

Licensed Retail Sales Surpass \$110 Billion in U.S./Canada Despite Entertainment Slump

Retail sales of licensed merchandise in the U.S. & Canada grew 1.4% last year to reach \$110.49 billion, according to TLL's *Annual Licensing Business Survey*. The world's largest territory by share of licensed sales (63.3% share) recorded some of the slowest growth rates, relative to the rest of the world, with international territories up a combined 2.5% from 2017.

Sales of art-based licensed goods jumped 1.3% in 2018 to reach \$5.93 billion, largely driven by the commercial art and artists subcategory (up 1.4%), which enjoyed a brisk boost from home goods. The category was additionally supported by 1.0% growth from museum brands, which saw some new activity from STEM toys in addition to staple gifts & novelties goods.

Celebrity brands brought in an additional \$143 million in 2018, with licensed sales up 2.4% to reach \$6.06 billion. The fastest-growing segment within the property type was social media-based influencers, who permeated nearly every type of product category, from home to health & beauty aids (HBA) to toys/games. The "other" subcategory first broke the billion-dollar mark in 2017, and jumped an additional 4.0% to reach \$1.11 billion in 2018. Sales attributable to traditional entertainers/models were up 2.2% last year to reach

\$2.71 billion, thanks in part to deals in the HBA and fashion apparel/accessories spaces. Chefs and home-related celebrities were up 1.9% last year on the strength of a strong DIY movement in home and the kitchen.

Collegiate brands were up 1.3% for a total \$3.62 billion in licensed retail sales, a slightly slower rate of growth compared to 2017.

Usually a strong performer, the entertainment/character property type was down 1.3%, or \$172 million, from 2017 to reach \$13.04 billion in 2018 licensed sales. Much of this dip was directly attributable to the dramatic -2.3% dip in toys/games, but weakened (though positive) performance was noted in several other categories. Character-based sales continued to slide, while

Continued on page 4

Licensed Retail Sales of Cannabis Still Lagging Behind Potential

Retail sales of cannabis and related merchandise reached \$182 million during the 4/20 holiday period (4/18-4/20), up 30% from the same time last year, per data from MJ Freeway.

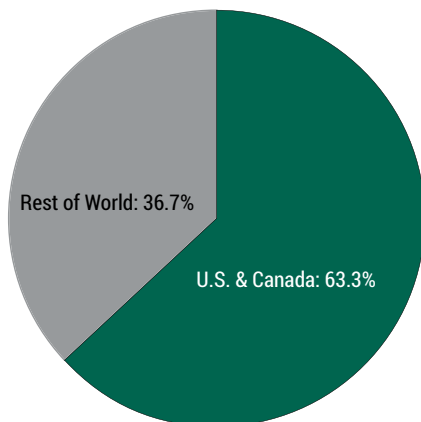
The actual day earned \$80 million in sales, of which 45.3% was for flowers, 39% for cartridges/pens, 12% for concentrates, and 10% for edibles. The largest share of dollar sales were by men (62%) and 30- to 40-year-olds. The average order amount was almost \$110 for 3.56 products.

The global cannabis technology and data company's 4/20 data is based across 14 U.S. states (AK, AZ, CA, CO, FL, MA, MD, MI, MT, NV, OR, PA, VT, WA), the District of Columbia, and Puerto Rico—all territories in which cannabis is legal for medical use, recreational use, or both.

TLL estimates that licensed retail sales of cannabis and related accessories totaled roughly \$90 million in the U.S. in 2018. In comparison, total cannabis spending at U.S. dispensaries in 2018 reached \$10.5 billion, according to cannabis research firm BDS Analytics. We covered the fledgling cannabis industry in 2016 and 2017 as it

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Share of Retail Sales of Licensed Merchandise, U.S. & Canada Versus Rest of World, 2018



SOURCE: THE LICENSING LETTER

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Note from the Editors

In a recent user survey, 18% said they would be “distracted” if TLL disappeared tomorrow. We’d like to take this chance to reassure them: We’re not. But what we are doing is reinventing and redoubling our efforts to make sure you continue to see our best.

Don’t just take our word for it. We’ve included some comments from that user survey here (anonymized) as well as some time-tested testimonials (on the record).



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Sounding Board

“An important source of independent reporting and analysis on the issues and trends shaping the licensing industry—a must read every month.—*Warren Schorr, VP Business Development & Global Licensing, Crayola*

“The best way to keep up with what is happening in the licensing business is to read every issue of TLL.—*Gary Caplan, LIMA Hall of Fame Member.*

“TLL helps keep me apprised of which properties are hot and trends in the industry. This helps me service my clients.—*Consultant, 3–6 years with TLL*

“TLL keeps us up-to-date on what is happening in the market place and to be aware of which licensees are trending and their position in the industry.—*Lloyd Roth, President, The Tin Box Company of America*

“With all those tools, the user has to make the most of them to be worth it and useful.—*Licensor, 3–6 years with TLL*

“I am loving the Licensing Sourcebook Online! I don’t know how I did without it!”—*Cynthia Hall Domine, President & Founder, Synchronicity*

“I find it useful to find new contacts and understand how competitors are working with their brands.—*Licensor, 3–6 years with TLL*

“THE LICENSING LETTER is an invaluable tool for licensing agents to assist in finding manufactures who have knowledge of the licensing industry.—*Cynthia Modders, President & CEO, Firefly Brand Management*

“The articles on the variety of licensing businesses (cannibis, theme parks, international, etc.) are valuable learning tools.—*Licensor & Consultant, 7–9 years with TLL*

“I think that TLL does not have any real competitors.—*Consultant, 7–9 years with TLL*

“We at LMCA have subscribed to TLL for over 20 years now. The publication is read the same day we receive it...and then goes into our files. Invaluable!—*Allan Feldman, CEO, LMCA*

“THE LICENSING LETTER is one of the industry’s most trusted sources of news and contacts, it’s information and networking you really can’t get with any other resource.—*Joanne Olds, President, Buffalo Works*

“TLL is concise and extremely helpful.—*Agent, over 10 years with TLL*

“THE LICENSING LETTER is a great resource for up to date licensing industry news and contact info.—*Marc Mostman, Partner, Striker Entertainment*

“TLL’s point of difference has always been the ability to provide key contacts including names, emails, and phone numbers. This information is invaluable.—*Agent, over 10 years with TLL*

“Hallmark Licensing has been a subscriber to THE LICENSING LETTER for many years. The articles and reports related to consumer product licensing, entertainment, and retail trends are very helpful in our business.—*Brenda Odell, Senior Licensing Account Executive, Hallmark*

“I find THE LICENSING LETTER to be my preferred resource for the licensing industry as my perception is it is an impartial resource.—*Agent, over 10 years with TLL*

“TLL is such a crucial part of running my business; the resources available from the subscription have been priceless.—*Marlene Cuesta, Licensing Agent & Consultant, MC Licensing*

“TLL helps us know our competitive set as it changes quarterly.—*Licensee, over 10 years with TLL.*

“With immediate online access, we find THE LICENSING LETTER to be an invaluable resource for industry information and data.—*Ernie Savo, Director of Global Licensing, The Hershey Company*

Cannabis Licensing Continued from page 1

took its first steps into the big, corporate world. Since then, not much has changed. In part, this is because of different state-by-state legal regulations, tax rates, and packaging requirements; roughly identical products can have 100–300% markups across different state lines.

Surprisingly, America's northern neighbor counts similar levels of sales. Recreational sales of dried and fresh cannabis flower, pre-rolls, oils, and capsules became legal only in October 2018. Per StatsCan, industry sales of marijuana totaled C\$105 million (\$79 million) in January and February 2019. Sales are expected to jump when edibles and concentrates become legalized in coming months. Such goods typically lend themselves to licensing more than smoke-able flowers, for example, which can be difficult for brands to scale.

Most licensed cannabis and accessories are for celebrities like singers, actors, and chefs—key examples include Marley Natural (Bob Marley), Whoopi & Maya (Whoopi Goldberg), Etheridge Farms (Melissa Etheridge), Willie's Reserve (Willie Nelson), Leafs by Snoop (Snoop Dogg), Khalifa Kush (Wiz Khalifa), and Mindy's Edibles (Mindy Segal).

On the flip side, licensing of cannabis-based brands into consumer goods has also been shaky, but recently the United States Patent and Trademark Office (USPTO) issued guidance that would allow federal trademark registration for marks used on some hemp-based products, including those containing hemp-derived CBD (except for foods, beverages, dietary supplements, or pet treats).

Immoral, Scandalous Trademarks Soon to Become Protectable?

The U.S. Supreme Court recently heard arguments in *Iancu v. Brunetti*, a case which weighs whether prohibition on the federal registration of “immoral” or “scandalous” trademarks under the Lanham Act is facially invalid under the First Amendment's free speech clause. At issue is the mark FUCTION, which was not spoken aloud during oral arguments, but painfully described as “the equivalent of the past participle form of ... the paradigmatic profane word in our culture.”

The counter-culture streetwear brand FUCTION was created in the 1990s by Erik Brunetti, who hasn't been able to secure federal protection since. (Brunetti enjoys protection against third-party infringement under American common law.)

The question before the court hinges on a definition of public decency, but as was pointed out by several justices during oral argument, the standard is constantly shifting and practically impossible to pin down. As *Slate* points out, the U.S. Patent & Trademark Office (USPTO) applies the law in a way that appears quite arbitrary. The USPTO

has approved the trademark “Cumbrella” and rejected “Cum Together.” It has approved “Whores From Hell” and rejected “The Christian Prostitute.” It has approved “Grammar Nazi” while rejecting “Coffee Nazi” and “Surf Nazi.” “Dykes on Bikes” and “Dyke Night” are OK, but “2 Dykes Minimum” is not. “Anal Fantasy Collection” got registered while “A-Hole Patrol” was refused. “Party With Sluts,” “Wondrous Vulva Puppet,” “Laughing My Vagina Off,” and “I Am Strung Out Like a Crack Whore in Spandex” were all approved. “Camel Toe Surf Wax,” “Tasty Twats,” “Bubby Trap,” and “Pussywear” were all denied registration by the PTO.

There are several factors that may affect whether one mark is worthy of registration over another—such as the sensibilities of the audience a mark specifically targets as well as the class of products/services sought to be protected. But if the application of the law is deemed too arbitrary, that would be a strike against its constitutionality.

The provision at issue is closely related to one the Court held to be unconstitutional in 2017 in a case called *Matal v. Tam*, which prohibited federal registration of marks that “disparage” an individual or group of people. In *Tam*, an Asian-American dance-rock band sought protection for its name *The Slants* and were ultimately granted the right to seek federal registration on First Amendment grounds.

Who's News

Are you hiring? Being promoted, changing jobs, retiring? Email karina@plainlanguagemedia.com and we'll announce the news in our next issue of Who's News.

Under President **Maura Regan's** vision, **LIMA** evolves into **Licensing International**. The organization will continue and enhance its efforts on behalf of the licensinf industry, including developing key research and reports; sharing industry news and job opportunities; and offering seminars and educational programming for market leaders around the world.

Current Disney President **Alan Bergman** is promoted to Co-Chairman of the studio's entertainment division, while current Chairman **Alan Horn** will assume the additional title of Chief Creative Officer. Both executives will report directly to **Bob Iger** as they jointly oversee Disney's film, music, and theater groups, as well as the studios' global marketing, distribution, communications, and human resources departments.

Lionsgate hires former Warner Bros. exec **Lynn Whitney** as Head Worldwide Paid Media, Partnerships, Promotions & Consumer Products. She will aggressively build out maximum impact media campaigns as well as oversee partnerships, promotions, and consumer products—led by **Paula Kupfer**, who reports to Whitney—under a single synergistic new media unit within the studio's re-imagined Global Marketing division.

Sambro names **Tony Hicks** its new CEO.

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U.S. & Canada Sales Up 1.4%

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several key A-list entertainment brands were shaken up.

The market forces dragging down entertainment/character brands were similarly felt by traditional toys/games, albeit to a smaller degree. Toy/game-based licensed sales were down 1.1% to reach \$1.42 billion in 2018.

Belying some dramatic growth (and fall) from selected estate brands, the category recorded an average of 1.0% growth in the U.S./Canada. Much of the current activity in this category is balanced between deceased musicians and, to a lesser extent, entertainers/models.

Fashion brands were up 1.6%, or \$340 million, for a grand total of \$22.12 billion in licensed retail sales. Fashion is the second-largest property type we track, with an even 20.0% share of the U.S. & Canada market. Despite, or perhaps because of, soft sales in licensed footwear, fashion footwear brands recorded higher licensed sales for the year, growing 2.6% to reach \$2.69 billion in mostly apparel goods. Apparel-based brands were up 1.4% and fashion home-based brands were up 1.9% in 2018.

Licensed retail sales of goods based on music brands were up 2.1%, thanks in part to classic rock and pop-based acts. Note that the \$2.53 billion figure does not include sales made at concert venues.

Non-profit licensed sales were flat at 0.8%, up just \$10 million to hit the \$1.25 billion mark.

Licensed publishing-based goods were up 1.6% in sales, for a total of \$4.71 billion. Newspaper/magazine brands enjoyed a 2.0% boost, in part thanks to a slew of “lifestyle product” agreements ranging from health & beauty aids to housewares.

The third-largest property type by sales, sports, jumped an additional 1.4% in sales last year to reach \$16.14 billion. Apparel and accessories were particularly strong this in 2018, driving a total \$223 boost to the property type.

With 26.9% share of the U.S. & Canada market, corporate trademarks/brands are the largest segment with \$29.76 billion in licensed sales. The largest sub-category in this segment are food/beverage brands, which were up 2.6% in 2018 to reach \$8.36 billion in sales. Restaurant brands lagged somewhat behind

Retail Sales of Licensed Merchandise, by Property Type, U.S. & Canada, 2017–2018

Figures in Millions USD

PROPERTY TYPE	RETAIL SALES, 2018	RETAIL SALES, 2017	CHANGE, 2017–2018	SHARE, 2018
Art	\$5,934	\$5,858	1.3%	5.4%
<i>Art and Artists</i>	\$4,423	\$4,362	1.4%	4.0%
<i>Museums</i>	\$1,511	\$1,496	1.0%	1.4%
Celebrities	\$6,058	\$5,915	2.4%	5.5%
<i>Entertainers/Models</i>	\$2,714	\$2,655	2.2%	2.5%
<i>Chefs/Home-Related</i>	\$2,236	\$2,194	1.9%	2.0%
<i>Other</i>	\$1,108	\$1,065	4.0%	1.0%
Collegiate	\$3,624	\$3,578	1.3%	3.3%
Entertainment/Character	\$13,043	\$13,215	-1.3%	11.8%
Estates	\$2,354	\$2,330	1.0%	2.1%
Fashion	\$22,116	\$21,776	1.6%	20.0%
<i>Apparel</i>	\$18,681	\$18,423	1.4%	16.9%
<i>Footwear</i>	\$2,689	\$2,621	2.6%	2.4%
<i>Home</i>	\$746	\$732	1.9%	0.7%
Music	\$2,530	\$2,478	2.1%	2.3%
Nonprofit	\$1,248	\$1,239	0.8%	1.1%
Publishing	\$4,710	\$4,637	1.6%	4.3%
<i>Newspapers/Magazines</i>	\$2,932	\$2,875	2.0%	2.7%
<i>Comic Books/Strips</i>	\$1,288	\$1,278	0.8%	1.2%
<i>Books</i>	\$490	\$485	1.1%	0.4%
Sports	\$16,138	\$15,915	1.4%	14.6%
Trademarks/Brands	\$29,764	\$29,155	2.1%	26.9%
<i>Food/Beverage</i>	\$8,355	\$8,143	2.6%	7.6%
<i>Restaurants</i>	\$4,789	\$4,732	1.2%	4.3%
<i>Automotive/Motor Vehicle</i>	\$4,379	\$4,336	1.0%	4.0%
<i>Electronics/Technology</i>	\$3,475	\$3,458	0.5%	3.1%
<i>Hardware, Appliance & Tool</i>	\$3,151	\$3,038	3.7%	2.9%
<i>Sporting Goods</i>	\$1,349	\$1,335	1.1%	1.2%
<i>Home-related</i>	\$425	\$405	5.0%	0.4%
<i>Electronic Media</i>	\$231	\$230	0.5%	0.2%
<i>Other</i>	\$3,610	\$3,478	3.8%	3.3%
Traditional Toys/Games	\$1,417	\$1,433	-1.1%	1.3%
Video Games/Interactive/Online	\$682	\$626	9.0%	0.6%
Other	\$868	\$855	1.5%	0.8%
Total	\$110,488	\$109,010	1.4%	100.0%

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

SOURCE: THE LICENSING LETTER

with 1.2% growth in 2018. Compared to 2017, automotive/motor brands lagged in growth somewhat with a 1.0% bump in 2018, as did electronics/technology

brands with 0.5% growth. On the other hand, hardware, appliance, and tool brands jumped 3.7% to reach \$3.15 billion in sales in 2018, largely boosted by

home improvement and home appliances. For much the same reason, home-related marks jumped 5.0% to land at \$425 million in licensed retail sales. Sporting goods brands observed steady 1.1% growth last year. Electronic media brands continue to putter with 0.5% growth, although the entrance of new players into the space is expected to pay off into 2019.

The fastest-growing property type was video games/interactive/online with 9.0% growth in 2018, but given the small dollar base, growth was a relatively unremarkable \$56 million to land at \$682 million in total retail sales.

Apparel & Accessories Drive Growth Among Product Categories

Accessories sales were up 2.2% to reach \$15.95 billion in 2018, behind only the apparel category in dollar growth.

Given its already large size, eyewear saw a healthy 2.1% boost in 2018 thanks to steady performance from major fashion house brands. While they have a much smaller share of licensed eyewear sales, licenses for entertainer-, estate-, and automotive-based brands also grew on average in 2018.

The jewelry and watches sub-category was up 2.3% in 2018, largely driven by key fashion brands, and saw notably strong performance from art-, sport-, and character-based brands.

Handbags, backpacks, and messenger bags were up 3.0%, with licensed sales growth lagging behind the overall rate somewhat, in part because of a dearth of licenses in the adult bag space and flat licensed performance in back-to-school bags for both younger kids and older college students.

Luggage and travel accessories, however, performed well with 2.9% growth thanks in part to the impact of streetwear brands.

Headwear sales continue to climb with 2.2% growth in 2018. Sports brands are a major player in this space, with performance by all other property types remaining steady.

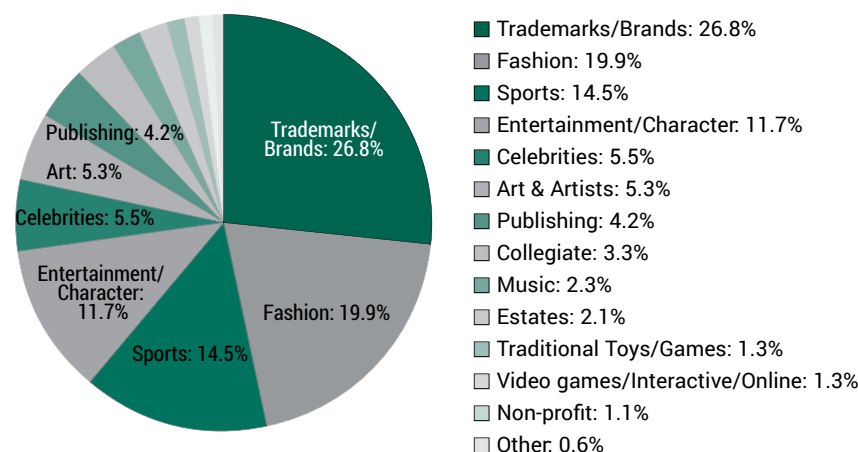
The relatively small hosiery category grew 1.6% as retail sales of licensed socks, stockings, and tights continue to generate only a small share of the general market. Socks is the most diverse offering in this product subcategory, as it includes fashion, sports, children's characters, and even candy brands.

The scarves and ties sub-category was down in 2018, with little sign that recovery is on the way in 2019.

The other accessories category was up 1.0% overall in 2018 and includes goods such as bandanas, belts, buckles, gloves, small leather goods, suspenders, umbrellas, and wallets.

Apparel is the largest product category we track, with \$22.05 billion in licensed retail sales in 2018. The category also boasted the largest dollar change in 2018, roughly \$432 million.

Share of Retail Sales of Licensed Merchandise, Based on Property Type, U.S. & Canada, 2018



SOURCE: THE LICENSING LETTER

Who's News

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Crunchyroll promotes San Francisco-based **Jasmine Downey** to Licensing Specialist and Tokyo-based **Tiffany Suzuki** to Senior Licensing Specialist. Both report to **John Leonhardt**, Head Consumer Products.

Linda Wells exits **Revlon** as Chief Creative Officer, but she still be consulting with the beauty company for **Flesh**, a makeup line she launched exclusively at **Ulta Beauty** in 2018.

Russell Nickel plans to step down as CFO of **Funko** by the end of 2019. He will remain during the search for his successor and to ensure an orderly transition.

Saucony div. **Wolverine Worldwide** appoints Nike veteran **Shawn M. Hoy** as VP Global Product.

Sustainable shoe brand **Rothy's** appoints **Dayna Quanbeck** as the brand's first full-time CFO.

Dick's Sporting Goods appoints **Ed Plummer** as CMO and **Steve Miller** as SVP Strategy & Analytics. Both will report to **Lauren Hobart**, President of **Dick's Sporting Goods**.

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Virtually every property type we track has at least some presence in the apparel category, although fashion and sports are the power players.

Unsurprisingly, streetwear dominated growth in 2018, in part through licensed collaborations with upscale fashion and performance/activewear brands. Some notable cross-collaborations from entertainment, character, toy, and estate brands emerged in the streetwear space, but these were mostly capsule collections with limited dollar impact. Last year, intimates/lingerie were particularly

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Product Category Trends

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strong for entertainer and fashion brands entering the space. The t-shirt is the workhorse of the category, and continues to drive sales across the board.

After a couple of years of declines, licensed footwear sales finally bounced back with tepid 1.4% growth to reach \$5.70 billion. Much of the rebound can be attributed to streetwear and fashion brands; kid-gear ed entertainment/character licensing continues to remain uninspired, if in the black.

Licensed food/beverages slowed down from 6.0% growth in 2017 to 2.3% in 2018, for a total of \$12.39 billion in retail sales. Continuing from last year, snacking remains the fastest growth area for licensed activity, with key trends including natural, organic, and better-for-you ingredients.

A significant share of licensed sales are attributable to already-existing food and beverage brands expanding into adjacent categories (from milk to ice cream, boxed raisins to muffin mix) and such deals may involve using the licensor's core product as an ingredient. Restaurants are also key players, bringing their dishes from the table to the frozen food aisle, for example.

Confectionery and chocolate manufacturers also license entertainment/character brands (for kids) and alcohol/spirits brands (for adults).

Licensed health and beauty aids (HBA) grew 1.5% in 2018 to reach \$8.05 billion in sales, and are expected to continue to grow in 2019. Fragrance is the largest subcategory within HBA, with sales growing little year-to-year as more-or-less stable number of brands command more-or-less stable sales. The biggest players in fragrance are fashion apparel brands and celebrities. Hair accessories did particularly well, thanks to a rise in popularity for hairbands, bows, and headscarves. While sales of celebrity- and social media influencer-backed cosmetics are growing dramatically and are expected to make an impact on 2019 figures, it should be noted that many of these lines are not under licensing agreement. The biggest growth drivers for 2019 are men's skin/hair care, CBD, and cruelty-free/environmentally-friendly ingredients.

Retail Sales of Licensed Merchandise, by Product Category, U.S. & Canada, 2017–2018

Figures in Millions USD

PRODUCT CATEGORY	RETAIL SALES, 2018	RETAIL SALES, 2017	CHANGE, 2017–2018	SHARE, 2018
Accessories	\$15,954	\$15,608	2.2%	14.4%
<i>Eyewear</i>	\$5,188	\$5,081	2.1%	4.7%
<i>Jewelry and Watches</i>	\$3,737	\$3,653	2.3%	3.4%
<i>Handbags, Backpacks, Messenger Bags</i>	\$2,157	\$2,094	3.0%	2.0%
<i>Luggage & Travel Accessories</i>	\$1,534	\$1,491	2.9%	1.4%
<i>Headwear</i>	\$1,480	\$1,448	2.2%	1.3%
<i>Hosiery</i>	\$615	\$605	1.6%	0.6%
<i>Scarves & Ties</i>	\$151	\$154	-1.8%	0.1%
<i>Other</i>	\$1,093	\$1,082	1.0%	1.0%
Apparel	\$22,048	\$21,616	2.0%	20.0%
Consumer Electronics	\$5,723	\$5,683	0.7%	5.2%
Domestics	\$3,827	\$3,755	1.9%	3.5%
Food/Beverages	\$12,394	\$12,116	2.3%	11.2%
Footwear	\$5,698	\$5,620	1.4%	5.2%
Furniture/Home Furnishings	\$3,375	\$3,399	-0.7%	3.1%
Gifts/Novelties	\$2,628	\$2,556	2.8%	2.4%
HBA	\$8,055	\$7,937	1.5%	7.3%
<i>Fragrance</i>	\$4,041	\$3,981	1.5%	3.7%
<i>Hair Accessories</i>	\$274	\$265	3.6%	0.2%
<i>Cosmetics/Nail Polish/Other</i>	\$3,739	\$3,691	1.3%	3.4%
Housewares	\$3,127	\$3,086	1.3%	2.8%
Infant Products	\$2,733	\$2,722	0.4%	2.5%
Publishing	\$3,921	\$3,844	2.0%	3.5%
Sporting Goods	\$3,004	\$2,986	0.6%	2.7%
Stationery/Paper	\$2,328	\$2,351	-1.0%	2.1%
Toys/Games	\$7,525	\$7,703	-2.3%	6.8%
Video Games/Software	\$3,165	\$3,118	1.5%	2.9%
Other	\$4,982	\$4,908	1.5%	4.5%
<i>Boats & Vehicles</i>	\$535	\$526	1.7%	0.5%
<i>Pet Products</i>	\$495	\$474	4.5%	0.4%
<i>Automotive Accessories</i>	\$416	\$409	1.5%	0.4%
<i>Hardware & Paint</i>	\$355	\$345	2.9%	0.3%
<i>Gardening</i>	\$245	\$236	3.8%	0.2%
<i>Funerary</i>	\$9	\$9	3.4%	<0.1%
<i>Other</i>	\$2,926	\$2,909	0.6%	2.6%
Total	\$110,488	\$109,010	1.4%	100.0%

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

SOURCE: THE LICENSING LETTER

Sale of licensed toys/games were down another 2.3% in 2018 after plummeting 4.4% the previous year. The \$177 million loss had the most devastating impact on entertainment/character (down \$172 million) and traditional toy/game (-\$16 million) brands, but also had a chilling effect on other property types like publishing and video games/interactive/online. The decline is largely attributable to the Toys”R”Us closure.

With \$2.63 billion in licensed sales, gifts/novelties recovered with 2.8% growth in 2018 after falling 2.2% the previous year. Collectibles single-handedly drove the increase, and are expected to grow the category even more dramatically in 2019. The biggest property types are entertainment and toy brands, with notable impact by key video game, sports, and social media influencers.

Licensed video games/software were up 1.5% in 2018, to reach \$3.16 billion in sales. Despite a significant uptick in licensed mobile game apps, some of these programs have not been able to generate significant returns. Console games, followed by desktop games, remain the leading sales drivers for this category.

Do-it-yourself (DIY) improvement continues to be the dominant trend in home-related goods, with everything from power tools to end tables to throw pillows seeing a boost.

Licensed domestics were up 1.9% to reach \$3.83 billion. Commercial artists as well as home-related celebrities, corporate, and fashion brands contribute to the bulk of licensed sales for soft home goods and textiles, but sports and entertainment/character are not strangers to the space. The biggest shake-up in the category comes from social media-based influencers, designers, and artists.

Licensed sales of housewares grew 1.3% in 2018 to reach \$3.13 billion. As with soft domestics, the hard home goods category is largely driven by home-related celebrities, corporate, and fashion brands. Some food/beverage and technology brands are also strong in the kitchen supplies space particularly.

Licensed sales of furniture/home furnishings corrected slightly (-0.7%) in 2018 to reach \$3.38 billion after a dramatic 6.6% boost in 2017. Corporate trademarks/brands historically dominated this category, but there has been a notable influx of fashion and home

designers striking licensing agreements in recent years.

From the “other” category, home-related goods saw a similar boost. Hardware and paint sales were up 2.9%, with existing licensing programs benefiting from general market trends. Gardening saw one of its biggest grow spurts in years (3.8%), inspired by a smattering of new licensing programs.

Licensed publishing was up an even 2.0% in 2018 to reach \$2.73 billion. Perhaps even more so than apparel, publishing is the widest-ranging category and practically every single property type we track has a licensed book, poster, or magazine. Depending on the category, most licensed lines outperformed the general market in 2018 despite poor industry-wide sales.

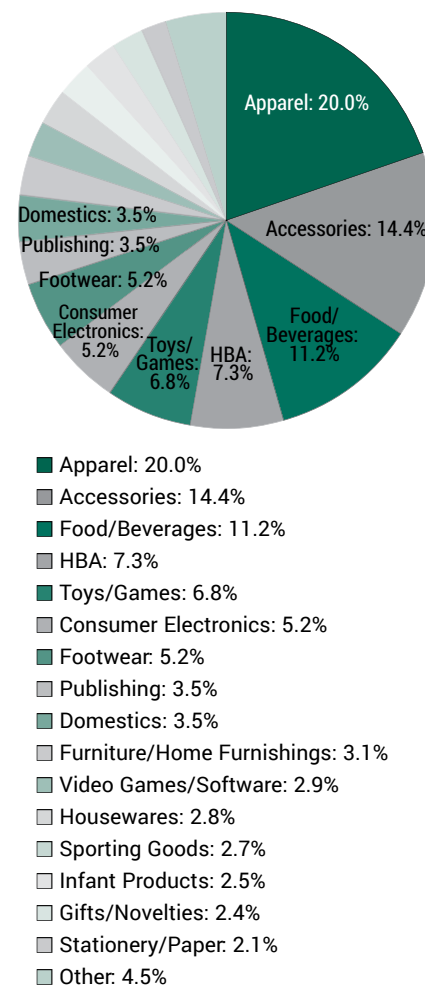
Stationery/paper continued to trend downwards in 2018, falling 1.0% to land at \$2.33 in licensed retail sales. While there has been a resurgence in demand for greeting cards, planners, and journals amongst younger consumers, it was not enough to make up for industry-wide declines. Art and artists is a strong presence in this category, in addition to home fashion designers/celebrities.

Retail sales of licensed consumer electronics were flat at 0.7% (up \$40 million to reach \$5.72 billion), despite respondents to TLL’s *Annual Licensing Business Survey* noting higher royalty rates. Entertainment brands drive most sales in the children’s space, although STEM programs with non-profits, science museums, and others are noting fast growth. On the adult side, a good chunk of sales derive from the electronics/technology subcategory within corporate trademarks/brands.

Infant products continue to remain flat, with 0.4% growth (just \$11 million) for a total of \$2.73 billion in licensed sales. Character and publishing-based brands are the most prominent, but there are also strong corporate/trademark as well as notable sports and celebrity programs. It remains to be seen if Baby Shark can single-handedly move the needle in 2019.

Sporting goods sales were flat at 0.6% to reach an even \$3.00 billion in 2018. Sports-branded merchandise like bats and balls saw overall lackluster performance, while retail sales of licensed fitness equipment and exercise aids like yoga mats were uninspiring.

Share of Retail Sales of Licensed Merchandise, Based on Product Category, U.S. & Canada, 2018



SOURCE: THE LICENSING LETTER

Finally, to wrap up, all “other” product categories grew 1.5% overall in 2018.

- ▶ Licensed boats and vehicles were booted by 1.7%, or \$9 million, for a total of \$535 million in sales.
- ▶ Pet products ran up \$495 in sales, up 4.5% from the previous year, thanks to a series of DTR deals.
- ▶ Automotive accessories continued to perform well, ticking up 1.5%, for a total of \$416 million in 2018.
- ▶ Funerary was up 3.4%, driven by licensed urns and related accessories, like commemorative plaques or necklaces.
- ▶ The remainder of the market was relatively flat at 0.6% growth.

Deal Sheet

In this issue: 29 brands/IP available or recently assigned and 132 individual licenses granted.

Brands/IP Available or Recently Assigned, U.S.

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
Mondo TV	One of the largest producers and distributors of animated content in Europe. Properties incl. Feisty Pets, YooHoo, MeteoHeroes, Robot Trains, Heidi Bienvenida.	All	Valentina La Macchia, Mondo TV S.p.a.
Moosewood	Natural food pioneers legendary for their creative, vegetarian cooking and iconic Moosewood Restaurant in continuous operation for 46 years in Ithaca NY.	All	Michael Baru, Baru Consulting & Hospitality (BCH) Scott Todd, Graj+Gustavsen (G+G)
Spear & Jackson	British heritage industrial brand known for its steel hand, garden, landscaping, and professional tools.	DIY, garden decor & accessories, home & decorative accessories, home improvement products, kitchen, pet grooming, toys	Judith le Fleming, IPR Licensing

Licensed Recently Granted, U.S.

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Beams x Crocs	Crocs	Footwear	Beams Co., Ltd.
Cobra Kai	Active Brand Commerce	Apparel	Sony Pictures Consumer Products
Cuphead	Jay Franco & Sons	Bedding, home decor, travel accessories	King Features Syndicate
DC Super Friends	Cryptozoic Entertainment	Card games	Warner Bros. Consumer Products
Dog Man!	Disguise div. Jakks Pacific	Costumes	MerryMakers
International Space Archives	Hybrid Promotions dba Hybrid Apparel	Apparel	Licensing Management Intl. (LMI)
Legends of Lucha Libre	Boss Fight Studio	Action figures, blind packs, carrying cases, role play items	Firefly Brand Management
	Running Press Book Publishers	Books, novelty books	Firefly Brand Management
	Sellers Publishing/RSVP	Wall calendars	Firefly Brand Management
	Star Cutouts	Life-size cut-outs	Firefly Brand Management
Lost Kitties	Studio Fun Intl.	Books	Hasbro
Motley Crue	Impact Merchandising	Apparel	Epic Rights, Global Merchandising Services
My Hero Academia	Culture Fly	Novelty & gift items, subscription service	FUNimation/Group 1200 Media
	Loyal Subjects (The)	Vinyl figures	FUNimation/Group 1200 Media
	McFarlane Toys	Action figures, playsets, toys	FUNimation/Group 1200 Media
	Surreal Entertainment	Gifts, novelties	FUNimation/Group 1200 Media
	USAopoly - The OP	Tabletop games	FUNimation/Group 1200 Media
	Zagwear/Zag Toys	Collectibles, games, toys	FUNimation/Group 1200 Media
Secret Life of Pets 2 (The)	Basic Fun Inc.	Toys	Universal Brand Development
	good2grow	Juice	Universal Brand Development
	Hybrid Promotions dba Hybrid Apparel	Apparel	Universal Brand Development
	Inkology	Stationery	Universal Brand Development

*Extension or renewal.

Continued on page 9

Licensed Recently Granted, U.S. *Continued from page 8*

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
SONIC Drive-In	Ghost Lifestyle	Energy drink mixes	Brand Central
Toy Story 4	Kellogg	Cereal boxes	Disney Consumer Products
Zorro	American Mythology Productions	Comics	Licensing Works!
	American Mythology Productions*	Art books, trading cards	Licensing Works!
	Gemstone Publishing div. Geppi's Entertainment Publishing & Auctions	Comic books	Licensing Works!
	Mystery Escape Room LLC	Escape rooms	Licensing Works!

Brands/IP Available or Recently Assigned, Intl.

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
Aimee Kestenberg	Lifestyle brand embodying the fearless attitude and effortless style of its global award-winning designer. Combines soft, supple leathers and custom exotic treatments.	All (Worldwide)	Samira Henley, Jewel Branding & Licensing
Aniplex	A content and distribution company operating as part of Sony Music Entertainment (Japan). Portfolio incl. The Promised Neverland, Demon Slayer: Kimetsu no Yaiba.	All (Worldwide)	Kumiko Honma, Aniplex
Bulldog Licensing	European agency with diversified list of properties incl. Angry Birds, Care Bears, Match Attax, Miraculous, Pikmi Pops, Shopkins, Treasure X, Sesame Street, Route 66, LIFE, Garfield, That's not my...	All (U.K.)	Rob Corney, Bulldog Licensing
Chaotic	Re-launch for sci-fi/action TV series starring a group of teenagers who play the Chaotic trading card and online game portal. Previously sold trading cards in North America, South America, and Europe and had an Activision video game.	All incl. television rights (Worldwide)	Ken Faier, Epic Story Media
Dolly Parton	American singer, songwriter, actress and author with 26 No. 1 songs, 8 Grammy's, 10 CMA's, 5 ACM's, 4 People's Choice, 3 American Music awards and 100+ MM albums worldwide.	All (Worldwide)	Gary Krakower, WME/IMG Worldwide Licensing d.b.a. Endeavor
Elmer the Patchwork Elephant	Children's book and TV series about a cheerful, optimistic elephant with a multicolored body. Stories revolve around themes and issues relating to the concept of diversity.	All (U.K. agent, Worldwide master agent)	Claire Potter, Metrostar Media Ltd.
Encyclopaedia Britannica	Global knowledge leader for over 250 years, inspiring curiosity and the joy of learning on multiple platforms and devices. Founded in Edinburgh, Scotland in 1768.	All (Worldwide)	Matthew Dube, Merriam-Webster + Encyclopedia Britannica
Feisty Pets	Plush toys from William Mark Corp. that go from cute to feisty with just a squeeze.	All (Italy, Iberia)	Valentina La Macchia, Mondo TV S.p.a.
Happy News (The)	Lifestyle brand features bright and cheery products combining uplifting and motivational messages with unique hand-drawn illustrations from illustrator Emily Coxhead.	All (U.K.)	Alicia Davenport, DRi Licensing Ltd.
Hey Grandude	Children's book by Paul McCartney about an intrepid grandfather who takes his 4 grandkids on adventures with magical postcards.	All (U.K.)	Caroline Mickler, Caroline Mickler

*Extension or renewal.

Continued on page 10

Brands/IP Available or Recently Assigned, Intl. *Continued from page 9*

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
History Heroes	Cartoon series focused on providing edutainment content of your favorite historical events and figures.	All (U.K.)	Rory Kelly, Red Knight Toy Group
Katie Alice	Self taught designer inspired by a love for vintage florals from various eras and a passion for bringing long forgotten artwork back to life in her unique and whimsical designs.	All (Worldwide)	Will Stewart, Point.1888 (The)
Kidpoets	Children's lifestyle and apparel brand bringing extra fun to your little one; unique, playful, and what dreams are made of.	All (Worldwide)	Beth Royall-Gordon, G Studios
Loaded portfolio	Management firm for top gaming influencers. Portfolio incl. 30+ streamers with 3.4 BN mins. of viewership/month as well as 37 MM Instagram and Twitter followers.	All (Worldwide)	Ross Misher, Brand Central
Merriam-Webster	America's trusted provider of language information for more than 150 years, backed by one of the largest teams of professional dictionary editors and writers in the world.	All (Worldwide)	Matthew Dube, Merriam-Webster + Encyclopedia Britannica
MeteoHeroes	Animated series about 6 kids who discover they can control the weather with a different superpower connected to unique weather phenomenon they use to help save the Earth.	All (Worldwide)	Valentina La Macchia, Mondo TV S.p.a.
Ol' Dirty Bastard (ODB)	American rapper, producer, and a founding member of Wu-Tang Clan. Noted for his outrageously profane, free-associative rhymes in his distinctive half-rapped, half-sung style.	All (Worldwide)	Anita Castellar, FanGirl Consulting & Brand Management
Panini	Collectables and trading cards firm founded 1961. Also publishers of children's magazines and books, comics, manga, and graphic novels.	All (LATAM)	Carlos Carvajal, KOPA Licensing
Playmobil: The Movie	Live-action and animated adventure, comedy film based on the German building toys.	All (U.S., China)	Zane Warman, & Russell Brown, Valiant Entertainment
Robot Trains	3D CGI animated action-adventure where all citizens are trains and some residents have the ability to transform into robots.	All (Middle East, Europe, Italy, Spain, Portugal)	Valentina La Macchia, Mondo TV S.p.a.
Slugterra	Series follows group of teens as they fight for justice in a mysterious, high-tech underground world. Jakks handles global toy license; Epic Story Interactive handles mobile games.	All incl. television rights (Worldwide)	Ken Faier, Epic Story Media
Sony Creative Products	Japanese IP management company boasts large and diverse portfolio of properties incl. Pingu, Mofy, Tama & Friends, aibo.	All (Worldwide)	Takeshi Nakamura, Sony Creative Products (SCP)
Super 4	Animated series based on the German building toys, Playmobil.	All (U.S., China)	Zane Warman & Russell Brown, Valiant Entertainment
Transport for London	Integrated transport authority runs the day-to-day operations of London's public transport network incl. London Underground, red London buses, and the upcoming Elizabeth Line.	All (Benelux)	Daphne Kellerman, License Connection
		All (France)	Francoise Bouvet, MJA Licensing/M.J.A.
Women's National Basketball Players Association (WNBA)	Group licensing for WNBA players incl. player name, number, likeness, imagery, and other identifying characteristics.	Apparel, food, health & beauty, mobile games, novelties, toys, travel gear, wall decor (Worldwide)	Jyoti Sardana, REP Worldwide div. NFLPA
Zoonicorn	Children's brand based on magical part-zebra, part-unicorn creatures that inhabit the dreams of young animals facing challenges and help them wake up feeling empowered.	All (South Korea)	Alex Lee, Amnco/BMG World

*Extension or renewal.

Licensed Recently Granted, Intl.

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
AC/DC	Grendene/Ipanema	Flip flops, slides (footwear) (Worldwide)	Epic Rights, Perryscope Productions
Aliens	Reebok Intl.	Footwear (Worldwide)	20th Century Fox Consumer Products
Archie	Icon Heroes	Figurines, key chains, ornaments, statues (Worldwide)	King Features Syndicate
Attack on Titan	DeNA	Mobile games (Worldwide)	FUNimation/Group 1200 Media
Baileys	Danone North America	Coffee creamer (North America)	Diageo, Beanstalk
Beano (The)	Covell Publishing/Covell Retailing Ltd.	Art, limited edition prints (U.K.)	Rocket Licensing
	Practical Publishing Intl.	Craft kits, magazines (U.K.)	Rocket Licensing
	RMS Intl. Plc	Novelties, toys (U.K.)	Rocket Licensing
	Texco Ltd.	Bedding, home textiles (U.K.)	Rocket Licensing
Betty Boop	C&A	Footwear, slippers (France, French territories)	King Features Syndicate
	Cornejetex Cia Ltda.	Apparel, aprons, textiles, towels (Ecuador)	King Features Syndicate
Big Eyes, Small Mouth	Dyskami Publishing Co.	Role playing games (Worldwide)	White Wolf Entertainment div. Paradox Interactive
British Motor Heritage	Poetic Brands Ltd./PoeticGem*	Accessories, apparel (U.K. Eire)	Licensing Management Intl. (LMI)
	Premium & Collectibles Trading*	Die-cast models (Worldwide)	Licensing Management Intl. (LMI)
	Sicem Intl. Srl*	Accessories, apparel (Italy)	Licensing Management Intl. (LMI)
BSA Motorcycles	Hybris Production AB*	Hoodies, messenger bags, mobile device cases, mouse pads, mugs, t-shirts (Denmark, Finland, Iceland, Norway, Sweden)	Licensing Management Intl. (LMI)
	Sicem Intl. Srl	Accessories, apparel (Italy)	Licensing Management Intl. (LMI)
Candie's	Marcolin*	Sunglasses (Worldwide)	Iconix Brand Group
Cobra Kai	Bioworld Merchandising	Accessories, apparel, headwear, hosiery, sleepwear (U.S., Canada)	Sony Pictures Consumer Products
	Fifth Sun Apparel	Apparel (Worldwide)	Sony Pictures Consumer Products
	Silver Screen Bottling Co.	Beer (U.S., Canada, U.K., E.U.)	Sony Pictures Consumer Products
	Spencer Gifts/Spirit Halloween	Accessories, gifts & collectibles, costumes, novelties (U.S., Canada)	Sony Pictures Consumer Products
Coco (animated)	Mattel*	Toys (North America, Europe, Latin America, ANZ)	Disney Consumer Products
Cuphead	Rizzoli Intl. Publications	Wall calendars (Worldwide)	King Features Syndicate
David Bowie	Grendene/Ipanema	Flip flops, slides (footwear) (Worldwide)	Epic Rights, Perryscope Productions
Dog Man!	BrownTrout Publishers	Calendars (North America, U.K., Europe)	MerryMakers
	JAKKS Pacific	Activity sets, figurines, plush (Worldwide)	MerryMakers
	MerryMakers	Backpack pulls, lunch bags, specialty plush (U.S., Canada)	Dav Pilkey
	University Games	Board games, puzzles (Worldwide)	MerryMakers
Feisty Pets	Clementoni S.p.A.	Puzzles (Italy)	Mondo TV S.p.a.
	Gruppo Edicart S.r.l.	Books (Italy)	Mondo TV S.p.a.
Finding Nemo	Mattel*	Toys (North America, Europe, Latin America, ANZ)	Disney Consumer Products

*Extension or renewal.

Continued on page 12

Licensed Recently Granted, Intl. *Continued from page 11*

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Frida Kahlo	Disaster Designs Ltd t/a House of Disaster	Accessories (U.K.)	Art Ask Agency
Game of Thrones	Secretlab	Gaming chairs (U.S., Canada, U.K., Europe, Singapore, Malaysia, Australia, Southeast Asia)	HBO
	Zynga	Mobile games (Worldwide)	HBO
Garfield	Barion Industria E Comercio De Alimentos S/A	Easter eggs, Easter treats (Brazil)	Paws, Inc., Vertical Licensing
	Moinho Romariz Industria Comerico	Chocolate covered popcorn (Brazil)	Paws, Inc., Vertical Licensing
	Turatti & Turatti Ltda	Chocolate bars (Brazil)	Paws, Inc., Vertical Licensing
Happy News (The)	Blueprint Collections	Binders, notebooks, sticker sets, tote bags (U.K.)	DRi Licensing Ltd.
	Crème D'Or	Confectionery (U.K.)	DRi Licensing Ltd.
	John Lewis & Partners	Giftware, stationery (U.K.)	DRi Licensing Ltd.
	Penny Kennedy	Gift packaging (U.K.)	DRi Licensing Ltd.
	WIDDOP & Co.	Giftware (U.K.)	DRi Licensing Ltd.
Harry Potter	Zynga	Mobile games (Worldwide)	Warner Bros. Consumer Products
Incredibles (The)	Mattel*	Toys (North America, Europe, Latin America, ANZ)	Disney Consumer Products
International Space Archives	K2 Korea Co. Ltd.	Accessories, apparel (South Korea)	Licensing Management Intl. (LMI)
	Kansai Super Studio Co. Ltd.	Accessories, apparel, footwear (Japan)	Licensing Management Intl. (LMI)
	License Factory GmbH	Accessories, apparel, home textiles (GAS)	Licensing Management Intl. (LMI)
	New Era Cap	Headwear (EMEA)	Licensing Management Intl. (LMI)
	Shinsegae Intl.	Accessories, apparel (South Korea)	Licensing Management Intl. (LMI)
Katie Alice	Candlelight Products Ltd.	Candles, diffusers (U.K.)	Point.1888 (The)
KISS x emoji	Universal Music Group Spain S.L.	Apparel, socks (Spain)	Epic Rights, Emoji Co. GmbH
Masters of the Universe	Super7	Playsets (North America)	Mattel
MeteoHeroes	Giunti Editore Spa	Publishing (Italy)	Mondo TV S.p.a.
Monsters Inc.	Mattel*	Toys (North America, Europe, Latin America, ANZ)	Disney Consumer Products
Moschino	Sephora U.S.A.	Eyeshadow, highlighter, makeup, makeup brushes, makeup remover, nail polish (U.S., Canada)	Moschino SpA
Mr. Men & Little Miss	Lazy Oaf	Apparel (U.K., U.S.)	Sanrio Global Ltd.
My Hero Academia	Bandai Co. Ltd.	Collectibles, toys (Japan)	FUNimation/Group 1200 Media
	Boston America	Beverages, candy, food (U.S., Canada)	FUNimation/Group 1200 Media
	FYE div. Trans World Entertainment	Food & beverage, health & beauty aids (U.S., Canada)	FUNimation/Group 1200 Media
	Ground Up Intl.	Footwear (U.S., Canada)	FUNimation/Group 1200 Media
	Just Toys Intl. (North America)	Toys (Worldwide)	FUNimation/Group 1200 Media
	Rabbit Tanaka	Gifts, novelties (U.S., Canada)	FUNimation/Group 1200 Media
	Traly	Enamel pins (U.S., Canada)	FUNimation/Group 1200 Media
Neil Lane	Fortessa Tableware Solutions	Tableware (U.S., Canada, Mexico)	Authentic Brands Group (ABG)
Nike	PVH	Underwear (men's) (Worldwide)	Nike

*Extension or renewal.

Continued on page 13

Licensed Recently Granted, Intl. *Continued from page 12*

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Odd Squad	Immediate Media	Magazines (U.K., Eire, Channel Islands)	Licensing Management Intl. (LMI)
Olive Oyl	Cornejotex Cia Ltda.	Apparel, aprons, textiles, towels (Ecuador)	King Features Syndicate
Onward	Mattel	Toys (North America, Europe, Latin America, ANZ)	Disney Consumer Products
Pixar	Mattel*	Toys (North America, Europe, Latin America, ANZ)	Disney Consumer Products
Popeye	Cornejotex Cia Ltda.	Apparel, aprons, textiles, towels (Ecuador)	King Features Syndicate
Popeye & Friends	TEXTISS U.S.	Underwear (men's) (Australia)	King Features Syndicate
Rachel Hale	Britannica Home Fashions	Home textiles, travel gear (U.S., Canada, Mexico)	Jewel Branding & Licensing
Robot Trains	Tap Tap Tales	Mobile educational apps (North America, Europe)	Mondo TV S.p.a.
Royal Armouries	Silver Screen Bottling Co.	Ale, beer, spirits, wine (U.S., Canada, U.K., E.U.)	Licensing Management Intl. (LMI)
Royal Horticultural Society	Floral Street	Fragrance (U.K., Ireland, Germany, Australia, Scandinavia)	Royal Horticultural Society/ RHS Enterprises Ltd.
	W. Moorcroft Ltd.	Limited edition vases (U.K.)	Royal Horticultural Society/ RHS Enterprises Ltd.
Secret Life of Pets 2 (The)	American Greetings	Party goods, stationery (U.S., Canada)	Universal Brand Development
	Bendon Inc.	Books (Worldwide)	Universal Brand Development
	Bentex Group	Apparel (North America)	Universal Brand Development
	Build-A-Bear Workshop	Plush (North America, Europe)	Universal Brand Development
	Character World/TDS Enterprises	Home products (U.K.)	Universal Brand Development
	DecoPac	Cookie decorations, edible cake decorations (U.S., Canada)	Universal Brand Development
	Franco Manufacturing/Franco MFG	Home decor (North America)	Universal Brand Development
	Hallmark Licensing	Seasonal products, social expressions, stationery (Worldwide)	Universal Brand Development
	Jellifish Kids/Kersheh Group (The)	Apparel (children's) (Canada)	Universal Brand Development
	Just Play	Toys (Worldwide)	Universal Brand Development
	Phoenix Intl. Publications	Books (U.S., Canada)	Universal Brand Development
	Pyramid Intl.	Posters (Worldwide)	Universal Brand Development
	Radz Brands	Candy dispensers (North America)	Universal Brand Development
	York Wallcoverings & RoomMates	Wall coverings (North America)	Universal Brand Development
Zak Designs	Home products (U.S., Canada)	Universal Brand Development	
Silver Age Sentinels	Dyskami Publishing Co.	Role playing games (Worldwide)	White Wolf Entertainment div. Paradox Interactive
Star Wars	UNIQLO div. Fast Retailing	T-shirts (Worldwide)	Disney Consumer Products
	USAopoly - The OP	Games (EMEA)	Disney Consumer Products
	Zynga	Mobile games (Worldwide)	Disney Consumer Products
Timberland	Marcolin*	Eyewear (Worldwide)	Timberland
Toy Story	Mattel*	Toys (North America, Europe, Latin America, ANZ)	Disney Consumer Products

*Extension or renewal.

Continued on page 14

Licensed Recently Granted, Intl. *Continued from page 13*

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Very Hungry Caterpillar (The)	JoJo Maman Bébé	Apparel (children's) (U.K.)	Rocket Licensing
YooHoo & Friends	WHSmith	Plush (U.K.)	Aurora World Corp.

Contacts & Connections, U.S.

In this issue: 128 domestic contacts made available by TLL's *Licensing Sourcebook Online*.

20th Century Fox Consumer Products, Tim Erickson, SVP Global Licensing & Operations, 310-369-1000, tim.erickson@fox.com, P. 11.

Active Brand Commerce, Stephanie Gonzalez, Director Licensing, 818-917-5966, stephg@activebrandcommerce.com, P. 8.

American Greetings, Julie Deal, Senior Licensing Director, 216-252-7300, julie.deal@amgreetings.com, P. 13.

American Mythology Productions, Barlow Jones, Marketing, 410-776-3278, barlowe@americanmythologycomics.com, P. 9.

Anki, Boris Sofman, Co-founder & CEO, boris@anki.com, P. 15.

Authentic Brands Group (ABG), Jarrod Weber, President Brand, 212-760-2410, jweber@abg-nyc.com, P. 12.

Baby Trend, Brad Mattarocci, VP, 909-773-0018, bradley@m@babytrend.com, P. 15.

Baru Consulting & Hospitality (BCH), Michael Baru, michael.baru@gmail.com, P. 8.

Basic Fun Inc., Ashley Mady, Head Brand Development, 561-208-7970, ashley.mady@basicfun.com, P. 8.

Beanstalk, Debra Restler, SVP Business Development & Marketing, 212-303-1146, debra.restler@beanstalk.com, P. 11.

Bendon Inc., Ethan Collings, Director Licensing, 310-383-3189, ethan.collings@bendonpub.com, P. 13.

Bentex Group, Susan Peia, EVP Licensing, 212-594-4250 x2825, susan@bentex.com, P. 13.

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

Boss Fight Studio, 401-359-7684, info@bossfightstudio.com, P. 8.

Boston America, Matt Kavet, President, 781-933-3535 x249, mkavet@bostonamerica.com, P. 12.

Brand Central, Ross Misher, CEO, 310-268-1231, ross@brandcentralgroup.com, P. 10,13.

Britannica Home Fashions, Leslie Gabriele MacLeay, EVP, 212-764-3841, leslie.macleay@bhf-usa.com, P. 13.

BrownTrout Publishers, Mike Brown, CEO & President, 800-777-7812, mbrown@browntrout.com, P. 11.

Buffalo Works, Joanne Olds, President, 952-475-3013, jolds@thebuffaloworks.com, P. 2.

Build-A-Bear Workshop, Jennifer Kretchmar, Chief Merchandising Officer, 314-423-8000, jennk@buildabear.com, P. 13.

Crayola, Warren Schorr, VP Business Development & Global Licensing, 610-253-6271 x4723, wschorr@crayola.com, P. 2.

Crocs, Greg Thomas, Senior Manager Global Licensing, 303-848-7589, gthomas@crocs.com, P. 8.

Crunchyroll div. Ellation, Jasmine Downey, Licensing Specialist, 415-796-3560, jdowney@ellation.com, P. 5.

Crunchyroll div. Ellation, John Leonhardt, Head Consumer Products, 415-310-6135, jleonhardt@crunchyroll.com, P. 5.

Cryptozoic Entertainment, Adam Sblendorio, VP & Creative Director, 949-385-6000, adam.sblendorio@cryptozoic.com, P. 8.

Culture Fly, Gereme Gaffney, Manager Licensing, Marketing & Products, contact@culturefly.com, P. 8.

Danone North America, Mac Krause, Brand Manager Baileys Creamers, 303-635-4000, mac.krause@danone.com, P. 11.

Dav Pilkey, Dav Pilkey, Author, P. 11.

DecoPac, Danna Dueck, VP Licensing & Product Marketing, 763-398-5675, danna.dueck@decopac.com, P. 13.

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Reebok Intl., Kelli McKenna, Head Brand Licensing, 781-401-5000, kelli.mckenna@reebok.com, P. 11.

Who's News

Continued from page 5

Epic Story Media hires **Jessica Labi** as Head Distribution & Brand Strategy and **David Sztozer** as Head Licensing & Merchandise.

Arnaud Bazin joins **Versace** as its new SVP Collection Merchandising.

Modell's Sporting Goods officially hires **David Stern** as EVP & CFO.

Toronto-based casual chain **Roots** appoints **Nancy Lepler** as its Chief Merchant.

Co-founder & CEO **Boris Sofman** announces that robotics company **Anki** is shutting down.

The Juvenile Products Manufacturers Assn. (**JPMA**) elects six new officers to its board:

► Chair: **Brad Mattarocci**, VP, Baby Trend

► Vice Chair: **Jennifer Mitchell**, CEO, MAM USA

► Treasurer: **Sean Beckstrom**, Graco Children's Products/ Newell Brands

► **David Cunningham**, Founder, VisioCap/BreathableBaby

► **Mary Beth Schneider**, VP & General Counsel, Summer Infant

► **Gary Weber**, VP Design, Mattel/Fisher-Price

► **Dave Taylor**, CFO, Goodbaby/ Evenflo, will remain on the board, serving as the immediate past chairman for the group.

The Society of Product Licensors Committed to Excellence (**SPLICE**) celebrates 15 years of collaboration between brand licensors across the globe.

REP Worldwide div. NFLPA, Jyoti Sardana, Business Development Associate, 202-572-7500, jyoti.sardana@repeveryplayer.com, P. 10.

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Contacts & Connections, U.S. *Continued from page 16*

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In this issue: 78 international contacts made available by TLL's *Licensing Sourcebook Online*.

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TLL LICENSING GUIDE



TLL's Guide to
Licensing Property Types
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Planned Feature Films with Licensing Potential, 2019–2027

In this issue: 132 upcoming movie properties with potential for licensing.

All of the release dates for movies on the list have been checked against multiple sources, but there is still a high probability dates will change. The further in the future a film is, the more likely its release date is to move. For the latest updates to this list, visit www.thelicensingletter.com/licensed-feature-films/

FILM TITLE	PLANNED RELEASE DATE	FILM PRODUCTION COMPANY	DESCRIPTION	SEQUEL	REBOOT	BOOK	GAME	TOY	COMIC	TV SERIES	ORIGINAL
The Secret Life of Pets 2	6/7/2019	Universal Pictures	Animated sequel to 2016's animated hit. Original cast joined by Patton Oswalt, Tiffany Hadish, Nick Kroll, and Pete Holmes.	X							X
X-Men: Dark Phoenix	6/7/2019	Fox	The sequel to X-Men: Apocalypse tackles the Jean Grey arc and brings back much of the cast. Includes space travel and a Hans Zimmer score.	X					X		
Justice League: Part 2	6/14/2019	Warner Bros.	Sequel follows the DC Comics-based superhero team.	X					X	X	
Men in Black (untitled)	6/14/2019	Sony Pictures	Spinoff expands on the original trilogy's universe but stars Chris Hemsworth and Tessa Thompson as secret agents.	X					X		
Toy Story 4	6/21/2019	Disney	It's one more Pixar play date for Tim Allen and Tom Hanks.	X							X
Annabelle Comes Home	6/28/2019	Warner Bros.	Sequel to the 2014 and 2017 horror flicks of the same name; based on the allegedly haunted, real-life Raggedy Ann doll.	X				X			X
Spider-Man: Far from Home	7/2/2019	Sony Pictures	Sequel to the 2017 Homecoming film depicts Parker and his friends as they go on summer vacation to Europe.	X	X				X		
The Lion King (live action)	7/19/2019	Disney	Live action remake of the 1993 animated film stars Beyoncé, Donald Glover, and James Earl Jones.		X						X
Once Upon a Time in Hollywood	7/26/2019	Columbia Pictures	Quentin Tarantino writes and directs Leonardo DiCaprio, Brad Pitt, and Margot Robbie in this mystery crime film about the Manson Family murders.								X
Wish Dragon	7/26/2019	Sony Pictures	Jackie Chan joins this modern-day fairy tale about an encounter between a boy and a dragon who is able to make wishes come true.								X
Fast & Furious Presents: Hobbs & Shaw	8/2/2019	Universal Pictures	Spin-off teams up the smart-talking Luke Hobbs (Dwayne Johnson) and Deckard Shaw (Jason Statham).		X						X
Dora and the Lost City of Gold	8/9/2019	Paramount/Nickelodeon	An older Dora the Explorer embarks on a quest to save her parents while solving the mystery behind a lost Incan civilization.							X	
The Angry Birds Movie 2	8/16/2019	Columbia Pictures	Sequel to 2016 film launches on the 10th anniversary of the original game. Majority of original cast reprise their roles.	X			X				
Playmobil: The Movie	8/30/2019	STXfilms	First in a trilogy stars a girl forced to abandon her structured life to extract her little brother from the animated world of Playmobil.					X			
It: Chapter Two	9/6/2019	Warner Bros.	Bill Skarsgård returns as Pennywise in this sequel with Jessica Chastain, James McAvoy, and Bill Hader playing the adult versions of the Losers' Club.	X		X					
The Goldfinch	9/13/2019	Warner Bros./Amazon	Adaptation of the novel by Donna Tartt stars a young art forger in Las Vegas.			X					
Ad Astra	9/20/2019	Fox	A space engineer (Brad Pitt) embarks on an odyssey through the cold, unforgiving depths of space to find his long-missing father								X

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Planned Feature Films with Licensing Potential Continued from page 18

FILM TITLE	PLANNED RELEASE DATE	FILM PRODUCTION COMPANY	DESCRIPTION	SEQUEL	REBOOT	BOOK	GAME	TOY	COMIC	TV SERIES	ORIGINAL
Downton Abbey	9/20/2019	Universal Pictures	British historical period drama film continues where the TV series left off.	X						X	
Abominable	9/27/2019	DreamWorks Animation	A group of misfits seek to reunite a Yeti with his family on the 3000-mile journey from Shanghai to the Himalayan snowscapes.								X
Joker	10/4/2019	Warner Bros.	Joaquin Phoenix stars in this darker, grittier take on the Prince of Crime's origin story set in the '80s. Takes place outside the DCEU.						X		
The Addams Family	10/11/2019	MGM Studios	CGI comedy based on The Addams Family comics by Charles Addams stars Oscar Isaac and Charlize Theron.						X		
Zombieland 2	10/11/2019	Sony Pictures	Favorite zombie slayers from the first 2009 film must face off against evolved enemies.	X							X
Maleficent: Mistress of Evil	10/18/2019	Disney	Sequel to the 2014 film will see Angelina Jolie return as the titular character opposite Ed Skrein as a new main villain; Joachim Rønning directs.	X		X					
Terminator: Dark Fate	11/1/2019	Paramount	James Cameron produces and Tim Miller directs this sequel to Terminator 2. Arnold Schwarzenegger and Linda Hamilton return.	x							X
Doctor Sleep	11/8/2019	Warner Bros.	Adaptation of 2013 Steven King's The Shining sequel focuses on the Redrum kid, now an adult and struggling with the same demons that plagued his father.			X					
Sonic the Hedgehog	11/8/2019	Sony Pictures	A small town cop helps Sonic escape from the government in this adaptation starring James Marsden, Ben Schwartz, and Jim Carrey as an evil scientist.				X				
Charlie's Angels	11/15/2019	Sony Pictures	Elizabeth Banks directs this action comedy reboot of the 2000 film based on the '70s TV series.		X					X	
Frozen 2	11/22/2019	Disney	Sequel to the 2013 animated musical blockbuster.	X							X
Jumanji 3	12/13/2019	Sony Pictures	Dwayne Johnson is set to return along with Jack Black, Kevin Hart, and Karen Gillan.	X		X					
Cats	12/20/2019	Universal Pictures	Adaptation of the Andrew Lloyd Webber musical stars Taylor Swift, Jennifer Hudson, James Corden, and Ian McKellen.			x					
Star Wars: The Rise of Skywalker	12/20/2019	Disney	Third and final chapter of the newest Star Wars trilogy from J.J. Abrams.	X							X
Little Women	12/25/2019	Columbia Pictures	Louisa May Alcott's novel adaptation features the March sisters as young adults. Stars Meryl Streep, Saoirse Ronan, and Timothée Chalamet.			X					
Spies in Disguise	12/25/2019	Fox	3D animation based on the 2009 short, Pigeon: Impossible. Voices by Will Smith and Tom Holland.								X
The Grudge	1/3/2020	Sony Pictures	A new take on the 2004 U.S. film (itself a remake of the 2002 Japanese original Ju-on) will be the 12th film in the franchise.		X						X
The Mitchells vs. The Machines	1/10/2020	Sony Pictures	Animated comedy centered around a dysfunctional yet loving family whose road trip gets interrupted by a tech uprising.								X
Bad Boys for Life (Bad Boys 3)	1/17/2020	Sony Pictures	Will Smith and Martin Lawrence return for another sequel to the action comedy series (1995, 2003) about two loose cannon cops.	X							X

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Planned Feature Films with Licensing Potential Continued from page 19

FILM TITLE	PLANNED RELEASE DATE	FILM PRODUCTION COMPANY	DESCRIPTION	SEQUEL	REBOOT	BOOK	GAME	TOY	COMIC	TV SERIES	ORIGINAL
The Voyage of Doctor Dolittle	1/17/2020	Universal Pictures	Robert Downey Jr. stars as the doctor who can talk to his animal patients in this live action/CGI adaptation.	X		X					
Birds of Prey	2/7/2020	Warner Bros.	Harley Quinn is joined by Huntress, Black Canary, Renee Montoya, and Cassandra Cain in this spin-off adaptation of Suicide Squad.	X					X		
Peter Rabbit 2	2/7/2020	Sony Pictures	Will Gluck returns to direct and write the sequel.	X		X					
Kingsman: The Great Game	2/14/2020	Fox	Prequel film to the franchise takes place during the early-1900s and will depict the formation of the titular spy agency.	X					X		
Legally Blonde 3	2/14/2020	MGM Studios	Reese Witherspoon returns as the sorority queen-turned-lawyer as the writers from the first 2001 flick return.	X		X					
Bloodshot	2/21/2020	Sony Pictures	First installment in the five-part Valiant Comics film franchise stars Vin Diesel and has an R rating.						X		
Call of the Wild	2/21/2020	Fox	Animated adaptation of the classic Jack London novel tells the story of a family dog stolen and sold into service as a sled dog.			X					
Gambit	3/13/2020	Fox	Channing Tatum stars in this X-Men spinoff as the fan-favorite mutant Cajun. Now a romantic comedy, with some heist elements.						X		
Godzilla vs. Kong	3/13/2020	Warner Bros.	The two monster franchises are united in an ecosystem of giant superspecies.	X	X						X
G.I. Joe: Ever Vigilant	3/27/2020	Paramount/Hasbro	The third film promises to take a much more contemporary approach to the whole franchise.		X			X			
Mulan (live action)	3/27/2020	Disney	Live action reimagining of the animated 1998 feature. Stars a young Chinese maiden who disguises herself as a warrior in order to save her father.		X	X					
Cyborg	4/3/2020	Warner Bros.	Cybernetic member of the Justice League is played by Ray Fisher.						X		
The New Mutants	4/3/2020	Fox	A team of young mutants are locked in a facility in this YA, horror-themed take on the X-Men franchise.						X		
Bond 25	4/8/2020	Universal Pictures	Daniel Craig's final 007 film sees True Detective's Cary Joji Fukunaga take over as director.	X		X					
Trolls World Tour	4/17/2020	Universal Pictures	Anna Kendrick and Justin Timberlake reprise their roles in this sequel to the 2016 musical comedy-adventure.	X				X			
Barbie	5/8/2020	Warner Bros.	Contemporary take on the Mattel toy that emphasizes feminism and identity. Margot Robbie headlines.					X			
Scooby-Doo (aka S.C.O.O.B.)	5/15/2020	Warner Bros.	Scooby-Doo and the Mystery, Inc. gang roll again.		X					X	
Fast & Furious 9	5/22/2020	Universal Pictures	Vin Diesel is expected to return to continue the F&F franchise.	X							X
The SpongeBob Movie: It's a Wonderful Sponge	5/22/2020	Paramount	Director Paul Tibbitt returns to the TV-based franchise with a 3rd film.	X						X	
Artemis Fowl	5/29/2020	Disney	Sci-fi/fantasy book series stars a 12 year-old pitted in a battle of strength and cunning against a race of fairies who may have disappeared his father.			X					

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Planned Feature Films with Licensing Potential Continued from page 20

FILM TITLE	PLANNED RELEASE DATE	FILM PRODUCTION COMPANY	DESCRIPTION	SEQUEL	REBOOT	BOOK	GAME	TOY	COMIC	TV SERIES	ORIGINAL
The Six Billion Dollar Man	6/5/2020	Warner Bros.	Mark Wahlberg stars and produces this sci-fi action film.							X	
Wonder Woman 1984	6/5/2020	Warner Bros.	Gal Gadot and Patty Jenkins (director) return in in this sequel to the 2017 film set during the Cold War.	X					X		
Top Gun: Maverick	6/26/2020	Paramount	Sequel to the 1986 military film stars Tom Cruise as the "Maverick" and Miles Teller as the son of his late partner.	X		X					
Free Guy	7/3/2020	Fox	A bank teller (Ryan Reynolds) discovers that he's actually a player inside a video game.								X
Minions 2	7/3/2020	Universal Pictures	Spinoff from the Despicable Me franchise made over \$1 billion worldwide when it was released in 2015.	X							X
Ghostbusters 3	7/10/2020	Sony Pictures	Jason Reitman is on board to direct a new installment; rumor goes this one will star four teens.	X							
Bob's Burgers	7/17/2020	Fox	Emmy Award-winning animated TV series launched 2011 stars a family that runs a burger joint.							X	
Green Lantern Corps	7/24/2020	Warner Bros.	A group of humans joins an intergalactic peacekeeping force.		X				X		
Jungle Cruise	7/24/2020	Disney	Based on the Disney theme park ride. Stars Dwayne Johnson and Emily Blunt.								X
Morbius, the Living Vampire	7/31/2020	Sony Pictures	Spider-Man spinoff is the second installment in Sony's Marvel Universe after venom. Starring Jared Leto, Matt Smith, and Adria Arjona.						X		
Coming 2 America	8/7/2020	Paramount	Eddie Murphy returns to America as Akeem, this time to find his long-lost son and apparent heir to the throne of Zamunda.	X							X
The One And Only Ivan	8/14/2020	Disney	Katherine Applegate's book tells the tale of a gorilla who plans an elaborate escape from captivity with the help of an elephant.			X					
Bill & Ted Face the Music	8/21/2020	Orion Pictures	Keanu Reeves and Alex Winter star as the older version of the titular teenaged would-be rockers.	X							X
Monster Hunter	9/4/2020	Impact Pictures/ Constantin Film	Milla Jovovich stars in adaptation of Capcom video game where a UN military team fights against monsters in an alternate dimension.				X				
The Croods 2	9/8/2020	DreamWorks Animation	The prehistoric family is back following the first 2013 film.	X							X
Venom 2	10/2/2020	Sony Pictures	Tom Hardy returns in this sequel to the 2018 film.	X					X		
Death on the Nile	10/9/2020	Fox	Sequel to 2017's Murder on The Orient Express adapts Agatha Christie's other most famous Poirot case.	X		X					
Micronauts	10/16/2020	Paramount/Hasbro	Sci-fi toys from the late '70s and early '80s also carried a comic book series back in the day.					X			
Ron's Gone Wrong	11/6/2020	Fox	Animated feature tells the story of a friendship between an 11 year-old boy and his not-quite-working robot.								X
Vivo	11/6/2020	Sony Pictures	Lin-Manuel Miranda's animated film follows a musical monkey who journeys from Havana to Miami.								X
Clifford The Big Red Dog	11/13/2020	Paramount	Walt Becker directs live action/CG hybrid starring the 25-foot-tall red dog and his owner, a child named Emily Elizabeth.			X				X	

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Planned Feature Films with Licensing Potential *Continued from page 21*

FILM TITLE	PLANNED RELEASE DATE	FILM PRODUCTION COMPANY	DESCRIPTION	SEQUEL	REBOOT	BOOK	GAME	TOY	COMIC	TV SERIES	ORIGINAL
Dune	11/20/2020	Legendary Pictures	Denis Villeneuve directs the adaptation of Frank Herbert's 1965 sci-fi novel set to star Timothée Chalamet.			X					
Star Wars (untitled)	12/16/2020	Disney	Expected to be an off-shoot from the official timeline.	X							X
West Side Story	12/18/2020	Fox	Steven Spielberg adapts the 1957 musical exploring forbidden love and the rivalry between two teenage street gangs.		X						
Cruella	12/23/2020	Disney	Emma Stone stars in period '70s England as a younger version of 101 Dalmation's Cruella de Vil.		X	X					
Star Blazers	12/31/2020	Skydance Productions	Live-action adaptation of the space-set '70s anime TV series also known as Space Battleship Yamato.								
Black Panther 2	TBA 2020	Disney	The first film's director, Ryan Coogler, is attached to the project.	X					X		
Black Widow	TBA 2020	Disney	Cate Shortland is set to direct this stand-alone feature starring Scarlett Johansson.						X		
Call of Duty	TBA 2020	Activision Blizzard Studios	Video game adaptation ready to go into production under director Stefano Sollima.				X				
Cliffhanger	TBA 2020	—	Neal Moritz directs female-fronted reboot of the 1993 classic starring Sylvester Stallone.		X						
Masters of the Universe	TBA 2020	Sony Pictures	Aaron and Adam Nee direct this reboot as He-Man goes against the evil Skeletor to save the planet Eternia.		X				X		
My Hero Academia	TBA 2020	Legendary Pictures	Live action adaptation of the manga series starring a boy without any superpowers who enrolls in a prestigious hero academy.						X		
Paddington 3	TBA 2020	Warner Bros.	Second sequel to 2014 film; based on the children's books by Michael Bond. Director unlikely to return.	X		X					
Peaky Blinders	TBA 2020	—	Director Otto Bathurst brings the TV series to the big screen.							X	
Snake Eyes (untitled)	TBA 2020	Paramount/Hasbro	The titular silent ninja commando character is getting his own spinoff movie after appearances in the 2009 and 2013 G.I. Joe films.					X	X		
The Beastlies	TBA 2020	Bad Robot	New series of movies, TV shows, books and toys coming from producer J.J. Abrams and Mattel.								X
The Eternals	TBA 2020	Disney	Chinese director Chloé Zhao helms Marvel comics adaptation; expected to be a love story starring queer and female leads.						X		
The Flash: Flashpoint	TBA 2020	Warner Bros.	John Francis Daley and Jonathan Goldstein direct this adaptation of the Flashpoint time travel comics storyline.						X		
The Invisible Man	TBA 2020	Blumhouse	Reboot of the classic Universal movie said to be targeting Elisabeth Moss as the lead.		X						X
The Meg 2	TBA 2020	Gravity Pictures	A sequel to the hit 2018 giant shark movie.	X		X					
The Willoughbys Movie	TBA 2020	Netflix/BRON Animation	Four abandoned children must adapt their old-fashioned values to the contemporary world in this adaptation of Lois Lowry's book.			X					
Unboxing	TBA 2020	Paramount	Comedy thriller stars a mischievous 11-year-old YouTube star who unboxes her father's secret safe as a stunt and releases evil tricksters on her small town.								X

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Planned Feature Films with Licensing Potential *Continued from page 22*

FILM TITLE	PLANNED RELEASE DATE	FILM PRODUCTION COMPANY	DESCRIPTION	SEQUEL	REBOOT	BOOK	GAME	TOY	COMIC	TV SERIES	ORIGINAL
V The Movie	TBA 2020	Desilu Studios	Sci-fi 80's mini-series comes to the big screen with a planned trilogy from the original's creator.							X	
Sesame Street Movie	1/15/2021	Warner Bros.	Jonathan Krisel helms musical adaptation starring Anne Hathaway.		X					X	
Rugrats	1/29/2021	Paramount	David Bowers directs live action/CG adaptation of the '90s Nick TV series.							X	
Nimona	3/5/2021	Fox	Animation based on Noelle Stevenson's graphic novel follows the titular shapeshifter and sidekick to the villainous Lord Ballister Blackheart.						X		
The Boss Baby 2	3/26/2021	DreamWorks Animation	Alec Baldwin and the original creative team return in the sequel to the 2017 flick.	X		X					
Fast & Furious 10	4/2/2021	Universal Pictures	The last entry in the street racing franchise.	X							X
Tom & Jerry	4/16/2021	Warner Bros.	Live action/CGI project will expand upon the relationship between the iconic cat and mouse duo.		X					X	
DC Super Pets	5/21/2021	Warner Bros.	Animated feature from the creators of the LEGO Batman and Ninjago spin-offs.						X	X	
Jurassic World 3	6/11/2021	Universal Pictures	J.A. Bayona directs with Steven Spielberg and Colin Trevorrow returning as executive producers.	X							X
The Batman	6/25/2021	Warner Bros.	Standalone film separate from Christopher Nolan's Dark Knight universe.		X				X		
Sing 2	7/2/2021	Universal Pictures	Sequel to 2016 animated musical comedy set in a city of humanoid animals.	X							X
Indiana Jones 5	7/9/2021	Disney	Leading actor Harrison Ford and director Steven Spielberg return for a 5th time with Jonathan Kasdan to script.	X							X
Space Jam 2	7/16/2021	Warner Bros.	Lakers star LeBron James joins this sequel to Michael Jordan's 1996 classic.	X							X
Suicide Squad 2	8/6/2021	Warner Bros.	Gavin O'Connor is set to direct the sequel.	X					X		
Neuromancer	8/20/2021	Prodigy Pictures	Sci-fi adaptation of William Gibson's seminal science fiction novel Neuromancer.			X					
Spooky Jack	9/17/2021	DreamWorks Animation	Dark, comedic look at the world of "eerie" things conjured by children from writer Robert Ben Garant.								X
Fantastic Beasts and Where to Find Them 3	11/12/2021	Warner Bros.	J.K. Rowling is penning the script for the third entry in the series.	X		X					
Dungeons & Dragons	11/19/2021	Paramount/Hasbro	Chris McKay is in negotiations to direct this sequel to the 2000 adaptation of the tabletop role-playing game.	X			X				
Avatar 2	12/17/2021	Fox	Sequel to the highest grossing film of all time is directed, produced, and co-written by James Cameron.	X							X
Hotel Transylvania 4 (untitled)	12/21/2021	Sony Pictures	Monster franchise gets a Christmas release.	X							X
Sherlock Holmes 3	12/22/2021	Warner Bros.	Director Guy Ritchie and co-stars Robert Downey Jr. and Jude Law reprise their roles in this sequel.	X		X					
Wicked	12/22/2021	Universal Pictures	Film adaptation of the Tony-winning musical.			X					
Breaking Bad (untitled)	TBA 2021	Sony Pictures	Follows Aaron Paul's Jesse Pinkman in the years after the series finale.							X	

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Planned Feature Films with Licensing Potential *Continued from page 23*

FILM TITLE	PLANNED RELEASE DATE	FILM PRODUCTION COMPANY	DESCRIPTION	SEQUEL	REBOOT	BOOK	GAME	TOY	COMIC	TV SERIES	ORIGINAL
Minecraft: The Movie	3/4/2022	Warner Bros.	Animated film based on the video game will get an IMAX release.				X				
Black Adam (untitled)	TBA 2022	Warner Bros.	After being attached to play Shazam!, Dwayne Johnson is now getting his own DCEU film for the villain/antihero Black Adam.						X		
Fantastic Beasts and Where to Find Them 4	TBA 2022	Warner Bros.	The 4th installment in J.K. Rowling's series.	X		X					
Guardians of the Galaxy Vol. 3	TBA 2022	Disney	The third film in the franchise following 2014 and 2017 releases.	X					X		
Super Mario Bros.	TBA 2022	Universal Pictures	Classic Nintendo video game is getting an animated film adaptation from Illumination Entertainment.		X		X				
The Adventures of Tintin: Prisoners of the Sun (Tintin 2)	TBA 2022	Paramount	Peter Jackson and Steven Spielberg promise this animated sequel to the 2011 film will happen, but not until at least 2021.	X					X		
Avatar 3	12/22/2023	Fox	Second sequel to the highest grossing film of all time.	X							X
Fantastic Beasts and Where to Find Them 5	TBA 2024	Warner Bros.	The 5th installment in J.K. Rowling's series.	X		X					
Avatar 4	12/19/2025	Fox	Third sequel to the highest grossing film of all time.	X							X
Avatar 5	12/17/2027	Fox	Fourth sequel to the highest grossing film of all time.	X							X

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