When done well, it's a win-win situation. In Alfilo Brands' case, it allows partners like Amazon's Kindle, Nestle, and Twinings Tea to engage a younger generation of shoppers, while retailers can offer consumers a continual stream of unique products and shopping experience.

It's clear that DTR licensing can be a lucrative strategy to leapfrog competitors in the increasingly crowded retail market.

But while the attraction of high margins continues to be the main draw to these kinds of partnerships, it's worth remembering that in today's market, winning at price alone is no longer enough to guarantee success. We know that consumers, at all entry levels, increasingly want experience. If retailers ensure that's at the top of their minds when embarking on DTR licensing partnerships, they'll boost their chances of making it a success story.

TOYS & GAMES

Ni Hao, China: FAO & Lego Settle in the Middle Kingdom

FAO Schwarz is set to open its largest worldwide flagship in Beijing this year. Located in the China World Center mall, the store will boast 2,600 sq. meters (or 28,000 sq. ft.) of retail space, an area 40% larger than its existing flagship outlet at Rockefeller Center in New York City. The toy seller is planning an additional Shanghai store as well as 30 smaller specialty shops over the next 5 years.

Lego is also planning a massive expansion in China, the company's "most promising" market, according to CEO Niels Christiansen. The toyco had 50 stores in China in 2018 and plans to open another 80 this year in 18 cities, with the main focus on third and fourth tier cities. Overall, the company's stores would be in place in 30 cities. Lego currently operates two "flagship" stores (owned and operated by Lego) in Shanghai, just opened its first flagship outlet in Beijing.

SAVE THE DATE

Happy Brandiversary! From Angry Bird's 10th to the Mayflower's 400th

The top new brand marketing trend? Marking significant milestones with a bang. Don't forget to send a card!

BRAND	LICENSOR/AGENT	YEAR	BRAND-IVERSARY
Angry Birds	Rovio	10	Aug. 16, 2019
Monster Hunter	Capcom	15	2019
Peppa Pig	eOne	15	2019
Winx Club	Rainbow	15	2019
SpongeBob SquarePants	Nickelodeon	20	May. 1, 2019
Star Wars (prequel films)	Disney	20	2019
The Powerpuff Girls	Cartoon Network	20	Nov. 2018
Lion King	Disney	25	2019
pickles the frog	Nakajima Corp.	25	2019
The Little Mermaid	Disney	30	2019
Tetris	The Tetris Co. & Blue Planet Software (sole agent)	35	2019
Alien	20th Century Fox	40	Sept. 2019
Rubik's Cube	Hasbro	40	2020
The Licensing Letter	TLL	44	2020
Hello Kitty	Sanrio	45	2019
Monchhichi	Sekiguchi	45	2019
Scooby-Doo	Warner Bros.	50	2020
Sesame Street	Sesame Workshop	50	2019
Spirit of Concorde	Start Licensing (agent)	50	Mar. 2, 2019

BRAND	LICENSOR/AGENT	YEAR	BRAND-IVERSARY
The Very Hungry Caterpillar	World of Eric Carle	50	Mar. 23, 2019
Woodstock Festival (1969)	Dianne Duenzl, Woodstock 69 Photos	50	Aug. 2019
Asterix	Les Editions Albert Rene	60	2019
Barbie	Mattel	60	2019
Miffy	Joester Loria Group (North American agent)	65	2020
View-Master	Mattel	75	2019
Batman	Warner Bros.	80	Sep. 12, 2019
Betty Boop	Fleischer Studios & King Features (global agent)	90	2020
Magic Chef	Magic Chef	90	2019
Mickey Mouse	Disney	90	Nov. 2018
Popeye	King Features	90	2019
Zorro	Licensing Works! (North American agent)	100	Aug. 2019
Dr. Seuss	Dr. Seuss Enterprises	115	Mar. 2, 2019
Mayflower 400	Licensing Management Intl. (LMI; agent for Intl. Mayflower Compact Partnership)	400	2020

See the updated list at www.thelicensingletter.com/happy-brandiversary/

DEAL SHEET

Trimming the Fat With Fewer Deal (Announcement)s

Recently, we started getting the strange feeling that there was a drop-off in the number of new licensing deal announcements coming across our desks.

To test this hunch, we crunched the numbers going back to 2014—and it turns out that the number of Deal Sheet entries in Q1 2019 was down -17% compared to the same period last year. And Q1 2018 was down -14% from the previous year.

Our busiest year was in 2016 with over 3,100 announcements, or almost 300 more than the five-year average of over 2,800 deals from 2014–2018. In 2016, over 900 deal announcements were made in Q3 and over 800 in Q4—a historical anomaly, as Q2 and Q3 tend to be the busiest periods.

On average over 2014–2019, *TLL* reports just over 230 deals a month (in comparison, *TLL*'s March issue counted 287 deals and this issue counts 179 deals).

There are two reasons we've identified for this drop-off.

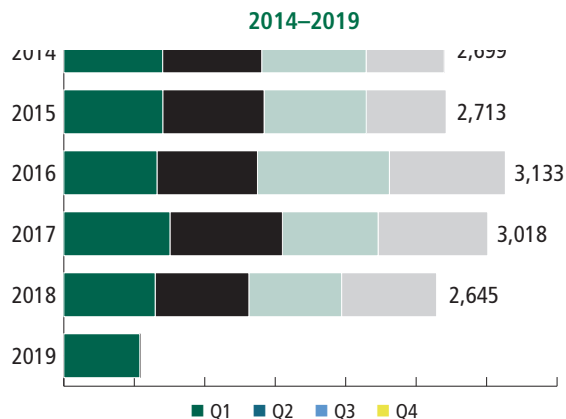
First, deal-makers are cutting back on spending money to disseminate press releases, either through PR agencies or internally with their own staff. At the same time, to better control their brand messaging, licensors are discouraging their partners from making announcements. (Result: Aside from insiders, no one knows what a brand is doing. Does a licensing deal exist if no one hears about it?)

DEAL SHEET ANNOUNCEMENTS IN THE LICENSING LETTER, 2014–2019

ANNOUNCEMENTS	2014	2015	2016	2017	2018	2019*
Deal Count	2,699	3,133	2,645	3,018	2,645	539
Monthly average	225	261	220	252	220	180
YoY Change	N/A	1%	15%	-4%	-12%	N/A

SOURCE: The Licensing Letter.

DEAL SHEET ANNOUNCEMENTS IN THE LICENSING LETTER, 2014–2019



Note: 2019 count includes Q1 only.

SOURCE: THE LICENSING LETTER

Second, they're actually cutting down on the number of deals. *TLL* has observed this trend in over-saturated product categories, where too many agreements artificially pump up cutthroat competition. For example, we had one Disney licensee tell us that the House of Mouse is "trying to make the Mickey & Minnie brand more upscale by getting rid of some of the more seedy licenses." That same licensee also said, "I think it's working." But other manufacturers (for other brands as well) have privately told us that this maneuver is just an excuse to raise royalties and doesn't necessarily reduce the amount of low-quality merch on shelves.

Don't forget to stay in touch: It's absolutely free to be listed in *TLL*'s Deal Sheet.

Properties Available or Recently Assigned

- ▶ Brand/property name
- ▶ Brand/property description: Briefly sum up the essence of the brand in 1-2 sentences.
- ▶ Licensor/Brand's Agent contact info: Who's the best point of contact?
- ▶ Product categories available for licensing: We've noticed higher-quality response rates when listings focus on 2-4 categories, but we can also list "All."
- ▶ Territory: How far does this deal reach?

Licenses Recently Granted

- ▶ Brand/property name
- ▶ Licensor/Brand's Agent contact info: Who's the best point of contact?
- ▶ Product categories being licensed.
- ▶ Territory: How far does this deal reach?
- ▶ Licensee/Manufacturer's Agent contact info: Who's the best point of contact?
 - ▶ Length of agreement: *Not required, but if you wish, we'll mention it.
 - ▶ Renewal: *Not required, but if this is a renewal, we'll mention that.

Products/Services Available for Licensing

We're also launching a new format to announce new consumer products/services available for licensing. These products can be brand-new inventions, include patented elements, or just be upgraded formats for tried-and-true fan favorites.

- ▶ Product
- ▶ Product description: Briefly sum up the essence of the product in 1-2 sentences.
- ▶ Licensee/Manufacturer's Agent contact info: Who's the best point of contact?
- ▶ Property types seeking to license: *Not required, but helpful if the manufacturer has previous experience in the area and/or knows what they're looking for.
- ▶ Territory: How far does this deal reach?

Licensing News

Properties Available or Recently Assigned, U.S.

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
Andretti Autosport	Auto racing team competes in the IndyCar Series, Indy Lights, the FIA Formula E Championship, and the Americas Rallycross Championship.	All	Michael Gottsegen, All-American Licensing & Management Group (AALMG)
Jennifer Widerstrom	American fitness model and personal trainer who appeared on the TV series "The Biggest Loser."	All	Michael Gottsegen, All-American Licensing & Management Group (AALMG)
Phillip Gorrivan Design	Multi-disciplinary design firm incorporating interior design, architecture, and product design.	All	Michael Gottsegen, All-American Licensing & Management Group (AALMG)

Licenses Recently Granted, U.S.

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Ace Ventura	GreenLight Collectibles	Model vehicles, remote-controlled vehicles	Creative Licensing Corp. (CLC)
Alien	Upper Deck Collectibles & Upper Deck Authenticated	Trading cards	20th Century Fox Consumer Products
Alliance of American Football (AAF)	FBF Originals/For Bare Feet	Socks	Alliance of American Football (AAF)
Bill & Ted's Excellent Adventure	American Classics	Apparel	Creative Licensing Corp. (CLC)
	Cubicall	Phone booths	Creative Licensing Corp. (CLC)
Bob Ross	FYE div. Trans World Entertainment	Cereal, confectionery (including chocolate), energy drinks, mints	Firefly Brand Management
Crawford the Cat	In the Sports Zone	Activity books	Alita's Brand Bar
Die Hard	USAopoly - The OP	Tabletop games	20th Century Fox Consumer Products
Dragon Ball Super, Dragon Ball Z	Underboss/Undergirl Productions	Sleepwear, socks, swimwear, underwear	FUNimation/Group 1200 Media
emoji	Paramount Brand Holdings LLC	Fragrance	Retail Monster Brand Extension & Licensing Co.
Evil Dead 2	Hourglass Escapes	Escape rooms	Creative Licensing Corp. (CLC)
Felix the Cat	Flex Watches	Watches	CPLG (U.K.)
	Suavecito	Accessories, grooming products (men's), t-shirts	CPLG (U.K.)
Halloween	Changes	Apparel	Creative Licensing Corp. (CLC)
Kathy Ireland	Greentouch Home	Bathroom furnishings, home furnishings	Kathy Ireland Worldwide (kiWW)
Marvel Avengers: Endgame	Hot Topic/BoxLunch/Her Universe	Plus size apparel	Disney Consumer Products
MasterChef Junior	Clarkson Potter div. Penguin Random House	Publishing	Endemol Shine North America
MLB	G-III Apparel Group	Athleisure (women's)	MLB Properties
	ISlide	Sandals	MLB Properties
Mr. Pickles	Puck Hcky	Accessories, apparel	Cartoon Network Enterprises
Museum of Modern Art (MoMA)	Kid Made Modern/Made Modern LLC	Arts & crafts	Museum of Modern Art (MoMA)
Pokémon	New Era Cap	Caps	Pokémon Company Intl.

*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
Precious Moments	Sara Kety Baby & Kids	Apparel (infants', toddlers')	Spotlight Licensing & Brand Management
Star Wars	Stance	Limited edition posters, socks	Disney Consumer Products
Terminator	Winco - Atomic Novelties	Fireworks	Creative Licensing Corp. (CLC)
Thimblestump Hollow	For Fans by Fans form. Mighty Fine/WeLoveFine	Accessories, apparel, collectibles	Surge Licensing
	Good Smile Connect	Master apparel, master toy	Surge Licensing
True Romance	Grey Matter Art	Posters	Creative Licensing Corp. (CLC)
U.S. Postal Service	Forever 21	Apparel	U.S. Postal Service (USPS)
University of North Carolina (Chapel Hill)	Hanesbrands	Apparel	IMG College Licensing (form. Collegiate Licensing Co./CLC)
Walking Dead (The)	Puma North America	Footwear	Striker Entertainment

International Properties Available or Recently Assigned			
PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
44 Cats	Animated series about a group of cats who act normally when around people, but just like humans when they're on their own.	All (U.K.)	Francesca Lisle, Lisle Licensing
Bill Blass	American designer and style innovator established his fashion house in 1970 with the philosophy of bringing New York City style to the rest of the world.	Fashion (Worldwide)	Steven Heller, Brand Liaison (The)
Cheetos	Food brand of cheese-flavored puffed cornmeal snacks invented by Charles Elmer Doolin in 1948. Made by Frito-Lay, subs. PepsiCo.	All (North America)	James Slifer, Joester Loria Group (JLG)
ChuChu TV	YouTube family channels with hit videos including Johnny Yes Papa, The Finger Family, and Wheels on the Bus. Counts 23BN views and 36MM subscribers.	All (North America)	Jay Asher, Brandgenuity
		All (Worldwide)	Jiggy George, Dream Theatre Pvt. Ltd.
Doritos	American brand of flavored tortilla chips produced since 1964 by Frito-Lay, subs. PepsiCo. Originally not flavored; the first flavor was introduced in 1967.	All (North America)	James Slifer, Joester Loria Group (JLG)
Dream Big!	New brand focuses on positivity, mindfulness, and well-being. Features inspiring and uplifting quotes combined with stunning designs using gold sparkle and colorful foiling.	All (Worldwide)	Natasha Dyson, Blonde Sheep Licensing
Garrity	Portable lighting brand of flashlights and lanterns since 1967, recognized for their innovation and value. Known for its LifeLite, the "Firefighters Choice."	All (Worldwide)	Bob Bernard, Learfield Licensing Partners
Hey Grandude	Children's book about an intrepid grandfather explorer and his four grandkids. With his magical postcards, Grandude takes his grandchildren on various magical adventures.	All (North America)	Mat Vlastic, Bravado Intl. Group div. Universal Music Group
Larva	Animated series follows the misadventures of two adorable and hilarious larva.	All (U.K.)	Ashley Holman, Riverside Brands

*Extension or renewal.

Continued on page 12

Licensing News *Continued from page 12*

International Properties Available or Recently Assigned			
PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
Masha and the Bear	Animated children's series about an active little girl and her friend, a good-hearted bear that loves peace and quiet.	All (Italy)	Maurizio Distefano, Maurizio Distefano Licensing - The Evolution of Licensing (MD Licensing)
		All (Turkey)	Hakan Durdag, Lisans A.S. (LDI) / Lisans Dagitim Iletisim A.S.
		All (Nordics)	Laura Nevanlinna, Ferly (prev. Kaiken Entertainment)
		All (U.K.)	Francesca Lisle, Lisle Licensing
		All (Eastern Europe excl. Poland)	Hakan Durdag, European Licensing Co. (ELC Europe)
Mayflower 400	One ship links four nations, spans 400 years of history, and connects millions of people. Year-long commemoration marking the 400th anniversary of the pioneering voyage in 2020.	All (Worldwide)	Andrew Maconie, Licensing Management Intl. (LMI)
My Singing Monsters	Family game app where players explore worlds and take care of singing monsters to build unique melodies. More than 85MM players worldwide.	Accessories, apparel, back-to-school, publishing, room decor, stationery (North America, Europe, Australia)	Alita Friedman, Alita's Brand Bar
Porch Fairies (The)	Art and design brand featuring the small but mighty to the very grand, the characters and designs make people of all ages feel happy, safe and comfortable.	All (Worldwide)	Andrew Maconie, Licensing Management Intl. (LMI)
Steve McQueen	American actor and racing enthusiast known as "The King of Cool" for his antihero persona developed at the height of the 1960s counterculture that made him a box-office draw.	Accessories, apparel, fashion (Worldwide)	Ryan Kernan, Greenlight div. Branded Entertainment Network (BEN)
Super Wings	Children's series follows a jet plane named Jett as he travels the world delivering packages to children and solving problems with his friends the Super Wings.	All (France)	Marina Narishkin, TF1 Entertainment (TF1 Media Group)
Tetris x Hello Kitty	Co-branding of two iconic brands collaborating on games and merchandise, celebrating the 45th and 35th anniversaries of Hello Kitty and Tetris respectively.	All (Worldwide)	Maya Rogers, Blue Planet Software (Tetris) Giovanna Sanzò, Sanrio GmbH
Thimblestump Hollow	Toy brand based on creepy-cute shiny black eyed fantasy characters that could be in any slice of the real world; a mossy corner of a parking lot, behind a stack of cups or your yard!	All (Worldwide)	Elan Freedman, Surge Licensing

International Licenses Recently Granted			
PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Aggretsuko	Forbidden Planet	Accessories, apparel (U.K.)	Sanrio Global Ltd.
Alien	Dark Horse Comics	Comics (Worldwide)	20th Century Fox Consumer Products
	Diamond Select Toys & Collectibles	Letter openers (Worldwide)	20th Century Fox Consumer Products
	Fanattik div. Iron Gut Publishing Ltd.	Art prints, badges, coins, pins, playing cards (Europe)	20th Century Fox Consumer Products
	Funko	Pop vinyl figures (Worldwide)	20th Century Fox Consumer Products
	National Entertainment Collectibles Association (NECA)	Toys (Worldwide)	20th Century Fox Consumer Products

*Extension or renewal.

Continued on page 14

Licensing News *Continued from page 13*

International Licenses Recently Granted			
PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Alien	Titan Books/Titan Entertainment	Books (Worldwide)	20th Century Fox Consumer Products
Angry Birds	Alpitour S.p.A.	Events & character appearances (Italy)	Maurizio Distefano Licensing - The Evolution of Licensing (MD Licensing)
Angry Birds	Crocs	Footwear (Worldwide)	Rovio Entertainment
Barbie	Unique Vintage	Apparel (Worldwide)	Mattel
Bethesda Softworks	Fanattik div. Iron Gut Publishing Ltd.	Collectibles, gifts (Europe)	Bethesda Softworks Europe
Betty Boop	Pyramid America	Doormats, mugs, notebooks, posters, stationery, storage, wall decor (U.S., Canada)	King Features Syndicate
Betty Boop	Toxicfox	Personalized products (U.K., Eire, U.S.)	King Features Syndicate
Billy Idol	MEGO Corporation	Action figures (Worldwide)	Epic Rights
Care Bears	Milk Snob	Nursing covers/blankets (U.S., Canada)	Cloudco Entertainment (form. American Greetings Entertainment)
Cartoon Network x Nandita Mahtani	Nandita Mahtani	Accessories, apparel (India)	Cartoon Network Enterprises (Asia Pacific)
Crayola	Bulu Box	Subscription service (Worldwide)	Crayola
Cuphead	Difuzed	Accessories, apparel, nightwear (Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden)	King Features Syndicate
DC Comics	Clementoni UK Ltd.	Puzzles (U.K.)	Warner Bros. Consumer Products (EMEA)
Def Leppard	Designworks Clothing Co.	Accessories, apparel (adults', children's) (Australia)	Epic Rights
Disney	Tigra Live Animations	Augmented reality books (Worldwide)	Disney Consumer Products
Disney Villains	ColourPop Cosmetics	Cosmetics (U.S., Worldwide ecommerce)	Disney Consumer Products
Disney Villains x Fila	Fila North America	Co-branded apparel (U.S., Canada)	Disney Consumer Products
Dragon Ball Super	Accutime Watch	Watches (U.S., Canada)	FUNimation/Group 1200 Media
	Rabbit Tanaka	Board signs, shadow boxes, tattoo sleeves, tin signs (U.S., Canada)	FUNimation/Group 1200 Media
	Spencer Gifts/Spirit Halloween	Accessories, costumes (U.S., Canada)	FUNimation/Group 1200 Media
	Traly	Enamel pins (U.S., Canada)	FUNimation/Group 1200 Media
Dragon Ball Z	Accutime Watch	Watches (U.S., Canada)	FUNimation/Group 1200 Media
Dune	Gale Force Nine div. Battlefront Group	Board games (Worldwide)	Legendary Entertainment
Duran Duran	Designworks Clothing Co.	Accessories, apparel (adults', children's) (Australia)	Epic Rights
Elvis Presley	ICC Intl.Cannabis Corp.	Healthcare products, wellness products (Europe)	Authentic Brands Group (ABG)
emoji	Koyo Store (The)	Coins, enamel pins (EMEA)	Emoji Co. GmbH
	Zimpli Kids	Bath products (U.K.)	Bravado Intl. Group div. Universal Music Group
Felix the Cat	Aliquantum Intl. (AQI)	Plush (Worldwide)	CPLG (U.K.)
	Funko	Collectible figures (Worldwide)	CPLG (U.K.)
	Lauren Moshi	T-shirts (U.S., Canada)	CPLG (U.K.)

*Extension or renewal.

Continued on page 15

Licensing News *Continued from page 14*

International Licenses Recently Granted			
PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Felix the Cat	Loungefly	Fashion accessories (U.S., Canada)	CPLG (U.K.)
	Skechers U.S.A. Inc.	Footwear (Worldwide)	CPLG (U.K.)
Fido Dido	Poetic Brands Ltd./PoeticGem	Apparel (U.K.)	Keurig Dr Pepper
Flower Home	Walmart.com/Jet/Hayneedle	Home goods (U.S., Canada)	Flower by Drew/Barrymore Brands
Fortnite	Hachette Book Group (U.K.)	Books, calendars (Worldwide)	WME/IMG Worldwide Licensing d.b.a. Endeavor
Fortnite Battle Royale	Moose Toys	Mini figures (U.K.)	Epic Games
Godzilla	Park Agencies	Apparel (U.K.)	Rocket Licensing
Godzilla	TDP Textiles	Nightwear, underwear (U.K.)	Rocket Licensing
Greg Norman	ICC Intl.Cannabis Corp.	Healthcare products, wellness products (Europe)	Authentic Brands Group (ABG)
Gruffalo (The)	Currumbin Wildlife Sanctuary	Augmented reality apps (Australia)	Merchantwise
Gudetama	Forbidden Planet	Accessories, apparel (U.K.)	Sanrio Global Ltd.
Heidi	Playmobil Germany/Brandstätter Stiftung & Co. KG	Figures (Worldwide)	Studio 100 Media GmbH/m4e AG
Hey Granddude	Penguin Random House (U.K.)	Books (children's) (U.K.)	MPL Communications
Jeopardy!	Game Agency (The)	Subscription service, training aids (Worldwide)	Sony Pictures Consumer Products
Kate Spade	Safilo North America*	Eyewear (Worldwide)	Kate Spade New York subs. Tapestry
Keith Haring	Lacoste	Accessories, apparel, footwear, swimwear (Worldwide ecommerce)	Artestar
Kiddets	Plunket - Royal New Zealand Plunket Trust	Co-branded promotional products (New Zealand)	Pukeko Pictures
KISS	Josh Agle Inc.	Limited edition prints (U.S., Shag stores only)	Epic Rights
	MEGO Corporation	Action figures (Worldwide)	Epic Rights
LaLiga	Puma	Sporting goods (Worldwide)	LaLiga
Levi's	Safilo North America	Eyewear (Worldwide)	Levi Strauss
LIFE Magazine	Park Agencies	Apparel, nightwear (U.K.)	Bulldog Licensing
Lois Hill	Unique Designs (UDI) dba Kiran Jewels	Jewelry (North America)	Lois Hill Accessories
Marilyn Monroe	ICC Intl.Cannabis Corp.	Healthcare products, wellness products (Europe)	Authentic Brands Group (ABG)
Marvel Avengers: Endgame	Funko	Pop vinyl figures (Worldwide)	Disney Consumer Products
	Hasbro	Action figures, toys (Worldwide)	Disney Consumer Products
	LEGO Systems	Construction block sets (Worldwide)	Disney Consumer Products
	Torrid	Plus size apparel (U.S., Canada)	Disney Consumer Products
Monster Jam	Spin Master	Kinetic sand (Worldwide)	Feld Entertainment
	Spin Master U.K.	Toys (U.K.)	Feld Entertainment
Moomins (The)	People Tree Ltd.	Apparel (women's) (U.K., Europe, U.S., Australia, Japan)	Caroline Mickler
National Geographic	Clarks - C. & J. Clark Intl. Ltd.	Footwear (U.K. Eire)	National Geographic Partners
	Omnibrand Group	Apparel (men's) (Europe)	WME/IMG Worldwide Licensing d.b.a. Endeavor (U.K.)
Peaky Blinders	Curve Digital	Video games (Worldwide)	Endemol Shine Group U.K.
Phantom (The)	Mythos Editora EIRELI	Books, comic books, graphic novels (Brazil)	King Features Syndicate
Pingu	Bandai Co. Ltd.	Mobile phone accessories (Japan)	Sony Creative Products (SCP)

*Extension or renewal.

Continued on page 16

Licensing News *Continued from page 15*

International Licenses Recently Granted			
PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Pingu	Kadokawa Corp.	Promotional products (Japan)	Sony Creative Products (SCP)
	T-Arts	Collectibles, figures (Japan)	Sony Creative Products (SCP)
Popeye	Ermoda Tekst. Konf. San. Ve Tic. Ltd. ti.	Apparel (Turkey, Albania, Bosnia-Herzegovina, Kosovo, Macedonia, Serbia, CIS & Moldova, Ukraine, Iraq, Egypt, Oman, Saudi Arabia, UAE, Algeria, Mauritania, Morocco, Tunisia, Russia, Bulgaria, Romania, Slovenia, Cyprus, Malta, Poland)	King Features Syndicate
	Original Marines/Imap Export Spa	Apparel (children's) (EMEA)	King Features Syndicate
Powerpuff Girls (The)	Bizuu	Sportswear (CEE)	Cartoon Network Enterprises
Precious Moments	Phoenix Intl. Publications	Inspirational interactive books (U.S., Canada)	Spotlight Licensing & Brand Management
	Rose Textiles	Accessories (children's), apparel (children's, infants', toddlers') (U.S., Canada, Mexico)	Spotlight Licensing & Brand Management
Purewhite x Monopoly	Purewhite div. Noah Group B.V.	Apparel (Netherlands)	Hasbro, Cookie Company (The)
Rachel Roy	A&A Optical	Eyewear (women's) (Worldwide)	Rachel Roy Intl.
Rainbow Six	Koyo Store (The)	Coins, enamel pins (EMEA)	Ubisoft Entertainment
Red Bull	Alternative Eyewear/Plan B Eyewear	Eyewear (Canada)	Red Bull
Rick & Morty	Eleven Paris	Apparel (France, Worldwide ecommerce)	Turner EMEA
Ricky Zoom	TOMY Intl. (North America)	Master toy (Worldwide)	Entertainment One (eOne) - U.K.
Rubik's Cube	McDonald's	Promotional toys (France)	Smiley Company (The)/ SmileyWorld
	TCG (form. The Canadian Group)	Jigsaw puzzles (Worldwide)	Smiley Company (The)/ SmileyWorld
Secret Life of Pets 2 (The)	ERT Group	Accessories, toys (Poland)	Planeta Junior (Central & Eastern Europe)
	Krakowskie Wypieki	Special bakery items (Poland)	Planeta Junior (Central & Eastern Europe)
	SMYK Group	Apparel (children's) (Poland)	Planeta Junior (Central & Eastern Europe)
	St. Majewski Spółka Akcyjna Sp. k.	Stationery (Poland)	Planeta Junior (Central & Eastern Europe)
	Trefl S.A.	Puzzles, toys (Poland)	Planeta Junior (Central & Eastern Europe)
Sesame Street	Suburbia S. de R.L. de C.V.	Accessories, apparel, home decor (Mexico)	La Panadería Licensing & Marketing
Shaquille O'Neal	Zyloware Eyewear	Eyewear (Worldwide)	Authentic Brands Group (ABG)
Sims (The)	Moschino SpA	Accessories, apparel (North America, Europe)	Electronic Arts (EA)
Street Fighter	Koyo Store (The)	Coins, enamel pins (EMEA)	Capcom U.S.A.
Sunny Bunnies	Posh Paws Intl. Ltd.	Plush (EMEA excl. France)	CPLG (U.K.)
Tetris	Sushi Shop	Promotional products (Europe, Middle East)	Blue Planet Software (Tetris)
Thalia	ICC Intl.Cannabis Corp.	Healthcare products, wellness products (Spain)	Authentic Brands Group (ABG)
Titus O'Neil (aka Thaddeus Bullard)	ECW Press	Books (U.S., Canada, U.K., Europe, Australia)	World Wrestling Entertainment (WWE)
Tommy Hilfiger x Coca-Cola	Tommy Hilfiger	Co-branded apparel (Worldwide)	Coca-Cola
Tour de France	Panini France S.A.	Sticker albums (France)	A.S.O.

*Extension or renewal.

Continued on page 17

Licensing News *Continued from page 16*

International Licenses Recently Granted			
PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Treasure X	Aykroyd & Sons Ltd.	Nightwear, swimwear (U.K.)	Bulldog Licensing
	Blues Clothing div. CWI Intl. (Holdings) Ltd.	Daywear, outerwear (U.K.)	Bulldog Licensing
	Spearmark Intl. Ltd.	Housewares, lighting (U.K.)	Bulldog Licensing
	TDP Textiles	Nightwear, underwear (U.K.)	Bulldog Licensing
Turtle Wax	Argento SC by Sicura Inc.	Car accessories (North America)	Global Icons
	J&T Beaven Ltd.	Car care accessories (Europe)	Global Icons
	Select Group of Companies (The)	Buffers, handheld pressure systems, polishers, pressure washers, wet/dry vacuums (U.K.)	Global Icons
Twisted Sister	MEGO Corporation	Action figures (Worldwide)	Epic Rights
Valencia CF	Puma	Fashion, performance wear (Worldwide)	Valencia CF
Victoria & Albert Museum	Signare Tapestry- AC Jade	Fashion accessories, hand bags (U.K., Europe, U.S.)	V&A (Victoria & Albert Museum)
Wham!	Designworks Clothing Co.	Accessories, apparel (adults', children's) (Australia)	Epic Rights
World of Eric Carle (The)	Philip Whitney Ltd. div. Godinger Group	Giftware, keepsakes, stationery (U.S., Canada)	Joester Loria Group (JLG)
World of Tanks, World of Warships	Koyo Store (The)	Coins, enamel pins (EMEA)	Wargaming
YooHoo to the Rescue	Kennedy Publishing	Magazines (Worldwide)	Aurora World
	Nuvita Baby div. Anteprema Brands International Ltd.	Baby products (Worldwide)	Aurora World
	Panini Group U.K.	Mini figures, stickers, trading cards (Worldwide)	Aurora World

*Extension or renewal.

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.

Fila appoints **Jennifer Estabrook** as North America President. She succeeds **Jon Epstein**, who passed away suddenly in February following heart surgery, and most recently served in an acting capacity for her new role in addition to COO.

Fun Union taps **Diana Yurinova** as its CEO. The Hong Kong-based distribution company is a joint venture between Russian prodco Riki Group and an unnamed Chinese partner.

Moose Toys hires **James Knight** as its new GM Design to oversee the toyco's boys, youth electronics, licensed, and preschool categories from its Melbourne office.

Best Buy promotes CFO **Corie Barry** to CEO, effective in June. Current CEO **Hubert Joly**, who led the retailer's turnaround, will become Best Buy's Executive Chairman. The retailer is launching a search for a new finance chief.

Leslie Lee is named VP Kids Content, overseeing Cartoon Network, Boomerang, and POGO networks in Asia Pacific.

Premier Lacrosse League names **Divya Goel** as Head Marketing.

Amir Nasrabadi will oversee the making of DHX Media's Peanuts content for Apple TV+ as the new EVP & GM of its Vancouver animation studio.

JCPenney welcomes **Lauren Gandolfo** in the newly created role of SVP Home Product Design & Development. In addition, the retailer names **Steve Whaley** as SVP Principal Accounting Officer & Controller and **Trish Adams** as a strategic advisor to the company, supporting the transformation office led by Truett Horne, SVP & Chief Transformation Officer.

Bed Bath & Beyond reshapes its board of directors with a new independent Chairman in the form of **Patrick Gaston** and five new independent directors: **Harriet Edelman**, **Harsha Ramalingam**, **Andrea Weiss**, **Mary Winston**, and **Ann Yerger**. BB&B Co-founders **Warren Eisenberg** and **Leonard Feinstein** will retire from the board.



contacts & connections

Contacts & Connections is an alphabetical listing of the U.S.-based licensing companies in this issue. Notice something not quite right? Email the editor at karina@plainlanguagemedia.com and we'll fix it.

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20th Century Fox Consumer Products, Federico San Martin, VP Global Toys & Hardlines, 310-369-1000, federico.sanmartin@fox.com, P. 11.

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Accutime Watch, Maya Assis, Director Licensing, 212-686-9220 x112, maya@accutimewatch.com, P. 14.

Aliquantum Intl. (AQI), David Ringer, CEO & President, 909-773-0880 x8858, david@aqi-intl.com, P. 14.

Alita's Brand Bar, Alita Friedman, CEO, 732-319-0502, alita@alitasbrandbar.com, P. 11,13.

All-American Licensing & Management Group (AALMG), Michael Gottsegen, Partner, 818-749-7236, michael@aalmg.com, P. 11.

Alliance of American Football (AAF), Marc Jacobson, Head Brand, 415-965-4160, info@aaf.com, P. 11.

American Classics, Tommy Cost, VP, 256-737-9995, tommy@americanclassics.biz, P. 11.

Argento SC by Sicura Inc., Steven Scaba, President, 212-704-2006, steven@argentosc.com, P. 17.

Artestar, David Stark, President, 212-627-7242, dstark@artestar.com, P. 15.

Aurora World, Dee Dee Valencia, Director Product Management Development, 562-205-1292, deedee@auroragift.com, P. 17.

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Authentic Brands Group (ABG), Corey Salter, President Entertainment & VP Intl. Business Development, 212-760-2410, csalter@abg-nyc.com, P. 16.

Authentic Brands Group (ABG), Nick Woodhouse, President & Chief Marketing Officer, 212-760-2410, nwoodhouse@abg-nyc.com, P. 16.

Bethesda Softworks Europe, David Evans, Senior European Licensing & Merchandise Manager, devans@bethsoft.com, P. 14.

Blue Planet Software (Tetris), Maya Rogers, President & CEO, 808-954-6100, maya@blueplanetsoftware.com, P. 13,16.

Brand Liaison (The), Steven Heller, Founder, 855-843-5424, steven@thebrandliaison.com, P. 12.

Brandgenuity, Jay Asher, Partner, 212-925-0730, jay@brandgenuity.com, P. 12.

Bravado Intl. Group div. Universal Music Group, Mat Vlastic, CEO Bravado, 212-445-3400, mat.vlastic@umusic.com, P. 12.

Bulu Box, Kelsey Fanders, Director Brand Relationships, kelsey@bulubox.com, P. 14.

Capcom U.S.A., Susan Suarez, Licensing & Consumer Products Dept., 650-350-6552, susans@capcom.com, P. 16.

Cartoon Network Enterprises, Daria Cronin, Senior Director Licensing Soft Lines, Publishing & Licensed Promotions, 212-275-6811, daria.cronin@turner.com, P. 11.

Changes, Will Thompson, VP Licensing, 718-441-6464, wthompson@changesonline.com, P. 11.

Clarkson Potter div. Penguin Random House, Doris Cooper, VP & Associate Publisher, 212-782-9000, dcooper@penguinrandomhouse.com, P. 11.

Cloudco Entertainment (form. American Greetings Entertainment), Robert Prinzo, Head Global Licensing, 917-533-1501, rprinzo@cloudcoentertainment.com, P. 14.

Coca-Cola, Kelly Kozel, VP Global Licensing, Retail & Attractions, 404-676-4166, mmoorehead@coca-cola.com, P. 16.

ColourPop Cosmetics, Laura Nelson, President & Founder, 805-487-2122, laura@colourpop.com, P. 14.

Crayola, Warren Schorr, VP Business Development & Global Licensing, 610-253-6271 x4723, wschorr@crayola.com, P. 14.

Creative Licensing Corp. (CLC), Stephanie Marlis Kupperman, Director Business Development, 310-479-6777, stephanie@creativelicensingcorporation.com, P. 11,12.

Crocs, Greg Thomas, Senior Manager Global Licensing, 303-848-7589, gthomas@crocs.com, P. 14.

Cubicall, Anthony Pucci, CEO & Co-founder, 818-319-4200, anthony@cubicalbooth.com, P. 11.

Dark Horse Comics, Kari Torson, Director Intl. Licensing, 503-652-8815, karit@darkhorse.com, P. 13.

Diamond Select Toys & Collectibles, Chuck Terceira, President, 410-560-7100, tchuck@diamondselecttoys.com, P. 13.

Disney Consumer Products, Paul Gitter, SVP Licensing Marvel, 818-544-1950, paul.gitter@disney.com, P. 11,15.

Disney Consumer Products, Paul Southern, SVP Licensing Star Wars, 415-623-1928, paul.southern@lucasfilm.com, P. 12.

Dr. Seuss Enterprises L.P., Susan Brandt, President, 858-459-9744, susanb@drseuss.com, P. 2.

Electronic Arts (EA), Samantha Ryan, SVP EA: Mobile, Maxis & Bioware Studios, 650-628-1500, sryan@ea.com, P. 16.

Endemol Shine North America, Tamaya Petteway, SVP Brand & Licensing Partnerships, 747-529-8147, tamaya.petteway@endemolshine.us, P. 11.

Epic Games, Joe Babcock, CFO, 919-854-0070, joe.babcock@epicgames.com, P. 15.

Epic Rights, Meghan Mernin, Director Licensing, 310-424-1909, meghan@epicrights.com, P. 15.

Epic Rights, Lisa Streff, EVP Global Licensing, 310-424-1908, lisa@epicrights.com, P. 14,15,17.

FBF Originals/For Bare Feet, Kelly Baugh, President, 765-349-7474 x8301, kelly@fbforiginals.com, P. 11.

Feld Entertainment, Jeff Bialosky, VP Licensing & Retail Development, 703-749-5513, jbialosky@feldinc.com, P. 15.

Fila North America, Louis W. Colon III, VP Heritage & Trend, 212-726-5900, icolon@fila.com, P. 14.

Fila North America, Jennifer Estabrook, President North America, 212-726-5900, jestabrooks@fila.com, P. 17.

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

Flex Watches, Trevor Jones, CEO & Founder, 213-455-4118, info@flexwatches.com, P. 11.

Flower by Drew / Barrymore Brands, Chris Miller, President, hello@flowerpress.com, P. 15.

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Forever 21, Linda Chang, VP Merchandising, 213-741-5100, linda.c@forever21.com, P. 12.

FUNimation/Group 1200 Media, Adam Zehner, VP Licensing & Aquisitions, 972-537-0838, adam.zehner@group1200.com, P. 11,14.

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Funko, Brian Mariotti, President & CEO, 425-783-3616, brian@funko.com, P. 13,14.

FYE div. Trans World Entertainment, Jodie Evans, SVP Entertainment Merchandising & Marketing, 518-452-1242 x7775, jevans@twec.com, P. 11.

G-III Apparel Group, Kyle Sanborn, VP, 212-403-0500, kyles@g-iii.com, P. 11.

Gale Force Nine div. Battlefront Group, John-Paul Brisigotti, CEO, 434-978-7080, info@gf9.com, P. 14.

Continued on page 19

contacts & connections *Continued from page 18*

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Global Icons, Jeff Lotman, CEO, 310-873-3560, jeff.lotman@globalicons.com, P. 17.

Good Smile Connect, Guy Brand, 213-924-9889, support@goodsmile.jp, P. 12.

GreenLight Collectibles, Cale Hotton, Director Licensing & Product Development, 317-287-0600, cjh@greenlighttoys.com, P. 11.

Greenlight div. Branded Entertainment Network (BEN), Ryan Kernan, Senior Director Merchandise Licensing, 212-375-7302, ryan.kernan@bengroup.com, P. 13.

Greentouch Home, Jonathan Nussbaum, President, 855-571-1044, jnussbaum@greentouchhome.com, P. 11.

Grey Matter Art, Mike Gregory, Co-founder & Co-Owner, 845-709-2522, michaelc.gregory@greymatterart.com, P. 12.

Hallmark Cards, Karen Mitchell, Product Development & Licensing Director, 816-274-3639, kmitch1@hallmark.com, P. 2.

Hanesbrands, Susan Kibelstis, Senior Manager College Licensing, 336-519-8080, susan.kibelstis@hanesbrands.com, P. 12.

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Hot Topic/BoxLunch/Her Universe, Robert Thomsen, SVP Merchandising & Marketing, 626-839-4681, rthomsen@hottopic.com, P. 11.

Hourglass Escapes, Seth Wolfson, Owner & Designer, 206-718-3705, info@hourglassescapes.com, P. 11.

IMG College Licensing (form. Collegiate Licensing Co./CLC), Cory Moss, SVP & MD, 770-956-0520, cmoss@clc.com, P. 12.

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ISlide, Justin Kittredge, President & CEO, 781-352-0677, info@islideusa.com, P. 11.

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Keurig Dr Pepper, Megan May, Brand Licensing Manager, 972-673-7000, megan.may@keurig.com, P. 15.

Kid Made Modern/Made Modern LLC, Todd Oldham, Founder, 212-634-9200, help@kidmademodern.com, P. 11.

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Lois Hill Accessories, Lois Hill, Owner, 212-727-2818, lois@loishill.com, P. 15.

Loungefly, Jason Hoffman, Director Licensing, 818-718-5600, jason@loungefly.com, P. 15.

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MEGO Corporation, George Grillo, george@instarent.com, P. 14,15,17.

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Moose Toys, Menal McGrath, Director Global Licensing Acquisitions & Entertainment Partnerships, 310-341-4642, licensing@moosetoys.com, P. 15.

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National Entertainment Collectibles Association (NECA), Joel Weinshanker, President, 908-686-3300 x206, joelw@necaonline.com, P. 13.

New Era Cap, Christopher Koch, CEO, 716-549-0445, chrisk@neweracap.com, P. 11.

Paramount Brand Holdings LLC, Mike Barbanel, VP, 609-423-1090, P. 11.

Philip Whitney Ltd. div. Godinger Group, Max Harris, President, info@philipwhitney.com, P. 17.

Phoenix Intl. Publications, Jack Alexander, CEO, 212-481-1111, jackalexander@phoenixip.com, P. 16.

Pokémon Company Intl., Colin Palmer, VP Marketing & Licensing, 425-274-4800, c.palmer@pokemon.com, P. 11.

Puck Hcky, Matt Marini, CEO, 734-717-1957, matt@puckhcky.com, P. 11.

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

Pyramid America, Andrew Lawrence, Licensing Director, 914-668-6666 x214, andrew@pyramidamerica.com, P. 14.

Rabbit Tanaka, Vincent Farrand, Director Sales, 817-263-0909, rabtanaka@aol.com, P. 14.

Random House/Golden Books Young Readers Group, Chris Angelilli, VP, Editor-in-Chief & Executive Director Licensed Publishing, 212-782-9000, cangelilli@penguinrandomhouse.com, P. 2.

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Retail Monster Brand Extension & Licensing Co., Michael Connolly, Founder & CEO, 844-365-2726, m.connolly@retailmonster.com, P. 11.

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Sony Pictures Consumer Products, Stacey Kerr, SVP Global Licensing, 310-244-4000, stacey_kerr@spe.sony.com, P. 15.

Spencer Gifts/Spirit Halloween, Chuck Earling, Licensing Manager, 609-645-3300, chuck.earling@spirithalloween.com, P. 14.

Spotlight Licensing & Brand Management, Carole Postal, President, 212-947-5958, carole@spotlightlicensing.com, P. 12,16.

Stance, Candy Harris, CMO, 949-391-9030, candy@stance.com, P. 12.

Striker Entertainment, Marc Mostman, Partner, 818-225-9355, marc@strikerent.com, P. 12.

Suavecito, Tony Adame, CFO, 714-388-6920, tony@suavecitopomade.com, P. 11.

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Torrid, Kate Horton, SVP & GMM, 626-839-4681, khorton@torrid.com, P. 15.

Traly, Adam Litvack, Director New Business, 561-995-0650, adam@traly.com, P. 14.

U.S. Postal Service (USPS), Roy Betts, Senior Public Relations Executive, 202-268-5793, roy.a.betts@usps.gov, P. 12.

Continued on page 20

contacts & connections *Continued from page 19*

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Unique Vintage, Katie Echeverry, Founder & CEO, 818-953-2877, katie@uniquevintage.com, P. 14.

Upper Deck Collectibles & Upper Deck Authenticated, Jason Masherah, President, 760-929-3409, jason_masherah@upperdeck.com, P. 11.

USAopoly - The OP, Maggie Matthews, SVP Licensing, 760-602-7609, maggie@usaopoly.com, P. 11.

Vandor Products, Stacey Dobkins, VP Licensing & Marketing, 801-972-2888 x149, sdobkins@vandorproducts.com, P. 2.

Walmart.com/Jet/Hayneedle, Anthony Soohoo, SVP & Group GM Home, U.S. eCommerce, 650-837-5000, anthony.sooohoo@walmartlabs.com, P. 15.

Wargaming, Erik Whiteford, VP Marketing & Communications, 510-962-6747, ewhiteford@wargamingamerica.com, P. 17.

Winco - Atomic Novelties, Eric Dupuis, 531-333-2735, eric@atomicnovelties.com, P. 12.

WME/IMG Worldwide Licensing d.b.a. Endeavor, Gary Krakower, VP Worldwide Licensing, 424-653-1900, gary.krakower@img.com, P. 15.

World Wrestling Entertainment (WWE), Sarah Cummins, SVP Consumer Products, 203-352-8600, sarah.cummins@wwecorp.com, P. 16.

Zyloware Eyewear, James Shyer, Co-CEO & COO, 914-708-1200, jshyer@zyloware.com, P. 16.



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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Alternative Eyewear/Plan B Eyewear, Cassandra Slepian, Marketing Manager, 905-619-2742, cslepian@alternativeeyes.com, P. 16.

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