

Consolidation Crushes Licensing Expo 2019

This year's major take-away: Despite major shifts in how players are presenting on the floor, Licensing Expo Las Vegas remains the place to see and to be seen.

The major trend in 2019 was consolidation. That is to say, *company* consolidation. Just as soon as the dust got settled from blockbuster unions like Endeavor (WME-IMG), Activision Blizzard, and Universal/DreamWorks, everyone else began enacting major structural changes.

WarnerMedia was the prototypical example of consolidation on the floor. Warner Bros., Cartoon Network, and HBO crowded into one booth, while Nickelodeon, Comedy Central, MTV, and Paramount packed into another. Rooster Teeth and Crunchyroll shared the same space, united by new parentco Ellation (part of Otter Media, a WarnerMedia company). The conglomerate began integrating licensing functions between its newly-related business units after AT&T acquired Time Warner last year.

Even where a company's booth didn't show dramatic cosmetic changes, change was afoot. For example, Endemol Shine re-aligned its commercial activities to bring all global brand licensing activities under one umbrella; while local teams retain their autonomy, their innovative ideas can move around the world more freely.

Activision Blizzard is also formally integrating its licensing teams around the world, building out more expansive, territory-wide programs in addition to its regular localized, regional efforts.

That didn't mean there were less brands on the floor—quite the opposite. When it comes to the breadth and depth of available IP, diversification is the name of the game.

Studios big and small broke open their vaults this year and were pushing their entire library of properties, retelling classic stories for a new generation. By doing so, they hope to appeal to conservative-minded retailers looking for a sure bet.

But they're also eager to serve consumers hungry for something new by mixing in some original IP, albeit with smaller, focused programs. The hope, of course, is that one of those bets will generate big returns. The undertaking, however, is that this is becoming much harder to accomplish. Smaller product launch windows, reduced space on retail shelves, and the growing

popularity of esports and influencers make for a crowded marketplace.

But companies can't afford to *not* diversify. Case in point, the presence of Hasbro and Mattel on the Expo floor as top media companies.

Most licensing executives were excited about consolidation hitting their office, citing an increased intra-company awareness of and focus on licensing as a unique revenue-driving and marketing tool. And, of course, smaller booths (double the brands didn't mean double the space) translated into smaller costs.

The bigger story, however, may be who wasn't on the floor and mixing with the unwashed masses. As usual, Disney kept its business off the show floor, with newest acquisition Fox joining Marvel, Star Wars, and Pixar in a smattering of hotel ballrooms. "An entire floor," one licensee gasped in awe.

Continued on page 5

Tariff Talk: Major Licensing Players Throw Down the Gauntlet, Others Sit Silent

Six hundred companies recently signed a letter addressed to President Trump and top U.S. trade officials pressing the administration to negotiate a strong trade deal with China—minus the tariffs. Among them were some major players in the licensing world. Missing were a notable segment of the population—the licensors.

Ahead of public hearings on potential tariffs on \$300 billion worth of Chinese goods, the letter argues that proposed tariffs would result in the loss of two million American jobs, add \$2,000 in costs for the average family of four, and reduce the value of the U.S. GDP by 1.0%.

This specific letter was organized by a group called Tariffs Hurt the Heartland, which appears to be a collaboration between groups Americans for Free Trade (representing mostly corporate businesses) and Farmers for Free Trade.

Trade associations involved ran the gamut from the National Retail Federation, to The Toy Association (an estimated 85% of toys sold in the U.S. are manufactured in China), to the Council

Continued on page 3

Inside This Issue

Note from the Editors	2
Who's News	2
ABG Hands Over Sports Illustrated in \$45 Million Deal	3
The Politics of Licensing	4
Licensing Ledger	5
LIMA Re-brands to Licensing International	6
Deal Sheet	
IP Avail., U.S.	8
Granted, U.S.	8
IP Avail., Intl.	11
Granted, Intl.	14
Contacts & Connections	
U.S.	21
Intl.	24

Note from the Editors

Thanks to everyone who stopped by and met with us during Licensing Expo in Vegas! In addition to the newly updated *Royalty Trends Report* and the renewed *Licensing Data Flipbook: U.S. & Canada*, we also debuted the brand-new *Licensing Contacts & Connections*.

In case you didn't get a chance to pick up your free issue at the show, we've included a copy of the latest Q2 issue of LC&C with this issue.

Let us know what you think!



Executive Editor

Karina Masolova
karina@plainlanguagemedia.com

Managing Editor

Barbara Manning Grimm
barb@plainlanguagemedia.com

Data & Digital Coordinator

Susan Adams
susan@plainlanguagemedia.com

Business Development Manager

Jennifer Frost
jen@plainlanguagemedia.com

Marketing Director

Michael Sherman
michaels@plainlanguagemedia.com

Customer Service

customerservice@
plainlanguagemedia.com

CEO

Mark Ziebarth

THE LICENSING LETTER (ISSN: 8755-6235)

is published 12 times a year by
Plain Language Media, LLLP.

The annual subscription price for
THE LICENSING LETTER is \$527 per year.
Call for prices outside North America.

Low-cost site licenses are available
for those who wish to distribute this
newsletter to their colleagues at the
same firm. Please contact our
business development department
at jen@plainlanguagemedia.com or
888-729-2315 for details.

Plain Language Media, LLLP
15 Shaw Street, New London, CT, 06320;
Phone: 888-729-2315; Fax: 855-649-1623

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.

Viacom Intl. Media Networks Americas appoints [Christian Cabero](#) as SVP Consumer Products & Location Based Experiences.

PVH Corp. elevates [Cheryl Abel-Hodges](#) as the new CEO of Calvin Klein.

Separately, PVH re-ups Chairman & CEO [Manny Chirico](#) under a new five-year employment agreement and hires [Stefan Larsson](#) as PVH President, a newly created role. Larsson will manage PVH's branded businesses and regions, with each of the three brand CEOs and the Regional Presidents reporting to him. Larsson reports to Chirico.

[Al Kahn](#) and [Toper Taylor](#) launch Kidtagious Entertainment, a kid-focused entertainment and licensing company that plans to discover, curate, imagine, and deploy kid- and family-friendly IP from around the world. Kahn and [Jillian Crane](#) spent the last 4 years locking up IP under Kahn's previous company, CraneKahn, whose assets will be folded into Kidtagious.

[Kerry Tucker](#) is the first-ever CMO of pocket.watch, charged with care of the brand itself as well as its full-fledged content and product brands.

[Corie Barry](#) officially takes over as the CEO of Best Buy, succeeding [Hubert Joly](#).

WildBrain appoints [Elia Bouthors](#) to the position of Strategy & Innovation Director, reporting to Managing Director Jon Gisby.

The World Surf League hires [Pri Shumate](#) as CMO, [Cherie Cohen](#) as Chief Revenue Officer, and [Sarah Swanson](#) as SVP Strategic Insights & Consumer Growth. They report to CEO [Sophie Goldschmidt](#).

Scotch & Soda names [Frederick Lukoff](#) as its CEO; he replaces [Dirk-Jan Stoppelenburg](#), who steps down to serve as Chairman of the fashion retailer.

[Dave Perry](#) joins Amazon as Global Head Social Media for Prime Video. He reports to [Andy Donkin](#), global head of marketing for Amazon Prime Video and originals.

[Michael Cerda](#) joins the House of Mouse's upcoming streaming service Disney+ as its new VP Product. He will split his time between San Francisco and New York and work to strengthen the global consumer experience for the platform across mobile and connected TV devices.

Mattel appoints [Jamie Cygielman](#) as its new SVP & GM American Girl.

Sportsman's Warehouse Holdings appoints [Scott Walker](#) as SVP Merchandising.

Guru Studio promotes [Jonathan Abraham](#) to VP Sales & Business Development and hires [Corey Caplan](#) to support him as Director Intl. Sales.

CPLG Germany acquires Team! Licensing to create agency powerhouse. [Joachim Knoedler](#), Managing Director, CPLG Central Europe, oversees CPLG's Germany operations. Joint founders of Team! Licensing [Katarina Dietrich](#) and [Gerold Kolenbrander](#) will continue as Senior Advisors to the business.

CPLG expands its MENA team with the addition of new Licensing Manager, [Roberto Pallottini](#), based in Dubai. He reports to [Neesha Law](#), Commercial Director of CPLG MENA.

Digital cooking network Chefclub appoints [Marie-Laure Marchand](#) to the role of SVP Global Consumer Products & Business Development.

[Sally Shankland](#) is now President & CEO of Emerald Expositions Events. [Phil Evans](#), Emerald's interim President & CEO, will continue to serve as the company's CFO.

[Lauren Dolgen](#) joins Paramount Network as SVP Unscripted Development & Production.

Gaumont taps [Courtney Arumugam](#) to be its first VP Creative Development, Animation & Family in the U.K.

Continued on page 5

Tariff Talk *Continued from page 1*

of Fashion Designers of America (roughly 30% of clothing sold).

Major retailers Walmart, Target, Ascena Retail Group, Macy's, and Kohl's also added their names to the list.

While this isn't a complete listing of everyone in the licensing world who signed on, here are some notable signatories to the June 14th letter, sorted alphabetically:

- ▶ ACI International
- ▶ Alexander Wang
- ▶ Bandai America
- ▶ Basic Fun
- ▶ Boston America
- ▶ Brain Games
- ▶ Buffalo Games
- ▶ Celestial Buddies
- ▶ Commonwealth Home Fashions
- ▶ Concepts Sport/ College Concepts
- ▶ Disguise div. Jakks Pacific
- ▶ ECCO USA
- ▶ Feld Entertainment
- ▶ Hallmark Cards
- ▶ Hape Intl.
- ▶ Koko's Confectionery
- ▶ Levi Strauss & Co.
- ▶ New York Accessory Group
- ▶ Pacific Sunwear
- ▶ Panasonic Corp. of North America
- ▶ Perry Ellis Intl.
- ▶ PetSmart
- ▶ PlayMonster
- ▶ Primark US Corp.
- ▶ PUMA North America
- ▶ Ralph Lauren Corporation
- ▶ Rawlings Sporting Goods
- ▶ Royal Bobbles
- ▶ Spinmaster* (not a signatory, contributed to Tarriff Talk's website)
- ▶ Thames & Kosmos
- ▶ TOMY International, Inc.
- ▶ VF Corporation
- ▶ VTech Electronics, North America
- ▶ Wicked Cool Toys
- ▶ YOTTOY Productions

ABG Hands Over Sports Illustrated in \$45 Million Deal to Startup The Maven

In a \$45 million upfront deal, Authentic Brands Group (ABG) hands over operation of newly-acquired sports publication brand Sports Illustrated (SI) from Meredith to media distribution startup The Maven.

According to the terms of the licensing agreement as disclosed in a Maven SEC filing, Maven will operate SI exclusively in the U.S., Canada, Mexico, the U.K., Ireland, Australia, and New Zealand. The deal covers print and digital and includes the swimsuit issue as well as any future offshoots like "special interest publications, video channels, bookazines" as well as future licensing and syndication deals "of certain products and content."

When it first acquired SI, ABG indicated that it would develop "events and conferences, licensing, gambling and gaming, IP development, especially in video and TV." It's not clear yet who will exploit what between ABG and Maven.

The Maven will rename SI to Sports Illustrated Media and appoints Ross Levinsohn as CEO of the unit. Per *WWD*, Levinsohn's turbulent 30-year history as a media exec (including stints at Fox and Yahoo!) includes two sexual harassment lawsuits and an NPR investigation (since settled; he was cleared in a subsequent investigation by a law firm hired by The Tribune, then Tronc) and a highly unpopular tenure while heading up the Los Angeles Times (the staff threw a party when their paper was finally sold off). According to *NPR*, at the LA Times Levinsohn embraced a strategy called "gravitas with scale," a profit model that depended on unpaid contributors. And it looks like the story will continue at SI; Maven bragged in its most recent annual SEC filings that it cut one-third of its staff in 2018.

“Critically, only a portion of the overall deal has actually been executed.

The rest of Maven's executive team includes President Josh Jacobs (who worked with Levinsohn at Fox and Yahoo!), COO Paul Edmondson (Microsoft; his startup HubPages was acquired by Maven), Chief Product Officer Ben Trott (his startup Say Media was also acquired by Maven), and CTO Ben Joldersma (notably, Microsoft).

When ABG purchased SI from Meredith for \$110 million not one month ago, the companies set up a joint venture in which Meredith would take over editorial operations for up to two years.

This was to help the delayed sales process along, per Meredith; "from the outset," its "goal was to execute a complete and simple asset sale" similar to those for the Time and Fortune brands. (SI didn't 'fit in' with Meredith's entertainment portfolio.)

With this licensing deal, "Meredith's goal of a completed transaction is achieved." Per the *New York Post*, Maven had been backing Junior Bridgeman's bid to buy SI last month; negotiations fell through after the retired NBA star failed to get his portion of the financing lined up. ABG had only joined in at the "eleventh hour."

Critically, only a portion of the overall deal has actually been executed. For example, Maven and Meredith are currently in talks to sort out certain aspects of the SI business, like print operations, which it doesn't appear that the former can take on ("Maven is a software model," per its SEC filings).

In a statement, Meredith noted that the publisher now has "upside opportunity to provide certain transition and back office services (similar to those provided to the owners of Time and Fortune) at an attractive return." This is a far cry from its previous arrangement, which as the *NY Post* reported, would have required Meredith to pay between \$10 million to \$15 million a year to ABG.

While Maven is on the hook for guaranteed minimums every year, the amount hasn't been disclosed. And, of course, the startup has already prepaid \$45 million in

Continued on page 7

The Politics of Licensing

While the licensing business has historically been apolitical, over the last couple of years, TLL has noticed a shift in attitudes in responses to our *Annual Licensing Business Survey*. Open-ended responses to questions like, “What are the biggest challenges this year?” have begun to include highly politicized responses clearly indicating a preference for political parties or candidates. The interesting part is that responses were diverse, and, as far as we can tell, equally split between ideologies.

Ergo, our sanitization of political opinions from *Survey* respondents. But that’s not an accurate representation of what’s going on.

It is clear from TLL’s *Survey* that everyone has an opinion—manufacturers as well as brand owners, not to mention agents and consultants. But as we note in *Tariff Talk* (pg. 1), the most outspoken businesses overwhelmingly tend to be licensees, specifically toy manufacturers.

This last month at Licensing Expo, most of the brand owners we spoke to didn’t have much to say on the tariffs question, or how trade wars, growing nationalism, and increasing division would impact their bottom line.

One entertainment executive predicted that her company’s business would remain more or less unchanged, banking on the “nag factor”—after all, “parents will always be buying toys for their kids.” Others were betting on “new opportunities” like live events licensing and brand consolidation.

“53% of licensing executives say being politically engaged isn’t good for business, while 47% say it is.”

Another licensor noted that he didn’t believe companies should be taking any public stance on political issues at all, no matter what the cost to his business. Other executives feared marginalizing their consumers, while others still felt that voicing their opinion wouldn’t make a difference.

This strikes us as odd. Consumer brands have become extraordinarily adept at adapting a public voice for socio-political issues (like gay rights, gender parity, racial equality, etc.), but suddenly it’s too darn hard to find a way to talk about economic issues directly impacting a corporation’s bottom line?

So, we decided to ask some more people how they felt about politics in licensing. And, to borrow the words of one respondent, we were “very uncomfortable with this survey.” (Thanks for responding anyway!)

Take these results with a grain of salt, because, with only 98 respondents, this survey has our smallest sample size ever.

Ten respondents were located outside the U.S., mostly from the U.K. and Latin America. In part because of the smaller size, we didn’t break out their political inclinations as a group, but included their answers to other questions.

Within the U.S., respondents hailed mostly from the west coast (30%) and northeast (29%), followed by the southeast (20%), midwest (10%), southwest (7%), and south-central (4%). Almost half were from California (27%) and New

York (19%); within these states, roughly half pointed out that they’re in the “suburban” areas outside major cities. Half (50%) of Californians identify as left-leaning, while 43% of New Yorkers say the same. The rest of the country is evenly split with 33% each identifying as right- and left-leaning (the rest are either independent/centrist or did not self-identify). New York-based companies were rated as the most politically active (2.7), followed by California (2.5) and the rest of the U.S. (2.2).

At any rate, it’s a geographically representative picture of who’s who in licensing, according to the *Licensing Sourcebook Online*.

That diversity extends to function as well: A good share of licensors (38%) and their agents (34%), licensees (36%) and their agents (16%), and consultants/service providers (7%) all sounded off (multiple responses allowed). Licensees were the most politically engaged group (4.2) behind only consultants/service providers (4.6). The most engaged companies, however, were consultants/service providers (1.9) and agencies for licensees (1.7) and licensors (1.6). Licensor-companies were the least engaged (1.2).

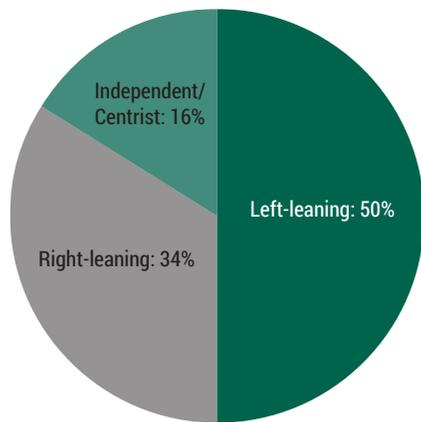
As always, we allowed respondents to skip or elaborate on any question they chose. The most under-reported metric was for political view (62% self-identified with 20 different political labels).

For 69% of answers, we had enough data to determine if a respondent leaned left (50% of U.S. respondents), right (34%), or was an independent/centrist (16%). Note that these positions include a wide range of ideology; “left” includes both the moderate democrat and the democratic socialist, while “right” includes both the constitutional conservative and the libertarian.

This was obviously a loaded question. One respondent wrote that it was “too complex to write about here,” when asked about political identity, while four penned manifestos of over 100 words (the average response totaled under 10 words). So, why ask? First, many respondents claim “most business execs are right-wing,” or vice-versa, but this is not reflected in our results. Second, this data helps to provide context for responses to other questions in this survey.

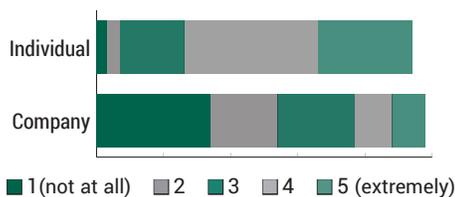
Continued on page 27

Political Ideologies of American Licensing Executives, 2019



SOURCE: THE LICENSING LETTER

Levels of Political Engagement, Licensing Executives versus their Companies, 2019



SOURCE: THE LICENSING LETTER

Licensing Ledger

WORKING FROM HOME

Garfield creator Jim Davis donated **PAWS Inc.**'s Indiana headquarters to the Ball State University Foundation, which will receive the proceeds from an online auction.

Twenty-five employees are now working from home after moving out of the 35,000 sq. ft. main facility, a freestanding studio building, warehouse and maintenance buildings, and a commercial greenhouse.

MAKING A LITTLE BIT OF MAGIC

Warner Bros. announces a joint partnership with J.K. Rowling's **Pottermore** fan site and digital publishing platform. The new Wizarding World Digital team will be established under an incoming managing director and oversee the Pottermore platform and sister site WizardingWorld.com. No job cuts are expected.

The news at least explains Warner's bizarre trademark application for "I solemnly swear that I am up to no good" (which was denied, see our June 2019 issue) — fans (used to) have to swear this in order to enter the Pottermore site.

TAKING A BITE OUT OF THE STREAMING COMPETITION

Jeffrey Katzenberg's and Meg Whitman's new mobile short-form video platform **Quibi** ("quick bite") is looking for another billion dollars on top of the billion it had already raised last year in its initial round of financing, per *The Information*.

The service is expected to launch next year with both ad-based and subscription tiers. Quibi will compete with upcoming offerings from Disney, WarnerMedia, and NBCUniversal, as well as current streaming services on offer from Apple, Netflix, and Hulu (now fully controlled by Disney).

Licensing Expo 2019

Continued from page 1

And some familiar faces decided to follow the leader. Up-and-comers National Geographic and BuzzFeed declined to renew on their flashy booths this year. After experimenting with a small booth on the floor last year, Amazon stayed off the exhibitor list in 2019. Meanwhile, Netflix took the hint and stayed clear.

"When it comes to the breadth and depth of IP, diversification is the name of the game."

The exception to the consolidation rule? Brands hailing from China, Japan, and South Korea. Excitement was high for social media-based brands which have leveraged their sticker-based characters into lifestyle brands like Line (now getting a series from Nelvana) and Kakao. And while many smaller players new to the Americas could be tracked down to the larger, country-specific pavilions, there were also break-outs who owned their own stand-alone booths, such as Pinkfong's Baby Shark.

Whether that excitement for Asian properties was well-founded, or well-understood, remains to be seen. While Baby Shark is the breakout surprise exception, preschool brands generally have failed to take off in a meaningful way. Much of the commercial successes are concentrated in properties for older kids and adults—such as anime properties like Viz's One Punch Man, big-budget franchises like Toho's Godzilla, or musical acts like Big Hit's BTS (licensee Line held the monopoly on the boy band in America with its BT21 line).

After many years, the tides have shifted in the perception of esports as a legitimately significant phenomenon attracting the eyeballs and wallets of a new breed of sports fan. Last year, the esports panel attracted just under two dozen attendees; this year, Blizzard's head of esports licensing addressed over 60 professionals.

Another hot attraction was the brand-new cannabis pavilion organized by PRØHBT, which collected a variety of emerging lifestyle properties in the beautification and wellness spaces. In the

Who's News

Continued from page 2

Disney Publishing Worldwide promotes **Lynn Waggoner** and **Emily Thomas Meehan** following the departure of **Mary Ann Naples**. While Waggoner will keep her title as VP & Global Publisher Franchise, her remit is expanded to oversee Disney Press, Marvel Press, Lucasfilm Press, and Disney Editions in addition to leading global franchise content development for the business. Meehan is named VP & Publisher Hyperion, Original Content Strategy & IP Development.

Netflix crowns **Matthew Aldrich** to oversee the streamer's expansive adaptation of C.S. Lewis' *The Chronicles of Narnia* over series and film. All series and films produced via the Netflix deal will see **Mark Gordon** of eOne, as well as **Douglas Gresham** and **Vincent Sieber**, act as executive producers for the series and producers for the feature films.

Continued on page 28

words of its CEO, the ultimate goal is to "take cannabis from the black market to the supermarket."

Many attendees showed up for just one day—Tuesday or Wednesday—and it showed. Foot traffic was down considerably in the last two days of the show.

The general consensus when it came to appointments was that familiar phrase: "the number was down, but the quality was up."

At our own booth, we noticed many more visitors absolutely new to the business "hoping to learn what licensing is," in the words of one hopeful.

Most new faces balked at the Catch-22 nature of the business, but weren't prepared to put in the work to make it happen. After all, we've seen plenty of first-time exhibitors over the years who've persevered. One example is Zoonicorn, which first came to Expo two years ago with a dream, a stuffed toy, and a YouTube channel. Today, the property is getting syndication and licensed extensions. It can be done.

Leading by Example: LIMA Re-brands to Licensing International

The trade association representing the licensing business has a new name, a new website, and a new image. TLL's Executive Editor Karina Masolova got on the phone with Licensing International President Maura Regan to delve deeper into the reasons why, and how the industry should evolve going forwards.

The following selections of our conversation have been edited for length and clarity.

Karina Masolova, *The Licensing Letter*: What's going on in the industry that motivated the evolution of Licensing International from LIMA?

Maura Regan, *Licensing International*: Most of what we're seeing is tremendous change being driven by consumer insights. The industry overall—licensees, brand owners, retailers, agencies—are all seeking greater understandings of how to tap into the consumer, stay relevant and engage and excite that consumer. This in turn has driven the need for consumer insights and analytics to better manage the business.

Changing our name was really the final stage in a year-long process that centered around what our members and potential members wanted and needed to succeed. In order to be able to speak and articulate a point of view and have, I think, some real credibility with these different industries, it really calls for a refreshment.

We're an industry that is driven by the need to stay relevant and connect with consumers. As the premier association representing this wonderful industry, our members told us we were well in need of a refresh.

On a practical level, we weren't doing a great job of branding ourselves because as it turns out, our former acronym and name didn't really do any kind of heavy lifting—it no longer represented the breadth of our industry or integrated the global nature of all we do. Accordingly, we looked to tap into the key attributes of what we do and stand for.

Karina: That makes perfect sense. Thank you.

Maura: You're welcome.

Karina: But I'm wondering if there are any initiatives that you guys are pushing with this change? Because when I think of LIMA, it's the trade shows, and, you know, the educational seminars and stuff that you do year-round.

Maura: Our mission is to provide best-in-class educational programs, information, networking platforms and drive an understanding of licensing to the broader business community.

We love participating in the trade shows produced by our strategic partner UBM/Informa, because trade shows are an effective business tool. We do more of the content. Wherever licensing executives are gathering, we're there with a content offering.

[Editor's note: Maura additionally lists educational efforts at one day conferences, events like Nuremberg Toy Fair and Hong Kong Toy Fair as well as in countries like China, and the CLS program.]

Karina: What is CLS?

Maura: This is our long-standing coursework in licensing program, which is a fantastic program to gain insights and know-how on the business of licensing.

We want and need to do so much more—specifically on the education front and build on the great offerings we have with CLS.

Karina: In terms of other markets, in terms of leadership, not only in the role of looking in towards the industry but as a trade organization talking to the rest of the world and providing a voice for everybody, is there something that Licensing International is doing?

Maura: Absolutely! We work closely with various local trade associations, government associations, etc., to create strategic partnerships creating greater opportunities and advantages for our members.

We just launched a byline in *Forbes* and will be contributing to this important business magazine on a quarterly basis. Our goal is to use this to further our reach to the broader business community.

Karina: The *Forbes* article was a fantastic introduction to licensing. I'm really looking forward to the education aspect growing. Because that's the thing that I see that's really missing. That, and the professionalism.

Maura: I love this industry. And I feel that as a business model, licensing does not get the credit it deserves. Every analyst call that you listen to—whether it's Disney or Viacom or Hasbro—is often focused on the performance of their

“I love this industry. And I feel that as a business model, licensing does not get the credit it deserves.

licensing business. In every greenlight production meeting for kids programming, there is much focus on the consumer products opportunities.

Additionally, licensing affords businesses a real-time insights in very measurable ways to evaluate what's really connecting with the consumers. Traditional marketing, advertising, and PR are all part of the licensing universe, but ultimately, licensing affords significant insights with real currency values attached.

Which is why I believe licensing needs to enjoy a greater participation in strategic planning; a seat at the table if you will. My goal: Every company should have a Chief Licensing Officer.

Karina: Have you ever seen somebody calculate the marketing value of a licensed line? Not just in terms of retail sales value, but attaching a value to seeing licensing product.

Maura: That's the holy grail.

Karina: I feel like I've never seen somebody attach a number figure like, say, having a t-shirts line at Walmart is like is equivalent to paying a million dollars for a Super Bowl ad or something like that. So that t-shirt line is worth a million dollars before you even get to actual sales.

Maura: That's on my to-do list. I have always considered retail a media outlet which impacts a brand beyond or in addition to the sale of a particular product. That said, we are in conversation

Continued on page 7

Licensing International

Continued from page 6

with different universities about valuing this. We all understand it intuitively, and I know it anecdotally. I completely agree. Again, it's next up on my list.

Karina: Any last words?

Maura: Ultimately, whether you're for-profit and not-for-profit, it's all about what your business strategy is and how you are looking to engage the consumer.

And licensing is a great way to do that. It really is. For the brand owner, it's less risky than running these businesses on your own and from the side of a manufacturer, it gives you a leg up and a retail opportunity that you would not have necessarily gotten.

And despite consolidation at retail and everything else, it is all about discoverability and that comes from great brand licensing.

Who's News at Licensing International

Licensing International elects seven new members to its Board of Directors:

- ▶ **Sol Armada de la Cruz**, Senior Manager Sales & Retail Business Development at Warner Bros.
- ▶ **Juli Boylan**, Global Licensing at Spin Master
- ▶ **Simo Hamalainen**, SVP Brand Licensing at Rovio
- ▶ **David Diesendruck**, President of Redibra
- ▶ **Omar Fajer**, Senior Director Consumer Products at Univision Communications
- ▶ **Elias Fasja Cohen**, President of Tycoon Enterprises
- ▶ **Ed LaBay**, VP & GMM of Hot Topic

Additionally, **Cindy Levitt**, SVP Licensing at Mad Engine, continues as chairperson of the board.

Jay Asher, Partner at Brandgenuity, was re-elected as vice chairman for the second year of a two-year term.

JJ Ahearn, MD of Licensing Street, was re-elected as board designate to the executive committee, for a one-year term.

Sports Illustrated

Continued from page 3

royalties. While this sum isn't small, it would not seem to cover all royalties due under the full 10-year term of the licensing agreement.

No matter what happens with Meredith, Maven's licensing agreement will kick off as soon as the Meredith deal terminates and shall continue through the end of 2029. Maven has the right to renew the deal nine consecutive times for 10-year terms if it meets certain conditions (for 100 years in total). And ABG gets stock warrants in Maven for 10% of its common stock.

Just last month, Maven acquired financial news site The Street for \$16.5 million in cash in a transaction funded almost entirely through loans; the same company which provided the fully committed debt financing also advised Maven during this transaction.

Celso Rafael, Managing Partner at Lotus Global, was voted treasurer for a one-year term.

Continuing board members include:

- ▶ **Liza Abrams**, SVP Global Licensing & Marketing at Sakar Intl.
- ▶ **Naz Amarchi-Cuevas**, Chief Commercial Officer at Sybo Games
- ▶ **Sam Ferguson**, VP Global Licensing at Jazwares
- ▶ **Marc Mostman**, Partner at Striker Entertainment
- ▶ **Bill Patterson**, VP at OpSec Security
- ▶ **Steve Scebelo**, VP Licensing & Business Development at NFLPA
- ▶ **Jamie Stevens**, EVP Global Consumer Products & Licensing at Sony Pictures Entertainment
- ▶ **Jason Sutton**, Licensing & Business Development Director at Polaroid
- ▶ **Takanori Ueno**, GM Licensing at Laura Ashley Japan

It was not immediately clear how Maven financed the \$45 million royalty pre-payment to ABG.

Maven's two other major acquisitions this last year were HubPages and Say Media. The Maven's 300-some publishers include History, Maxim, Yoga Journal, and Ski Magazine as well as extremists like Blue Lives Matter and The Intellectualist "looking for a new home" post-Facebook purges and for an "alternative" platform in general (per Maven investor documents published at the end of 2018).

Per previous public statements, Maven expected to "profitably generate more than \$50 million in revenue" in the year after acquiring TheStreet (before the SI deal); its annual report released earlier this year stated a 2019 revenue goal of \$28.2 million. The company's main source of revenue growth since launching in 2017 appear to be a combination of acquisitions and subsequent job cuts to create "operating synergies."

Maven isn't the only other company on a buying spree; ABG now counts over 50 consumer brands and properties under its umbrella which it owns (partially or in full) or represents as an agent. Recent acquisitions by ABG in the last year include the Thomasville, Henredon, and Drexel furniture brands; footwear and accessories brands Nine West and Bandolino; and footwear authority the Camuto Group.

Enjoying your free copy?

Get \$50 off standard pricing on an annual subscription of TLL's new quarterly Licensing Contacts & Connections.



Call Jen at 888-729-2315 for details.

Deal Sheet

In this issue: 74 brands/IP available or recently assigned and 273 individual licenses granted.

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

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
44 Cats	Animated series centers on a group of cats who act normally when they're around people, but just like humans when they're on their own.	Accessories, apparel, domestics, footwear, games, home decor, publishing	James Slifer, Joester Loria Group (JLG)
All American Licensing	Licensing, brand building and business development agency. Properties incl. Dr. Pol, The Dog Whisperer, Jennifer Adams, Shelby, I love Las Vegas.	All	Michael Gottsegen, All-American Licensing & Management Group (AALMG)
Borderlands 3	Action role-playing first-person shooter video game developed by Gearbox Software; the fourth main entry in the Borderlands series.	All	Michael Connolly, Retail Monster Brand Extension & Licensing Co.
Eleven Paris	French ready-to-wear fashion brand since 2003 known for playful t-shirts, creative and ultra contemporary collections, and prestigious muses the brand has been working with.	All	Christopher Lee Ursin, Fashion Branding Group LLC
Freshen-up	Chewing gum brand that goes squirt with flavored gels inside; manufactured by Cadbury Adams in Brazil.	All	Lisa Marks, Lisa Marks Associates (LMA)
Honeydew	Fashion brand established in 2007 featuring fun contemporary intimates and sleepwear.	All	Joel Barnett, Brentwood Licensing
It's Happy Bunny	Design brand from artist and author Jim Benton features a small, smiling bunny, often varying in color, with an sarcastic slogan printed at its feet. 20th Anniversary in 2020.	All	Lisa Marks, Lisa Marks Associates (LMA)
Jacksonville University	Private university founded 1934. Home to 19 sports teams, the JU Dolphins, and intramural sports and clubs.	All incl. athletic sponsorships, media rights	Michael Palisi, Van Wagner Sports & Entertainment (VWSE)
Mofy	Preschool brand featuring a lovable, fluffy rabbit that lives in a warm and puffy cotton ball. Focuses on discovery, understanding feelings, and learning to be kinder and braver.	All	Takehiko Ohya, Sony Creative Products (SCP)
NECCO	Classic nostalgic candy wafers made from the original recipe used by Oliver Chase in 1847.	All	Lisa Marks, Lisa Marks Associates (LMA)
Russ Berrie	Plush toy brand. Portfolio incl. Russ, Applause, Petooties, Lil Peepers, and Me Bears.	All	Steven Heller, Brand Liaison (The)
Sweethearts	Original candy hearts with a message; a Valentine's Day fixture for generations.	All	Lisa Marks, Lisa Marks Associates (LMA)

Licensed Recently Granted, U.S.

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Barbie	NCLA Beauty Inc.	Cosmetics	Mattel
Blippi	Printers Row Publishing Group	Publishing	Blippi c/o Kideo Productions Inc.
Bombberman	Collector Cup	Shaker cups	Konami Cross Media NY form. 4K Media
Borderlands 3	Minted Labs Inc. div. Firestorm Inc.	Collectibles, figures, plush, statues, statues (soft)	2K div. Take-Two Interactive, Universal Branding & Media

Continued on page 9

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

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Cheetos	Forever 21	Accessories, apparel, beach towels	Joester Loria Group (JLG)
Clueless	Hot Topic	Cosmetics	Paramount Pictures - Viacom Nickelodeon Consumer Product
Contra	Collector Cup	Shaker cups	Konami Cross Media NY form. 4K Media
	Innex	Pixel frame decor, plush	Konami Cross Media NY form. 4K Media
Dog is Good	Strategic Partners	Scrubs	Brentwood Licensing
Downton Abbey	Cost Plus World Market	Gift sets	Spotlight Licensing & Brand Management
	Lot18/Custom Vine	Wine	Spotlight Licensing & Brand Management
	Willow Creek Press	Calendars	Spotlight Licensing & Brand Management
Dr. Seuss	Almost Skateboards div. Dwindle Distribution	Apparel, skateboard decks, skateboards	Dr. Seuss Enterprises L.P.
	Fun Express div. Oriental Trading Co./ Berkshire Hathaway Co.	Accessories, apparel, craft kits, decor, educational materials, novelties, party goods, toys	Dr. Seuss Enterprises L.P.
	Ranir	Oral care products, toothbrushes	Dr. Seuss Enterprises L.P.
Dunkin' Donuts	Lauren B. Beauty	Nail polish	Dunkin' Brands
Farrah Fawcett	Forecast Agency (The)	Beach towels, hoodies, t-shirts	Beanstalk Icon Representation
FILA x The Phluid Project	Phluid Project (The)	Footwear	Fila North America
Frogger	Collector Cup	Shaker cups	Konami Cross Media NY form. 4K Media
Garbage Pail Kids	FYE div. Trans World Entertainment	Candy, cereal boxes, chocolate bars, energy drinks	Topps
Garden State Parkway	Die Cast Truck World	Ceramic coasters, wood plaques	Synchronicity
Gigantosaurus	Centric Brands (form. Differential Brands Group)	Hosiery	Cyber Group Studios
	Children's Apparel Network	Hoodies, sportswear, t-shirts	Cyber Group Studios
Hey Arnold!	Hot Topic	Cosmetics	Nickelodeon & Viacom Consumer Products (NVCP)
HobbyKids Adventures	Carl's Jr. div. CKE Restaurants Holdings Inc.	Promotional products	pocket.watch
	Hardee's div. CKE Restaurants Holdings Inc.	Promotional products	pocket.watch
Iggy Pop	Stumptown Coffee Roasters	Coffee	ALG Brands
Lionel	Kalmbach Media	Pocket guides	Lisa Marks Associates (LMA)
Marvel	Kidbox.com	Subscription service	Disney Consumer Products
Miffy	Jay Franco & Sons	Bedding	Joester Loria Group (JLG)
Minecraft	Pottery Barn div. Williams Sonoma	Home decor	Microsoft
Mister Rogers' Neighborhood	Buffalo Games	Games, puzzles	Brand Central
	Little Shop of Pins	Enamel pins	Brand Central
	Running Press Book Publishers	Books, stationery	Brand Central
Nancy Drew	Mystery Escape Room LLC	Escape rooms	Moxie & Co.

Continued on page 10

Licensed Recently Granted, U.S. *Continued from page 9*

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
New Jersey Turnpike	Die Cast Truck World	Ceramic coasters, wood plaques	Synchronicity
Peanuts	Kahootz	Colorforms	Peanuts Worldwide div. DHX Media
	Marc Jacobs	Accessories, apparel, footwear, jewelry, leather goods	Peanuts Worldwide div. DHX Media
	Mondo	Art prints	Peanuts Worldwide div. DHX Media
	Squishable	Plush	Peanuts Worldwide div. DHX Media
Peppa Pig	Infinity Product Group (IPG)	Wearable hooded blankets	Entertainment One (eOne) - U.S.
PJ Masks	Infinity Product Group (IPG)	Wearable hooded blankets	Entertainment One (eOne) - U.S.
Popeye	Red Nose Day USA/Comic Relief USA	T-shirts	King Features Syndicate
Powerpuff Girls (The)	Burger King div. Restaurant Brands Intl.	Promotional toys	Cartoon Network Enterprises
Precious Moments	John Barton Company	Glass products, jewelry	Spotlight Licensing & Brand Management
	Northwest Co. (The)	Blankets, pillows, slumber bags, throws, towels	Spotlight Licensing & Brand Management
Ren & Stimpy Show (The)	Hot Topic	Cosmetics	Nickelodeon & Viacom Consumer Products (NVCP)
Royal Armouries	Silver Screen Bottling Co.	Ale, beer, spirits, wine	Licensing Management Intl. (LMI)
Rugrats	Hot Topic	Cosmetics	Nickelodeon & Viacom Consumer Products (NVCP)
Sesame Street	Baked by Melissa	Baked goods	Sesame Workshop
	ezpz	Mealtime & feeding sets	Sesame Workshop
Smarties	Flex Beauty Labs	Bath bombs, body wash, hand sanitizers, lip balms, lotions	Lisa Marks Associates (LMA)
SpongeBob SquarePants	Dylan's Candy Bar	Beverages, chocolate bars, lollipops, socks	Nickelodeon & Viacom Consumer Products (NVCP)
	HipDot Studios	Cosmetics	Nickelodeon & Viacom Consumer Products (NVCP)
Star Wars	Kidbox.com	Subscription service	Disney Consumer Products
Stargate SG-1	Wyvern Gaming	Role playing games	MGM Consumer Products
Tetris	ipsy	Cosmetic bags, cosmetics	Blitz Branding + Licensing
	Sock It to Me	Socks	Blitz Branding + Licensing
	Super Impulse USA div. Topcat Worldwide	Arcade games	Blitz Branding + Licensing
Tootsie Roll Candy Brands	Brisco Apparel Co.	Print-on-demand apparel	Synchronicity
Ultraman	Bait	Apparel, vinyl collectibles	Licensing Group (The)
	Changes	Socks, t-shirts	Licensing Group (The)
	FanSets	Pins	Licensing Group (The)
	Loot Crate	Subscription service	Licensing Group (The)
	Mezco Toyz	Figures	Licensing Group (The)
Yu-Gi-Oh!	Loot Crate	Subscription service	Konami Cross Media NY form. 4K Media

Brands/IP Available or Recently Assigned, Intl.

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
Annie Phillips	Design brand known for its use of space and pattern; dynamically interwoven stripes create a recognizable, uplifting, and playful look.	All (Benelux)	Daphne Kellerman, License Connection
Are You Smarter Than a 5th Grader?	Game show features adult contestants answering questions taken directly from elementary school curriculum.	All (North America)	Ross Misher, Brand Central
Baby Shark (animated series)	Animated series based on Baby Shark children's song about a family of sharks popularized by the online video produced by Pinkgong and media company SmartStudy.	All (Worldwide excl. Asia)	Pam Kaufman, Nickelodeon & Viacom Consumer Products (NVCP)
Bear Grylls Young Adventurer	Animated kids film series chronicles the travels of the British adventurer Bear Grylls when he was a teenager.	All (Worldwide excl. U.K., Asia)	David Sztoser, Epic Story Media
Becca's Bunch	Pre-school series follows the adventures of a little bobble hat-wearing bird named Becca and her friends; Encourages children to think big, be adventurous, and never give up.	All (U.K., Ireland)	Vickie O'Malley, Rockpool Licensing
Betty Boop	Animated cartoon character for over 80 yrs. Youthful, ambitious, sassy and confident, she seeks to make a positive change in the world around her and won't apologize for it.	All (Brazil)	Alexandre Volpi, Vertical Licensing
Blue's Clues & You!	Children's series original debuted 1996, reboot stars the titular blue dog and new host Joshua Dela Cruz who will lead viewers on an adventure to solve puzzles.	All (Worldwide)	Jennifer Caveza, Nickelodeon & Viacom Consumer Products (NVCP)
Bobcat	Global leader in construction equipment, power and water solutions, engines, and engineering for more than a century known for durability and dependability.	Accessories, apparel, automotive accessories, footwear, tools, workwear (Worldwide)	Perry Wolfman, CAA-GBG Global Brand Management Group
Booba	Non-dialogue animated series follows the adventures of a joyful, funny and curious little creature who is smart yet naïve and clumsy yet cunning.	All (North America)	Cynthia Modders, Firefly Brand Management
Bree Merryn	Art brand by acclaimed Yorkshire-based wildlife artist.	All (Worldwide)	Will Stewart, Point.1888 (The)
Bricklive	Global live events company uses LEGOs to educate children at various in-person events.	All (Worldwide)	Andrew Maconie, Licensing Management Intl. (LMI)
Butterfly Fairy Friends (The)	Animated series follows 3 best friends who discover magical flowers that become wands to summon special butterflies that help the girls transform into Butterfly Fairy Friends.	All (Worldwide)	Sharon Gomes, Little Airplane Productions div. Studio 100
Cannon Busters	Anime series based on the characters and story first published by Udon Comics/Devil's Due in the comic of the same name in 2005.	All (Worldwide)	Max Arguile, Reemsborko
Carnegie Hall	American concert hall built in 1891 by philanthropist Andrew Carnegie. Prestigious musical venue renowned for its unparalleled acoustics and beauty.	All (Worldwide)	Linda Morgenstern, Beanstalk
Cat Cora	World renowned chef and lifestyle personality known as the first woman to be inducted into the American Academy of Chefs Culinary Hall of Fame and the first female Iron Chef.	All (Worldwide)	Michael Catalano, Prominent Brand + Talent
Cat Lady	Supernatural action game follows a girl who arrives at grandma's mansion only to find an ancient evil has taken hold. It will be up to her and grandma's cats to set things right.	All (Worldwide)	Naruo Uchida, Viz Media

Continued on page 12

Brands/IP Available or Recently Assigned, Intl. *Continued from page 11*

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
Craftsman	Line of tools, lawn and garden equipment, and work wear since 1927.	Automotive accessories, lawn & garden products, power equipment, tools, toys (Worldwide)	Caren Chacko, Beanstalk
Crown Royal	Canadian whisky created by Seagram and sold to Diageo in 2000. Top-selling Canadian whisky in the U.S..	All (North America)	Jasen Wright, Beanstalk
Don Julio	Mexican tequila brand is the largest in value and eighth largest in volume. Distilled, manufactured, bottled, sold, and distributed by Tequila Don Julio, S.A. de C.V.	All (North America)	Jasen Wright, Beanstalk
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.S., Canada)	Carole Postal, Spotlight Licensing & Brand Management
FC Barcelona	Spanish professional football club; One of the most awarded football teams in the world and model of football excellence making real the Barca motto, "More than a Club."	All (Master licensee for MENA)	Pau Pascual, CPLG (Iberia & MENA)
Hairdorables	Doll brand combines big hair play, surprise unboxing, and character collectability. Embraces individuality, creativity and friendship in today's creator community.	All (Worldwide)	Travis Rutherford, Evolution USA
Kakao Friends	Korean character brand illustrated by Kwon Soon-ho (Hozo), based on KakaoTalk emoticons released in 2012.	Electronics, outdoor, sporting equipment, stationery, technical accessories, toys (Worldwide)	Roman Seo, Kakao IX Corp.
		Beverages, food, health & beauty (Worldwide)	Zoie An, Kakao IX Corp.
		Finance, home furnishings, living, plush, publishing (Worldwide)	Brandon Jy, Kakao IX Corp.
		Fashion, pet products (Worldwide)	Joanne Park, Kakao IX Corp.
Kid-E-Cats	Animated children's series tells the story of three kittens forever ready to jump into action with endless enthusiasm, energy, and imagination.	All (Benelux)	Daphne Kellerman, License Connection
Kindi Kids	Preschool doll by Moose Toys with glittering eyes, colorful hair, and interactive accessories that join children on their kindergarten journey.	All (U.S., Canada)	Stephen Fowler, Licensing Shop (The)
La Bala	Leading Latin America YouTuber nominated for Kids' Choice Awards in Mexico; channel includes musical performance, comedy and inspirational videos for the teen demo.	All (LATAM)	Adele Plumail, Paramount Pictures - Viacom Nickelodeon Consumer Product
League of Legends	Video game from Riot Games. Players summon a champion with unique abilities to battle against a team of other players across multiple battlefields and game modes.	Accessories, fashion, gifts & collectibles, mobile accessories, technical accessories (U.S., China, Europe, Brazil, South Korea)	Perry Wolfman, CAA-GBG Global Brand Management Group
Little Prince (The)	Children's book celebrating 75 yrs. features a precocious boy who enchants a stranded pilot with his allegorical tales of traveling the universe. Over 200MM copies sold.	All (U.K.)	Russell Dever, Those Licensing People (TLP)
Micro Machines	One of the top-selling toys lines of the 1980s features collectable component style playsets and miniature vehicles.	All (Master licensee Worldwide)	Michael Rinzler, Wicked Cool Toys
Mighty Little Bheem	Preschool 3D animated series based on life in India and the adventures of Bheem, a toddler who has super-power strength and a super-sized appetite to go with it.	All (Worldwide)	Janice Varney-Hamlin, Marketing Immersion

Continued on page 13

Brands/IP Available or Recently Assigned, Intl. *Continued from page 12*

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
Mighty Mike	Children's series about a refined pug with sophisticated tastes who wants a quiet life, but is forced to deal with interfering, furry troublemakers.	All (U.S., Canada)	Elan Freedman, Surge Licensing
MLS Players Association (MLSPA)	Union represents all current players in Major League Soccer (MLS); incl. players' names, images, likenesses, and other player-owned IP.	All (North America)	Steven Scebelo, REP Worldwide div. NFLPA
Moomins (The)	Book series by Tove Jansson features the Moomin family and their friends living an adventurous life in the idyllic and peaceful Moominvalley.	All (U.S., Canada)	Carla Silva, King Features Syndicate
Mr. Puppy	Fun, feel-good fashion and accessory brand featuring a cool dog and a classic name.	All (Worldwide excl. Japan, South Korea)	Cynthia Hall Domine, Synchronicity
Naruto	Manga and anime franchise since 1999 follows the adventures of the son of the celebrated titular ninja.	All (North America, LATAM, West Indies)	Naruo Uchida, Viz Media
North Coast 500	516-mile-long coastal touring route through the Scottish North Highlands has become an online and tourism phenomenon.	Apparel, calendars, outdoor wear, publishing, stationery (Worldwide)	Ian Wickham, Licensing Link Europe Ltd.
Pillownest	Multi-function pillow allows for décor change on a whim to match changing moods, holidays, favorite characters, sports teams, and more.	All (Worldwide)	Steven Heller, Brand Liaison (The)
Planettoon's World	Children's brand promotes friendship, collaboration, and appreciation of plants and animals through education and entertainment.	All (Worldwide)	Virginia Landi, Precious Creative Co.
Pokémon	Media franchise centered on fictional creatures which humans, known as Pokémon Trainers, catch and train to battle each other for sport.	All (ANZ)	Thomas Punch, Haven Global
Popeye	Cartoon brand featuring titular unsophisticated and undeterred-by-a-challenge sailor, who often comes up with solutions to problems that seem insurmountable.	All (Brazil)	Alexandre Volpi, Vertical Licensing
PRØHBTD	Cannabis and hemp product company. Incl. Hemptasy, a hemp-based cosmeceutical line, and Ceeby Dee's, a hemp-derived lifestyle dietary supplement brands.	All (Worldwide)	Martin Cribbs, Beanstalk Icon Representation
Rebel Girls	Lifestyle media brand on a mission to raise a generation of confident girls through vivid storytelling, illustration, and compelling multimedia content.	All (U.K., Eire)	Rob Wijeratna, Rocket Licensing
Ryan Seacrest Distinction	Menwear line founded in 2014 by celebrity Ryan Seacrest features classic and iconic looks with a contemporary eye.	Eyewear, food & beverage, footwear, hair products, health & wellness, home, sportswear (Worldwide)	Perry Wolfman, CAA-GBG Global Brand Management Group
Ryan's World	Children's entertainment brand line featuring YouTube superstar Ryan from Ryan ToysReview and the universe of characters created by Ryan and his parents	All (Canada, Europe, Middle East, South America)	Pam Kaufman, Nickelodeon & Viacom Consumer Products (NVCP)
Ryan's Mystery Playdate	Live-action series created and produced by pocket.watch stars Ryan and his parents.	All (Canada, Europe, Middle East, South America)	Pam Kaufman, Nickelodeon & Viacom Consumer Products (NVCP)
Sally Face	Indie horror adventure game franchise by Steve Gabry, follows the titular character, a boy with a prosthetic face and a tragic past.	All (Worldwide)	Ross Misher, Brand Central
Smirnoff	One of the largest vodka brands in the world, distributed in 130 countries. Pure, clean and ultra smooth classic taste.	All (North America)	Jasen Wright, Beanstalk

Continued on page 14

Brands/IP Available or Recently Assigned, Intl. *Continued from page 13*

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
Smokey Bear	Iconic American symbol of conservation and protection of America's forests, educating the public about the dangers of unplanned human-caused wildfires for 75 yrs.	All (Worldwide)	Todd Lustgarten, Perpetual Licensing
Spice Girls	English pop girl group formed in 1994. Debut album sold 31MM copies worldwide, follow-up album over 20MM copies worldwide.	All (Worldwide)	Jens Drinkwater, Global Merchandising Services
Stan Lee's Superhero Kindergarten	Animated children's series follows an average gym teacher (Arnold Schwarzenegger) who acquires incredible superpowers when Earth passes through the ionic dust of a comet.	All (Worldwide)	Lloyd Mintz, Genius Brands Intl.
Subway Surfers	3D mobile game and animated series stars graffiti artists fleeing a security guard and his guard dog.	Master toy (Worldwide)	Brehan Maul, Alpha Group U.S.
Supa Characters	Kid's superhero properties incl. The Big Five, Joint Superchiefs, Energy Men, Super Dogs, and Color Wars.	All (Worldwide)	Joel Beling, Supa Characters Pty. Ltd.
Travelocity	American online travel agency encourages travelers to "Wander Wisely." Incl. the Travelocity Roaming Gnome.	Electronics, fitness trackers, luggage, travel accessories (Worldwide)	Linda Morgenstern, Beanstalk
Trejo's Tacos & Trejo's Cantina	Fast-growing Mexican restaurant brand from iconic movie star Danny Trejo.	All (Worldwide)	Todd Lustgarten, Perpetual Licensing
Tulipop	Icelandic character-based lifestyle brand inspired by ancient fairy tales. Features curious, cuddly, and gothic characters living on an enchanting island.	All (U.S., Canada)	Carla Silva, King Features Syndicate
VP Racing Fuels	World leader in fuel technology recognized by drivers, tracks, series, and fans alike with presence across all motorsports.	All (Worldwide)	Vivian Velasco, Pacific Swell Brands
Wolfwalkers	Series set in 17th century Ireland, when wolves were considered evil creatures, tells the story a young apprentice hunter who tries to wipe out the last pack with her father.	All (Worldwide)	Brian Tyrrell, Cartoon Saloon

Licensed Recently Granted, Intl.

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
Adventure Time	Blue Mammoth Games div. Ubisoft	Video games (Worldwide)	Cartoon Network Enterprises
Angry Birds	Sambro Intl.	Erasers, puzzles (U.K.)	Bulldog Licensing
	Smith & Brooks Ltd.	Accessories, apparel (U.K.)	Bulldog Licensing
Anne Geddes	TCG (form. The Canadian Group)	Puzzles (U.S., Canada)	Anne Geddes LLC
Aquaman	Factory Entertainment	Die-cast collectibles (Worldwide)	Warner Bros. Consumer Products
Ariana Grande	H&M (Hennes & Mauritz AB)	Accessories, apparel (Worldwide)	Bravado Intl. Group div. Universal Music Group
Avanti	Class Act Stationery & Accessories Ltd.	Back-to-school, stationery (U.S., Canada)	Lisa Marks Associates (LMA)
Baby Blues	Editorial Bizancio	Albums (Portugal)	King Features Syndicate
Baby Shark	Zuru	Bath products (Worldwide)	Pinkfong subs. SmartStudy

*Extension or renewal.

Continued on page 15

Licensed Recently Granted, Intl. *Continued from page 14*

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
Barratt	151 Products Ltd.	Air fresheners (U.K.)	Point.1888 (The)
	Fizz Creations Ltd.	Candy floss, milkshake, novelty & gift items, popcorn (U.K.)	Point.1888 (The)
	Icefresh Foods Ltd.	Ice cream, iced lollies (U.K.)	Point.1888 (The)
	Kokomo Ltd.	Health & beauty aids (U.K.)	Point.1888 (The)
	Manchester Drinks Co. Ltd.	Slush drink pouches, water enhancers (U.K.)	Point.1888 (The)
Beatles (The)	Factory Entertainment	Die-cast collectibles (Worldwide)	Bravado Intl. Group div. Universal Music Group
Betty Boop	Rainbowworks Co., Ltd.	Accessories, apparel, badges, cushions, magnets, mats, stickers (Japan)	King Features Syndicate
Black + Decker	CYA Trading	Pest control products (North America)	Beanstalk
	Vanderbilt Home	Bath, cleaning products, laundry (North America)	Beanstalk
	Wiesner Products	Bakeware, cookware (North America)	Beanstalk
Black Clover	Bioworld Merchandising	Accessories, apparel (North America, Europe)	Crunchyroll div. Ellation
Blippi	Jazwares	Master toy (Worldwide)	Blippi c/o Kideo Productions Inc.
Blue's Clues & You!	Cardinal Industries div. Spin Master	Games, puzzles (Worldwide)	Nickelodeon & Viacom Consumer Products (NVCP)
	Just Play	Figures, playsets, plush, role play (Worldwide)	Nickelodeon & Viacom Consumer Products (NVCP)
	VTech Electronics North America	Early learning toys (Worldwide)	Nickelodeon & Viacom Consumer Products (NVCP)
Bluey	Moose Toys	Master toy (Worldwide excl. Asia)	BBC Worldwide
Bomberman	Bioworld Merchandising	Accessories, fashion apparel (U.S., Canada)	Konami Cross Media NY form. 4K Media
	Difuzed	Accessories, apparel (EMEA)	Konami Cross Media NY form. 4K Media
Bree Meryn	EastWest (Europe) Ltd.	Gift bags, giftware, key rings, magnets, mugs, stationery (U.K., Ireland)	Point.1888 (The)
British Motor Heritage	Poetic Brands Ltd./PoeticGem	Apparel (U.K.)	Licensing Management Intl. (LMI)
Bruce Lee	DGK	Accessories, apparel, skateboards (U.S., Canada, Australia, Japan)	Beanstalk Icon Representation
Bruce Lee	MEGO Corp.*	Action figures (Worldwide)	Beanstalk Icon Representation
BT21 x Uniqlo	UNIQLO div. Fast Retailing	Apparel (Worldwide)	Big Hit Entertainment
Calvin Klein	G-III Apparel Group	Jeans (North America)	PVH
Care Bears	Unique Vintage	Accessories, apparel (Worldwide)	Cloudco Entertainment (form. American Greetings Entertainment)
Charles Fazzino	TCG (form. The Canadian Group)	Puzzles (U.S., Canada)	King Features Syndicate
Chuggington	Alpha Group Co. Ltd./Auldey Toys	Master toy (Worldwide)	Herschend Family Entertainment
Chupa Chups	Pimkie	Apparel, t-shirts (U.K.)	Perfetti Van Melle (PVM)/ PVM Licensing
	Primark Ltd.	Accessories, apparel (U.S., U.K., Ireland, Belgium, France, Germany, Italy, Netherlands, Portugal, Spain)	Perfetti Van Melle (PVM)/ PVM Licensing

*Extension or renewal.

Continued on page 16

Licensed Recently Granted, Intl. *Continued from page 15*

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
Clueless	K-Swiss Global Brands (KSGB)	Footwear (U.S., Canada)	Paramount Pictures - Viacom Nickelodeon Consumer Product
Contra	Bioworld Merchandising	Accessories, fashion apparel (U.S., Canada)	Konami Cross Media NY form. 4K Media
	Difuzed	Accessories, apparel (EMEA)	Konami Cross Media NY form. 4K Media
Crayola	Markwins Intl./Lip Smackers	Lip balms & glosses (Worldwide)	Crayola
Dan Tana's	Cloney	Apparel (Worldwide)	Prominent Brand + Talent
DC Super Hero Girls	Mattel*	Games, novelties, preschool products, toys, vehicles (North America, Europe, Latin America, ANZ)	Warner Bros. Consumer Products
DC Universe	Mattel*	Games, novelties, preschool products, toys, vehicles (North America, Europe, Latin America, ANZ)	Warner Bros. Consumer Products
Despicable Me	LEGO Systems	Construction block sets (Worldwide)	Universal Brand Development
Diablo III	UNIQLO div. Fast Retailing	T-shirts (Worldwide)	Blizzard Entertainment
Dr. Stone	Bioworld Merchandising	Accessories, apparel (North America, Europe)	Crunchyroll div. Ellation
Ed Hardy	Revise Clothing - Vanilla Star	Apparel (men's) (U.S., Canada)	Iconix Brand Group
Elf on the Shelf	Danilo Promotions Ltd.	Gift bags, gift wrap, greeting cards (U.K.)	Rocket Licensing
	Kimm & Miller	Food gift collections (U.K.)	Rocket Licensing
	Paul Dennicci Ltd.	Babywear (U.K.)	Rocket Licensing
	Smiffy's	Dress-up (U.K.)	Rocket Licensing
ELLE	Brand Machine Group	Apparel (U.K.)	Lagardere Active Enterprises
	Van der Erve N.V.	Apparel (Europe)	Lagardere Active Enterprises
emoji	Ferrero Group	Chocolate surprise eggs (Europe, Canada)	Bavaria Media GmbH
Eurosport	Le Col	Cycling apparel, cycling jerseys (Worldwide)	Discovery Consumer Products (U.K.)
Farrah Fawcett	Bershka div. Inditex	Apparel (Worldwide)	Beanstalk Icon Representation
	MEGO Corp.	Action figures (Worldwide)	Beanstalk Icon Representation
	Pull&Bear div. Inditex	Apparel (Worldwide)	Beanstalk Icon Representation
	Zara div. Inditex	Apparel (Worldwide)	Beanstalk Icon Representation
Fatafeat	LuLu Hypermarkets/LuLu Group Intl.	Cookware (MENA)	Discovery (MENA)
FlipaZoo	Inkology	Activity sets, back-to-school, stationery (U.S., Canada, Mexico, South America)	Synchronicity
	Shalom Intl.	Baby products, hair accessories, jewelry (U.S., Canada, Mexico, Europe)	Synchronicity
Fresh Produce	Pop-up Go	Pop-up shops (North America)	Fresh Produce
Friday the 13th	Factory Entertainment	Die-cast collectibles (Worldwide)	Warner Bros. Consumer Products
Frogger	Bioworld Merchandising	Accessories, fashion apparel (U.S., Canada)	Konami Cross Media NY form. 4K Media
	Difuzed	Accessories, apparel (EMEA)	Konami Cross Media NY form. 4K Media

*Extension or renewal.

Continued on page 17

Licensed Recently Granted, Intl. *Continued from page 16*

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
Game of Thrones	Factory Entertainment	Die-cast collectibles (Worldwide)	HBO
	Koyo Store (The)	Pins (EMEA)	HBO
Gigantosaurus	JAKKS Pacific	Accessories, costumes, figures, furniture, outdoor seasonal, playsets (Worldwide)	Cyber Group Studios
	Jay Franco & Sons	Bath accessories, beach towels, bedding, room decor, travel gear (U.S., Canada, Europe)	Cyber Group Studios
Goblin Slayer	Bioworld Merchandising	Accessories, apparel (North America, Europe)	Crunchyroll div. Ellation
Godiva	General Mills	Baking mixes (North America)	Beanstalk
	Kraft Heinz	Baking mixes, baking products (North America)	Beanstalk
Harley-Davidson	Marcolin*	Eyewear (Worldwide)	Harley-Davidson
Harry Potter	Aldi U.K.	Craft kits, duvet sets, lunch accessories, plush (U.K.)	Warner Bros. Consumer Products (EMEA)
	Factory Entertainment	Die-cast collectibles (Worldwide)	Warner Bros. Consumer Products
Hearthstone	UNIQLO div. Fast Retailing	T-shirts (Worldwide)	Blizzard Entertainment
Heidi Bienvenida	Admiranda S.r.l.	Personal care products (Europe)	Mondo TV Iberoamerica SA
Heroes of the Storm	UNIQLO div. Fast Retailing	T-shirts (Worldwide)	Blizzard Entertainment
Highclere Castle	ILWol Semicom Co., Ltd.	Candles, cosmetics, diffusers, scarves (South Korea)	Licensing Management Intl. (LMI)
	Silentnight Brands	Beds, duvets, headboards, mattresses, pillow cases, pillows (U.K.)	Licensing Management Intl. (LMI)
HobbyKids Adventures	Bentex Group	Apparel (North America)	pocket.watch
	Bioworld Merchandising	Backpacks, pajamas (U.S., Canada)	pocket.watch
	Franco Manufacturing/Franco MFG	Bedding, room decor (North America)	pocket.watch
	Just Play	Toys (Worldwide)	pocket.watch
Honeydew	You and Me Legwear	Socks (North America)	Brentwood Licensing
I Love Lucy	Bésame Cosmetics	Cosmetics (Worldwide)	CBS Consumer Products
	Unique Vintage	Apparel (Worldwide)	CBS Consumer Products
IFL Science	Half Moon Bay	Giftware (U.K.)	Licensing Link Europe Ltd.
	Ice House Books div. Half Moon Bay	Giftware (U.K.)	Licensing Link Europe Ltd.
In the Night Garden	Signature Gifts Ltd.	Gifts (U.K.)	DHX Brands
International Space Archives	Thumbs Up (U.K.) Ltd.	Gifts, tech (U.K., Europe, U.S., Australia)	Licensing Management Intl. (LMI)
	TS Distribution SAS	Caps, underwear (men's) (Europe)	Licensing Management Intl. (LMI)
Kindi Kids	Bentex Group	Master apparel, master swimwear (U.S., Canada)	Licensing Shop (The)
	H.I.S. Intl.	Apparel (children's) (U.S., Canada)	Licensing Shop (The)
	Komar Brands	Sleepwear (U.S., Canada)	Licensing Shop (The)
Kohl's	Box Seat Clothing div. Fanatics	Apparel (Worldwide)	Kohl's
Last Kids on Earth (The)	JAKKS Pacific	Master toy (Worldwide excl. China)	Cyber Group Studios
Life is Strange	Hot Topic	Accessories, apparel (U.S., Canada)	CPLG (U.K.)
London Taxi Company	Meller Designs Ltd.	Cufflinks (U.K.)	Bulldog Licensing
	Portfolio Group	Gifts, stationery (U.K.)	Bulldog Licensing

*Extension or renewal.

Continued on page 18

Licensed Recently Granted, Intl. *Continued from page 17*

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
Lord of the Rings (The)	Factory Entertainment	Die-cast collectibles (Worldwide)	Warner Bros. Consumer Products
Love Hearts	Koin Club/Koin Ltd.	Collectible coins (U.K.)	Blonde Sheep Licensing
Marvel	NetEase	Online games (China)	Disney Consumer Products
Marvel Super Hero Squad	Tastemakers LLC (form. Wish Factory)	Arcade games (U.S., Canada)	Disney Consumer Products
Mayflower 400	West Argyll Technical Publications Ltd.	Souvenir publishing (U.K.)	Licensing Management Intl. (LMI)
Mentos	Flex Beauty Labs	Bath bombs, body wash, hand sanitizers, lip balms, lotions (U.S., Canada)	Lisa Marks Associates (LMA)
Miffy	Ghostly International	Accessories, apparel (Worldwide)	Joester Loria Group (JLG)
Minions, Minions: The Rise of Gru	LEGO Systems	Construction block sets (Worldwide)	Universal Brand Development
Mister Rogers' Neighborhood	BrownTrout Publishers	Calendars (North America, U.K., Europe)	Brand Central
	Good Luck Sock	Socks (U.S., Canada)	Brand Central
	Insight Editions	Books, stationery (Worldwide)	Brand Central
	Penguin Random House	Books (U.S., Canada)	Brand Central
	Pyramid America	Wall decor (U.S., Canada)	Brand Central
	Trends International	Posters (U.S., Canada, Mexico)	Brand Central
Mob Psycho 100	Bioworld Merchandising	Accessories, apparel (North America, Europe)	Crunchyroll div. Ellation
Moon and Me	Amscan Intl.	Balloons, dress-up, party goods (EMEA)	9 Story Media Group
	Minor Entertainment Group Ltd.	Live entertainment (Worldwide)	9 Story Media Group
	Orange Tree Toys	Puzzles, wooden toys (U.S., U.K.)	9 Story Media Group
	Redan Publishing Ltd.	Magazines (Europe)	9 Story Media Group
	Scholastic Media	Master publishing (Worldwide)	9 Story Media Group
	Whitehouse Leisure LLP	Amusement plush (EMEA)	9 Story Media Group
Museum of Bad Art (MOBA)	CARD.com	Debit cards, gift cards (Worldwide)	Synchronicity
	Unemployed Philosophers Guild	Mugs (U.S., Canada, Europe)	Synchronicity
My Little Pony	REI±NE (Reine)	Hand bags (Worldwide)	Hasbro
Nelson De La Nuez	TCG (form. The Canadian Group)	Puzzles (U.S., Canada)	Pop Land Studios
Next Step (The)	Pineapple Dance Studios	Apparel, bags, dance accessories, stationery (U.K.)	Boat Rocker Studios div. Boat Rocker Media
Nightmare on Elm Street	Factory Entertainment	Die-cast collectibles (Worldwide)	Warner Bros. Consumer Products
Odd Squad	Fun.com (form. Costumes Galore)	Costumes (U.S., Canada)	Sinking Ship Entertainment
	SmartGurlz	Electronic toys (U.S., Canada, Europe)	Sinking Ship Entertainment
	Trends International	Posters (U.S., Canada)	Sinking Ship Entertainment
One Piece	UNIQLO div. Fast Retailing	T-shirts (Worldwide)	Toei Animation
Overwatch	UNIQLO div. Fast Retailing	T-shirts (Worldwide)	Blizzard Entertainment
Peanuts	Super7	Accessories, action figure accessories, puzzles (North America)	Peanuts Worldwide div. DHX Media
Popeye	I.T. Apparels Ltd.	Apparel, bags, cushions, dolls, mirrors, umbrellas (China, Hong Kong, Macau, Taiwan, U.K.)	King Features Syndicate
	Stayreal	Accessories, apparel (China)	Medialink (Far East) Ltd.

*Extension or renewal.

Continued on page 19

Licensed Recently Granted, Intl. *Continued from page 18*

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
Popeye	ZCWO	Figures (China)	Medialink (Far East) Ltd.
Popeye & Friends	Licensing Essentials	Apparel, bags, coasters, drinkware, footwear, headwear, key rings (ANZ)	King Features Syndicate
	Timeless Trading & Distributing Co	Grooming products (men's) (U.S., Canada, U.K., Europe, Japan, India, Korea, Russia, Singapore, South Africa, Taiwan, UAE)	King Features Syndicate
POW! Entertainment	Funko	Pop vinyl figures (Worldwide)	POW! Entertainment
	Hot Toys Ltd.	Collectibles (Japan)	POW! Entertainment
	MEGO Corp.	Action figures (Worldwide)	POW! Entertainment
Pusheen the Cat	Trends International	Notebooks, pens, posters, stickers (North America)	Pusheen Corp.
Resident Evil 2	Mehron	Makeup kits (North America, Europe, Australia)	Bits + Pixels Licensing Agency Ltd.
Rick & Morty	Diadora S.p.A.	Apparel, footwear (U.S., Europe)	Turner EMEA
ROUTE 66	Van der Erve N.V.	Apparel (Europe)	Tempting Brands AG
Royal Armouries	Warlord Games	Pewter figurines (U.K.)	Licensing Management Intl. (LMI)
Royal Horticultural Society	Genus Performance Gardenwear	Apparel, gardening accessories (U.K.)	Royal Horticultural Society/ RHS Enterprises Ltd.
	Hotter	Footwear (U.K.)	Royal Horticultural Society/ RHS Enterprises Ltd.
	Mr Fothergill's	Seeds (U.K.)	Royal Horticultural Society/ RHS Enterprises Ltd.
Scarface	Fanattik div. Iron Gut Publishing Ltd.	Giftware & collectibles (U.K.)	Universal Brand Development
School of Roars	Centauria Srl	Magazines (Italy)	Atlantycia Entertainment S.p.A.
Scooby-Doo	Playmobil Germany/ Brandstätter Stiftung & Co. KG	Accessories, figures & play sets (Worldwide)	Warner Bros. Consumer Products (EMEA)
Sesame Street	Lauren Moshi	Bags, canvas art, headwear (U.S., Canada)	Sesame Workshop
	Milk Snob	Car seat accessories (infants'), highchairs, nursing covers/blankets (U.S., Canada)	Sesame Workshop
	Paul & Joe	Apparel (Worldwide)	Sesame Workshop
Shakespeare Birthplace Trust	Royal Crown Derby	Collectibles (U.K.)	Licensing Management Intl. (LMI)
	Winning Moves U.K. Ltd.	Board games (U.K.)	Licensing Management Intl. (LMI)
Slayer	Tatami Fightwear	Kimonos (Worldwide)	Global Merchandising Services
Southpole x Tootsie Roll Candy Brands	Wicked Fashions Inc.	Co-branded accessories, co-branded apparel (U.S., Canada)	Synchronicity
Square Enix	Penguin Random House Publisher Service	Art books, manga, novels (Worldwide)	Square Enix
StarCraft II	UNIQLO div. Fast Retailing	T-shirts (Worldwide)	Blizzard Entertainment
Starter	Sparks Glencoe Korea div. FILA Korea Ltd.	Footwear, underwear (South Korea)	Iconix Brand Group
Stranger Things	Next Games	Mobile games (Worldwide)	Netflix
	Nike	Apparel, footwear (Worldwide)	Netflix
Striker Force 7	Graphic India	Comic books (Worldwide)	Carlin West Entertainment (CWE)
Summer McKeen	Nudestix	Makeup kits (U.S., Canada)	CAA-GBG Global Brand Management Group
Swizzels Matlow	Overseas Trading Ltd. (OTL)	Party products, travel accessories (U.K.)	Blonde Sheep Licensing

*Extension or renewal.

Continued on page 20

Licensed Recently Granted, Intl. *Continued from page 19*

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
Teenage Mutant Ninja Turtles	Tastemakers LLC (form. Wish Factory)	Arcade games (U.S., Canada)	Nickelodeon & Viacom Consumer Products (NVCP)
Tetris	AtGames	Retro game consoles (Worldwide)	Blue Planet Software (Tetris)
	Blues Clothing div. CWI Intl. (Holdings) Ltd.	Apparel (Europe)	Lisle Licensing
	Ravensburger U.K.	Puzzles (U.K., Ireland)	Lisle Licensing
	Sanrio GmbH	Mobile games (Worldwide)	Blue Planet Software (Tetris)
Tootsie Roll Candy Brands	A & M Wholesale Group	Metal signs, wood signs (U.S., Canada)	Synchronicity
	Funko	Pop vinyl figures (Worldwide)	Synchronicity
	Jigsaw Puzzle Factory (The) div. Leap Year Publishing	Puzzles (U.S., Canada)	Synchronicity
	SportLife Brands dba Overseas Direct	Loungewear, pajamas (Worldwide)	Synchronicity
	Toy Factory	Amusement plush (U.S., Canada)	Synchronicity
	Underboss/Undergirl Productions	Activewear (adults'), loungewear (adults'), pajamas (adults'), swimwear (adults'), underwear (adults') (U.S., Canada)	Synchronicity
Wiggles (The)	Black & White Merchandising	Footwear (Canada)	Playology Intl. Inc.
	Gertex Hosiery	Headwear, hosiery (U.S., Canada)	Playology Intl. Inc.
	JCorp	T-shirts (U.S., Canada)	Playology Intl. Inc.
	Kersheh Group/Vayola/Jelli Fish Kids	Sleepwear, underwear (Canada)	Playology Intl. Inc.
	Riley Blake Designs	Craft fabric, fabrics (U.S., Canada)	Playology Intl. Inc.
	TCG (form. The Canadian Group)	Games, playmats, puzzles (U.S., Canada)	Playology Intl. Inc.
Wild Kratts	C-Life Group	T-shirts (U.S., Canada)	Kratt Brothers Co.
	PBS Distribution	DVDs (U.S., Canada)	Kratt Brothers Co.
	Pressman Toy/Goliath Games	Games (U.S., Canada)	Kratt Brothers Co.
	Random House Children's Books/ Random House Books for Young Readers div. Penguin Random House	Books (U.S., Canada)	Kratt Brothers Co.
	Topix Media Lab Publishing	Magazines (U.S., Canada, Mexico, U.K., Australia, Hong Kong)	Kratt Brothers Co.
Wonder Woman	Factory Entertainment	Die-cast collectibles (Worldwide)	Warner Bros. Consumer Products
World of Warcraft	UNIQLO div. Fast Retailing	T-shirts (Worldwide)	Blizzard Entertainment
WWE	Glu Mobile	Mobile games (Worldwide)	World Wrestling Entertainment (WWE)
X-Men	Tastemakers LLC (form. Wish Factory)	Arcade games (U.S., Canada)	Disney Consumer Products
Yu-Gi-Oh!	Fun.com (form. Costumes Galore)	Costumes (U.S., Canada)	Konami Cross Media NY form. 4K Media
	FYE div. Trans World Entertainment	Cereal, chocolate bars (North America)	Konami Cross Media NY form. 4K Media
	Tioneer	Bracelets, jewelry, pendants, rings (Worldwide)	Konami Cross Media NY form. 4K Media
Yuri!!! On Ice	Bioworld Merchandising	Accessories, apparel (North America, Europe)	Crunchyroll div. Ellation
Zoo York	Sparks Glencoe Korea div. FILA Korea Ltd.	Accessories, apparel, footwear, underwear (South Korea)	Iconix Brand Group

Contacts & Connections, U.S.

In this issue: 254 domestic contacts made available by TLL's *Licensing Sourcebook Online*.

2K div. Take-Two Interactive, Jessica Hopp, Senior Director Global Partnerships & Licensing, 415-507-7806, jessica.hopp@2k.com, P. 8.

9 Story Media Group, Kyra Halperin, VP Consumer Products, 212-764-0266 x316, kyrah@9story.com, P. 18.

A & M Wholesale Group, Mike Coke, 270-821-7100, mike@aandmwholesalegroup.com, P. 20.

Aldi U.K., Kara Greator, MD, 44 203 137 8268, managingdirector.dar@aldi.co.uk, P. 17.

ALG Brands, Ashley Austin, Founder & CEO, ashley@algbrands.com, P. 10.

All-American Licensing & Management Group (AALMG), Michael Gottsegen, Partner, 818-749-7236, michael@aalmg.com, P. 8.

Almost Skateboards div. Dwindle Distribution, Luis Cruz, Brand manager, 310-297-1500, info@almostskateboards.com, P. 10.

Alpha Group U.S., Brehan Maul, VP Global Brand Management & Marketing, 844-303-8936, brehan@alphagroup-us.com, P. 14.

American Girl div. Mattel, Jamie Cygielman, SVP & GM American Girl, 608-836-7200, jamie.cygielman@americangirl.com, P. 2.

Anne Geddes LLC, Kel Geddes, Director, 206-374-9200, kel@geddes-group.com, P. 14.

AtGames, Ping-Kang Hsiung, CEO, info@atgames.net, P. 20.

Bait, Eric Phan, CMO, 909-595-1712, eric.phan@baitme.com, P. 10.

Baked by Melissa, Melissa Ben-Ishay, President & Chief Product Officer, 212-842-0220, info@bakedbymelissa.com, P. 10.

Beanstalk, Caren Chacko, VP Brand Management & Manufacturer Representation, 212-303-1112, caren.chacko@beanstalk.com, P. 12,15.

Beanstalk, Frances Alvarez, AVP Brand Management, 305-447-6594, frances.alvarez@beanstalk.com, P. 17.

Beanstalk, Jasen Wright, VP Brand Management, 212-421-6060, jasen.wright@beanstalk.com, P. 12,13.

Beanstalk, Linda Morgenstern, VP Brand Management, 305-668-7000, linda.morgenstern@beanstalk.com, P. 11,14.

Beanstalk Icon Representation, Martin Cribbs, VP Brand Management, 212-303-1139, martin.cribbs@beanstalk.com, P. 10,13,15,16.

Bentex Group, Susan Peia, EVP Licensing, 212-594-4250 x2825, susan@bentex.com, P. 17.

Bésame Cosmetics, 818-276-9400, info@besamecosmetics.com, P. 17.

Bioworld Merchandising, Beth Taylor, Director Licensing, 972-488-0655, beth@bioworldmerch.com, P. 15-18,20.

Bioworld Merchandising, Jennifer Staley, VP Licensing, 972-488-0655, jennifers@bioworldmerch.com, P. 15-17.

Blippi c/o Kideo Productions Inc., Alyssa Ingham, Communications Manager, team.kideo@gmail.com, P. 8,15.

Blitz Branding + Licensing, Tara Blitz, Principal, tara@blitzlicensing.com, P. 10.

Blizzard Entertainment, Matt Beecher, VP Global Consumer Products, 949-955-1380 x14262, mbeecher@blizzard.com, P. 16-20.

Blue Mammoth Games div. Ubisoft, Matt Woormer, MD, matt@bluemammoth.com, P. 14.

Blue Planet Software (Tetris), Megan Buettner, Head Consumer Products, 808-954-6100, megan@blueplanetsoftware.com, P. 20.

Boat Rocker Studios div. Boat Rocker Media, Kate Schlomann, EVP Brand Management & Content Marketing, 646-790-1720, kate@boatrocker.com, P. 18.

Box Seat Clothing div. Fanatics, Wade Whitehurst, Director Licensing & Events, 904-271-4171, wwhitehurst@boxseatclothing.com, P. 17.

Brand Central, Ross Misher, CEO, 310-268-1231, ross@brandcentralgroup.com, P. 10,11,13,18.

Brand Liaison (The), Steven Heller, Founder, 855-843-5424, steven@thebrandliaison.com, P. 8,13.

Brandgenuity, Jay Asher, Partner, 212-925-0730, jay@brandgenuity.com, P. 7.

Bravado Intl. Group div. Universal Music Group, Joe Marziotto, VP Brand Marketing The Beatles, 212-445-3432, joe.marziotto@bravado.com, P. 15.

Bravado Intl. Group div. Universal Music Group, Mat Vlastic, CEO Bravado, 212-445-3400, mat.vlastic@umusic.com, P. 14.

Brentwood Licensing, Joel Barnett, President, 310-720-3285, joel@brentwoodlicensing.com, P. 8,10,17.

Brisco Apparel Co., Jimmy Gartner, General E-Commerce Manager, 718-832-2080, ecommerce@briscoapparel.com, P. 10.

BrownTrout Publishers, Mike Brown, CEO & President, 800-777-7812, mbrown@browntrout.com, P. 18.

Buffalo Games, Mark Predko, Director Operations & Product Management, 716-827-8393, mpredko@buffalogames.com, P. 10.

Burger King div. Restaurant Brands Intl., Jill Granat, General Counsel, 305-378-3000, jgranat@whopper.com, P. 10.

C-Life Group, Connie Chang, Director Licensing, 212-294-0248, connie@c-lifegroup.com, P. 20.

CAA-GBG Global Brand Management Group, Ian White, Licensing, 424-288-2760, ianwhite@caaglobalbrands.com, P. 19.

CAA-GBG Global Brand Management Group, Perry Wolfman, CEO, 212-277-9000, perrywolfman@caaglobalbrands.com, P. 11-13.

CARD.com, Linda Castillon, SVP Licensing, 619-980-4986, linda@card.com, P. 18.

Cardinal Industries div. Spin Master, Joel Berger, President, 718-784-3000 x114, joelb@cardinalgames.com, P. 15.

Carl's Jr. div. CKE Restaurants Holdings Inc., Tom Brennan, COO, 615-538-9400, tbrennan@ckr.com, P. 10.

Carlin West Entertainment (CWE), Carlin West, CEO, carlin@carlinwestent.com, P. 19.

Cartoon Network Enterprises, Daria Cronin, Senior Director Licensing, 212-275-6811, daria.cronin@turner.com, P. 14.

Cartoon Network Enterprises, Peter Yoder, VP Cartoon Network Enterprises, 212-275-6535, peter.yoder@turner.com, P. 10.

CBS Consumer Products, Veronica Hart, EVP Global Franchise Management, 212-975-6894, veronica.hart@cbs.com, P. 17.

Centric Brands (form. Differential Brands Group), Jason Rabin, CEO & Director, 646-582-6000, info@centricbrands.com, P. 10.

Changes, Will Thompson, VP Licensing, 718-441-6464, wthompson@changesonline.com, P. 10.

Children's Apparel Network, Murray Maleh, VP, 212-244-6023, murray@childapp.com, P. 10.

Class Act Stationery & Accessories Ltd., Jeff Litvack, Owner, 952-593-6221, jeff@classactstationery.com, P. 14.

CLC (form. IMG College Licensing), Cory Moss, SVP & MD, 770-956-0520, cmoss@clc.com, P. 26.

Cloney, Duke George, CEO, duke.george@cloneyonline.com, P. 16.

Cloudco Entertainment (form. American Greetings Entertainment), Cristina Villegas, Director Licensing North America, 310-429-4664, cvillegas@cloudcoentertainment.com, P. 15.

Collector Cup, 801-637-1580, info@collectorcup.com, P. 8,10.

Cost Plus World Market, Carla Moreira, Marketing Manager, 510-808-9319, carla.moreira@cpwm.com, P. 10.

Crayola, Warren Schorr, VP Business Development & Global Licensing, 610-253-6271 x4723, wschorr@crayola.com, P. 16.

Crunchyroll div. Ellation, John Leonhardt, Head Consumer Products, 415-310-6135, jleonhardt@crunchyroll.com, P. 15-18,20.

CYA Trading, 732-276-7563, P. 15.

DGK, Stevie William, CEO & Co-owner, 760-918-0405, stevie@thekayocorp.com, P. 15.

Die Cast Truck World, Kyle Darling, 732-826-1900, kyle71truck@yahoo.com, P. 10.

Disney Consumer Products, Paul Gitter, SVP Licensing Marvel, 818-544-1950, paul.gitter@disney.com, P. 10,18,20.

Disney Consumer Products, Paul Southern, SVP Licensing Star Wars, 415-623-1928, paul.southern@lucasfilm.com, P. 10.

Disney Publishing, Emily Thomas Meehan, VP & Publisher Hyperion, Original Content Strategy & IP Development, 818-544-0000, emily.thomasmeehan@disney.com, P. 5.

Disney Publishing, Lynn Waggoner, VP & Global Publisher Franchise, 818-544-0000, lynn.waggoner@disney.com, P. 5.

Continued on page 22

Contacts & Connections, U.S. *Continued from page 21*

Disney Streaming Services, Michael Cerda, VP Product Disney+, 321-939-7000, michael.cerda@disney.com, P. 2.

Dr. Seuss Enterprises LP, Susan Brandt, President, 858-459-9744, susanb@drseuss.com, P. 10.

Dunkin' Brands, Justin Unger, Director Strategic Partnerships, 781-737-3000, justin.unger@dunkinbrands.com, P. 10.

Dylan's Candy Bar, Laruen Ulstad, Associate Director Buying & Licensing, 212-620-2700, lulstad@dylanscandybar.com, P. 10.

Entertainment One (eOne) - U.S., Joan Grasso, SVP Licensing North America, 212-353-8800 x5219, jgrasso@entonegroup.com, P. 10.

Evolution USA, Travis Rutherford, Partner & Chief Revenue Officer, 818-501-3186, travis@evomgt.com, P. 12.

ezpz, Lindsey Laurain, Founder, 812-327-6452, info@ezpzfun.com, P. 10.

Factory Entertainment, Tom Vargas, Director eCommerce & Online Marketing, 925-270-3739 x7005, tomv@factoryent.com, P. 15-18,20.

FanSets, Lew Halboth, Managing Partner, lew.halboth@fansets.com, P. 10.

Fashion Branding Group LLC, Christopher Lee Ursin, MD, licensing@fashionbrandinggroup.com, P. 8.

Fila North America, Jennifer Estabrook, President North America, 212-726-5900, jestabrooks@fila.com, P. 10.

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

Flex Beauty Labs, George Mandras, Founder, 646-302-8542, gm@flexbeautylabs.com, P. 10,18.

Forecast Agency (The), Jonathan Garcia, MD, 323-810-2388, team@theforecastagency.com, P. 10.

Forever 21, Linda Chang, VP Merchandising, 213-741-5100, linda.c@forever21.com, P. 10.

Franco Manufacturing/Franco MFG, Stacey Sobin, VP Licensing, 732-494-0500, stacey.sobin@franco-mfg.com, P. 17.

Fresh Produce, Cindy Keizman, VP of Merchandising, Marketing & Design, 303-444-7573, ckeizman@fpcolor.com, P. 16.

Fun Express div. Oriental Trading Co./Berkshire Hathaway Co., Jack Nisi, Business Development, 402-939-3032, jnisi@funexpress.com, P. 10.

Fun.com (form. Costumes Galore), Heather Madison, VP, 507-386-0207, heather@fun.com, P. 18,20.

Funko, Brian Mariotti, President & CEO, 425-783-3616, brian@funko.com, P. 19.

Funko, Lauren Winarski, Senior Licensing & Brand Manager, 425-783-3616 x173, lauren@funko.com, P. 20.

FYE div. Trans World Entertainment, Jodie Evans, SVP Entertainment Merchandising & Marketing, 518-452-1242 x7775, jevans@twec.com, P. 10,20.

G-III Apparel Group, Kyle Sanborn, VP, 212-403-0500, kyles@g-iii.com, P. 15.

General Mills, Kate Saba, New Partner Development, Partnerships & Licensing, 763-764-7600, kate.saba@genmills.com, P. 17.

Genius Brands Intl., Lloyd Mintz, SVP, Head Worldwide Consumer Products, 310-273-4222, lmintz@gnusbrands.com, P. 14.

Ghostly International, Samuel Valenti IV, Founder, licensing@ghostly.com, P. 18.

Glu Mobile, Nick Earl, CEO, 415-800-6100, nick.earl@glu.com, P. 20.

H.I.S. Intl., Ralph Zirdok, EVP, 212-967-3990, sales@his-nyc.com, P. 17.

Hardee's div. CKE Restaurants Holdings Inc., Tom Brennan, COO, 615-538-9400, tbrennan@ckr.com, P. 10.

Harley-Davidson, Paul Jones, VP Strategy & Sustainability, Chief Legal Officer, 414-343-8488, paul.jones@harley-davidson.com, P. 17.

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

HBO, Jeff Peters, VP Licensing & Retail, 212-512-5250, jeff.peters@hbo.com, P. 17.

Herschend Family Entertainment, Jason Blain, VP Strategic Alliances, 770-441-1940, jblain@hfecorp.com, P. 15.

HipDot Studios, hello@hipdot.com, P. 10.

Hot Topic, Robert Thomsen, SVP Merchandising & Marketing, 626-839-4681, rthomsen@hottopic.com, P. 10,17.

Iconix Brand Group, Bob Galvin, CEO & President, 212-730-0030, bgalvin@iconixbrand.com, P. 16.

Iconix Brand Group, Bob Galvin, CEO & President, 212-730-0030, bgalvin@iconixbrand.com, P. 19,20.

Infinity Product Group (IPG), Doug Keller, President & CEO, 479-464-7563, dougk@infinitypg.com, P. 10.

Inkology, Barry Silberman, President, 561-826-3492, bsilberman@inkologyinc.com, P. 16.

Innex, Titi Ngoy, CEO, 909-839-6091, titi@innexinc.com, P. 10.

Insight Editions, Raoul Goff, Acquisitions, 415-526-1370, r.goff@insighteditions.com, P. 18.

ipsy, Elizabeth Marvin, VP Brand Partnerships, elizabeth@ipsy.com, P. 10.

JAKKS Pacific, Virginia Reneau, VP Global Licensing, 424-268-9444, vreneau@jakks.net, P. 17.

Jay Franco & Sons, Elisha Gordon, VP Intl. Licensing, 212-679-3022, elisha@jfranco.com, P. 10,17.

Jazwares, Chris Parrish, Senior Director Licensing, 954-845-0800, cparrish@jazwares.com, P. 15.

Jigsaw Puzzle Factory (The) div. Leap Year Publishing, Chris Catjakis, EVP, 978-688-9900, chrisc@leapyearpublishing.com, P. 20.

Joester Loria Group (JLG), James Slifer, SVP Business Development, 212-683-8548, jslifer@tljgroup.com, P. 8,10,18.

John Barton Company, Joel Cohen, VP Business Management, 215-634-1919, joel@johnbartoncompany.com, P. 10.

Just Play, Geoffrey Greenberg, Co-President, 215-953-1208, ggreenberg@justplayproducts.com, P. 15,17.

K-Swiss Global Brands (KSGB), Geoff Nishimoto, Collaborations & Special Projects Manager, 818-706-5100, gnishimoto@k-swiss.com, P. 16.

Kahootz, Doug Cass, Co-founder & Head Sales, 734-222-9798, doug@kahootztoys.com, P. 10.

Kalmbach Media, Diane Bacha, 262-796-8776, dbacha@kalmbach.com, P. 10.

Kidbox.com, Ovadia Labaton, VP Strategy, 212-378-1165, ovadia@kidbox.com, P. 10.

Kids Station Toys div. Carson Dellosa Education, Elliot Newman, President, 305-628-0900, elliot@kidsstationtoys.com, P. 26.

Kidtagious Entertainment (form. CraneKahn), Alfred Kahn, Chairman & CEO, 212-706-8281, akahn@kidtagious.com, P. 2.

Kidtagious Entertainment (form. CraneKahn), Toper Taylor, President & COO, 212-706-8281, ttaylor@kidtagious.com, P. 2.

King Features Syndicate, Carla Silva, VP, GM & Global Head Licensing, 212-969-7582, csilva@hearst.com, P. 10,13-15,18,19.

Kohl's, Michelle Gass, CEO, 262-703-7000, michelle.gass@kohls.com, P. 17.

Komar Brands, Marie Todd, VP Licensing, 212-725-1500 x2180, marie.todd@komarbrands.com, P. 17.

Konami Cross Media NY form. 4K Media, Jennifer Coleman, VP Licensing & Marketing, 212-590-2120, cj52363@konamicrossmedia.com, P. 8,10,15,17,20.

Kraft Heinz, David Knopf, CFO, 847-646-2000, david.knopf@kraftheinzcompany.com, P. 17.

Lauren B. Beauty, Lauren Berkovitz, 800-218-8810, lauren@laurenbeauty.com, P. 10.

Lauren Moshi, Lauren Moshi, Owner, 323-888-8838, lauren@laurenmoshi.com, P. 19.

LEGO Systems, Jill Wilfert, VP Global Licensing & Entertainment, 860-763-6827, jill.wilfert@lego.com, P. 16,18.

Licensing Group (The), Carey Simon, VP Business Affairs, 323-653-2700, carey@tlgla.com, P. 10.

Lisa Marks Associates (LMA), Lisa Marks, President, 914-933-3900, lmarks@lma-inc.com, P. 8,10,14,18.

Little Airplane Productions div. Studio 100, Sharon Gomes, COO, 212-965-8999, sharon@littleairplane.com, P. 11.

Little Shop of Pins, Jason Liwag, Co-Owner & Artist, 949-463-2556, info@littleshopofpins.com, P. 10.

Loot Crate, Mutsumi Miyazaki, VP, Head New Business Development & Licensing, 323-999-5353, mutsumi.miyazaki@lootcrate.com, P. 10.

Lot18/Custom Vine, Kevin Boyer, Chief Strategy Officer, 855-695-6818, kevin@lot18.com, P. 10.

Mad Engine, Cindy Levitt, SVP Licensing, 858-558-5270, cindy@madengine.com, P. 7.

Continued on page 23

Contacts & Connections, U.S. *Continued from page 24*

Marc Jacobs, Roberto Savian, Chief Global Retail Officer, 212-965-4000, r.savian@marcjacobs.com, P. 10.

Marcolin, Jennifer Wright, SVP Brand Management, 908-595-6200, jwright@marcolin.com, P. 17.

Marketing Immersion, Janice Varney-Hamlin, CEO, 562-305-9012, jan@marketing-immersion.com, P. 12.

Markwins Intl./Lip Smackers, Stefano Curti, Global President, 909-595-8898, stefanocurti@markwins.com, P. 16.

Mattel, Janet Hsu, Chief Franchise Management Officer, 310-252-2000, janet.hsu@mattel.com, P. 16.

Mattel, Lisa McKnight, SVP, Global Head Barbie & Dolls Portfolio, 310-252-2000 x2195, lisa.mcknight@mattel.com, P. 8.

MEGO Corp., George Grillo, george@instarent.com, P. 15,16,19.

Mehron, Peter Sandusky, VP, 845-426-1700, peters@mehron.com, P. 19.

Mezco Toyz, Mez Markowitz, President, 718-472-5100, mez@mezco.net, P. 10.

MGM Consumer Products, Robert Marick, EVP Consumer Products & Experiences, 310-449-3000, rmarick@mgm.com, P. 10.

Microsoft, Christy Luther Weckner, Minecraft Licensing Manager, Business Development, 425-704-8037, christy@microsoft.com, P. 10.

Milk Snob, Melanie Disbrow, CEO, 469-640-5141, melanie@milksnob.com, P. 19.

Minted Labs Inc. div. Firestorm Inc., Carlos Lopez, Chief Creative Officer, licensing@mintedlabs.com, P. 8.

Mondo, Tim Wiesch, VP Business & Legal Affairs, 512-219-7800, tim.wiesch@mondotees.com, P. 10.

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

Moxie & Co., Laura Becker, Partner, 203-259-2729 x14, lbecker@moxieco.com, P. 10.

Mystery Escape Room LLC, Les Pardew, Owner & Co-founder, 385-322-2583, les@mysteryescaperoom.com, P. 10.

NCLA Beauty Inc., Anh-Thu Dannerstedt, COO, anhtu@nclabeauty.com, P. 8.

Netflix, Jess Richardson, Director Global Licensing, Merchandising & Promotions, 408-540-3700, jerichardson@netflix.com, P. 19.

NFL Players Inc. (NFLPA), Steve Scabelo, VP Licensing & Business Development, 202-572-7472, steven.scabelo@nflpa.com, P. 7.

Nickelodeon & Viacom Consumer Products (NVCP), Jennifer Caveza, SVP Toys, 323-956-5634, jennifer.caveza@nick.com, P. 11,15.

Nickelodeon & Viacom Consumer Products (NVCP), Jose Castro, SVP Softlines, Global Fashion Collaborations & Specialty Retail, 212-846-8000, jose.castro@nick.com, P. 10.

Nickelodeon & Viacom Consumer Products (NVCP), Pam Kaufman, President Consumer Products & CMO, 212-258-7500, pamela.kaufman@nick.com, P. 10,11,13,20.

Nickelodeon & Viacom Consumer Products (NVCP), Priya Mukhedkar, VP Consumer Products, 212-258-7500, priya.mukhedkar@vimm.com, P. 10.

Nike, Kelli Vitters, Global Product Licensing, 503-671-6453, kelli.vitters@nike.com, P. 19.

Northwest Co. (The), Kim Rizzardi, VP Licensing & Brand Management, 516-484-6996 x1, kim.rizzardi@thenorthwest.com, P. 10.

Pacific Swell Brands, Vivian Velasco, Founder, 310-980-8735, vivian@pacificswellbrands.com, P. 14.

Paramount Pictures - Viacom Nickelodeon Consumer Products, Adele Plumail, SVP Global Licensing Paramount Pictures, Viacom Nickelodeon Consumer Product, 323-956-5376, adele_plumail@paramount.com, P. 10,12,16.

PBS Distribution, Sam Solomon, Director eCommerce, Senior Manger Merchandising & Licensing, 617-208-0720, sbsolomon@pbs.org, P. 20.

Peanuts Worldwide div. DHX Media, Lindsay Martinez, VP Hardlines & Partnerships, 212-293-8555, lindsay.martinez@peanuts.com, P. 10.

Peanuts Worldwide div. DHX Media, Liz Brinkley, VP Fashion Collaborations & Soft Lines, 212-293-8555, liz.brinkley@peanuts.com, P. 10.

Peanuts Worldwide div. DHX Media, Roz Nowicki, EVP Peanuts Worldwide, 212-293-8555, roz.nowicki@peanuts.com, P. 18.

Penguin Random House, Keith Clayton, VP/Deputy Publisher Del Rey & VP/Director Licensing Random House Group, 212-782-9000, kclayton@penguinrandomhouse.com, P. 28.

Penguin Random House, Rachel Bader, Director Licensing, 212-782-8625, rbader@penguinrandomhouse.com, P. 18.

Penguin Random House Publisher Service, Jeff Abraham, President, 212-782-9000, jabraham@penguinrandomhouse.com, P. 19.

Perpetual Licensing, Todd Lustgarten, Partner, 323-284-5100, tlustgarten@perpetuallicensing.com, P. 14.

Phluid Project (The), Rob Smith, CEO & Founder, 212-655-0551, rob@thephfluidproject.com, P. 10.

pocket.watch, Hanna Sheinin, Director Global Licensing, 424-298-8234, hanna@pocket.watch, P. 10,17.

pocket.watch, Kerry Tucker, CMO, 424-298-8234, kerry@pocket.watch, P. 2.

Polaroid, Jason Sutton, Licensing & Business Development Director, 952-250-4604, jason.sutton@polaroid.com, P. 7.

Pop Land Studios, Stacy Bell, President, 805-583-5060, stacy@kingofpopart.com, P. 18.

Pottery Barn div. Williams Sonoma, Monica Bhargava, EVP Design & Product Development, 415-421-7900, mbhargava@wsgc.com, P. 10.

POW! Entertainment, Grace Yeh, Chief Marketing Officer, 310-275-9933, licensing@powentertainment.com, P. 19.

Precious Creative Co., Virginia Landi, Founder & Creative Director, 305-440-5252, virginia@preciouscreative.com, P. 13.

Pressman Toy/Goliath Games, Sarah Pousho, VP New Business Development, 214-295-2953, sarahp@goliathgames.com, P. 20.

Printers Row Publishing Group, Rosanne McManus, Publisher, 858-450-3519, rmcmanus@readerlink.com, P. 8.

Prominent Brand + Talent, Michael Catalano, Co-founder & Principal, 310-918-1500, catalano@prominentglobal.com, P. 11,16.

Pusheen Corp., Cate D'Allessandro, Director Licensing, 312-607-3918, cate@pusheen.com, P. 19.

PVH, Cheryl Abel-Hodges, CEO Calvin Klein, 212-381-3500, cherylabel@pvh.com, P. 2.

PVH, Lynn Flynn, EVP Global Licensing, 212-381-3500, lynnflynn@pvh.com, P. 15.

PVH, Manny Chirico, Chairman & CEO, 212-381-3500, emanuelchirico@pvh.com, P. 2.

PVH, Stefan Larsson, President, 212-381-3500, stefanlarsson@pvh.com, P. 2.

Pyramid America, Andrew Lawrence, Licensing Director, 914-668-6666 x214, andrew@pyramidamerica.com, P. 18.

Random House Children's Books/Random House Books for Young Readers div. Penguin Random House, Rachel Bader, Director Licensing, 212-782-8625, rbader@penguinrandomhouse.com, P. 20.

Ranir, Duff Lewis, Senior Director Marketing, 616-698-8880, duff.lewis@ranir.com, P. 10.

Red Nose Day USA/Comic Relief USA, Janet Scardino, CEO, contact@rednoseday.org, P. 10.

REP Worldwide div. NFLPA, Steven Scabelo, VP Licensing & Business Development, 202-572-7500, steven.scabelo@repeveryplayer.com, P. 13.

Retail Monster Brand Extension & Licensing Co., Michael Connolly, Founder & CEO, 844-365-2726, m.connolly@retailmonster.com, P. 8.

Revise Clothing - Vanilla Star, Sandeep Behl, CEO, 212-827-0301, info@vanillastarjeans.com, P. 16.

Riley Blake Designs, Cindy Cloward, Owner, President & Creative Director, 801-816-0540, cindy@rileyblakedesigns.com, P. 20.

Royal Crown Derby, 44 1332 268 901, enquiries@royalcrownderby.co.uk, P. 19.

Running Press Book Publishers, Jennifer Leczkowski, Director Mini Editions & Licensing, 215-567-5080, jennifer.leczkowski@hbgsusa.com, P. 10.

Sakar Intl., Liza Abrams, SVP Global Licensing & Marketing, 732-248-1306, labrams@sakar.com, P. 7.

Scholastic Media, Lynn Smith, Director Global Licensing, 212-343-6151, lsmith3@scholastic.com, P. 18.

Sesame Workshop, Gabriela Arenas, VP Consumer Products, 212-595-3456, gabriela.arenas@sesame.org, P. 10,19.

Shalom Intl., Rob Baranoff, VP, 212-391-6970, rbaranoff@shalomint.com, P. 16.

Continued on page 24

Contacts & Connections, U.S. *Continued from page 23*

Silver Screen Bottling Co., Leslie Buhler, Director Licensing, leslie@silverscreenbottling.com, P. 10.

SmartGurlz, Sharmi Albrechtsen, CEO & Founder, sharmi@smartgurlz.com, P. 18.

Sock It to Me, 503-419-6428, helpdesk@sockittome.com, P. 10.

Sony Pictures Consumer Products, Jamie Stevens, EVP Global Consumer Products & Licensing, 310-244-4000, jamie_stevens@spe.sony.com, P. 7.

Spin Master, Juli Boylan, Global Licensing, 310-826-4914 x8603, julib@spinmaster.com, P. 7.

SportLife Brands dba Overseas Direct, Michael Kassin, President, 212-268-8230, mkassin@sportlifebrands.com, P. 20.

Spotlight Licensing & Brand Management, Carole Postal, President, 212-947-5958, carole@spotlightlicensing.com, P. 10.12.

Square Enix, Adam Sullivan, Director & Head Business/Legal Affairs, 310-846-0400, asullivan@us.square-enix.com, P. 19.

Squishable, Zoe Fraade-Blanar, Co-founder, 646-490-9822, hugme@squishable.com, P. 10.

Strategic Partners, Mike Singer, Founder & CEO, 818-671-2083, msinger@strategicpartners.net, P. 10.

Striker Entertainment, Marc Mostman, Partner, 818-225-9355, marc@strikerent.com, P. 7.

Stumptown Coffee Roasters, 855-711-3385, info@stumptowncoffee.com, P. 10.

Super Impulse USA div. Topcat Worldwide, Alan Dorfman, President, 267-878-0466 x101, alan@superimpulse.com, P. 10.

Super7, Mark Morse, VP Marketing, Product & IP Development, 415-553-6155, mark@super7store.com, P. 18.

Surge Licensing, Elan Freedman, VP Business Development & Licensing, 516-939-2225, elan@surging.com, P. 13.

Synchronicity, Cynthia Hall Domine, President, 207-985-8815, cynthia@synclicensing.com, P. 10,13,16,18-20.

Tastemakers LLC (form. Wish Factory), Scott Bachrach, President, 212-967-5091, scott@tastemakersllc.com, P. 18,20.

Timeless Trading & Distributing Co., Scott Saltzman, Managing Partner, 646-475-7025, info@timelesstandd.com, P. 19.

Tioneer, info@tioneer.com, P. 20.

Toei Animation, Masayuki Endo, President & CEO, 310-996-2240, m-endo@toei-anim.co.jp, P. 18.

Topix Media Lab Publishing, Bob Lee, Co-founder, 646-476-8860, bob@topixmedia.com, P. 20.

Topps, Ira Friedman, VP Licensing & Publishing, 212-376-0596, ifriedman@topps.com, P. 10.

Toy Factory, Amy Hoffman, VP, 210-304-7614, amyh@thetoyfactory.biz, P. 20.

Trends International, Jeff Loeser, SVP Licensing, 317-388-4068, jloeser@trendsinternational.com, P. 18,19.

Underboss/Undergirl Productions, David Cohen, Co-founder & Creative Director, 212-684-9777 x201, david@undergirl.com, P. 20.

Unemployed Philosophers Guild, Jay Stern, 718-243-9492 x302, jay@philosophersguild.com, P. 18.

Unique Vintage, Katie Echeverry, Founder & CEO, 818-953-2877, katie@uniquevintage.com, P. 15,17.

Universal Brand Development, Cindy Chang, SVP Consumer Products, Partnerships & Licensing, 818-777-2067, cindy.chang@nbcuni.com, P. 19.

Universal Brand Development, Joe Lawandus, SVP & GM Consumer Products, Global Toys & Hardlines, 818-777-1000, joe.lawandus@nbcuni.com, P. 16,18.

Universal Branding & Media, Heidi Schwartz, VP Business Development, 203-283-3904, heidi.schwartz@universalbrandmedia.com, P. 8.

Univision Communications, Omar Fajer, Senior Director Consumer Products, 305-894-8625, ofajer@univision.net, P. 7.

Van Wagner Sports & Entertainment (VWSE), Michael Palisi, EVP Collegiate Services, 212-699-8627, mpalisi@vanwagner.com, P. 8.

Vanderbilt Home, Abe Feldman, Managing Member, 718-559-5099, info@vanderbilthc.com, P. 15.

Viacom Intl. Media Networks (VIMN), Cristian Cabero, SVP Consumer Products & Location-based Experiences, 305-535-3700, cristian.cabero@vimn.com, P. 2.

Viz Media, Naruo Uchida, Senior Director Animation & CPG Licensing, 415-546-7073 x247, naruouchida@viz.com, P. 11,13.

VTech Electronics North America, Jennifer Eiselein, VP Marketing & Product Development, 847-400-3600, jennifer_eiselein@vtechkids.com, P. 15.

Warner Bros. Consumer Products, Amit Desai, EVP Business & Marketing Strategy - DC Div., 818-954-3000, amit.desai@warnerbros.com, P. 14,16,20.

Warner Bros. Consumer Products, Maryellen Zarakas, SVP Worldwide Marketing, Franchise Management & TV/Studio Licensing, 818-954-4170, maryellen.zarakas@warnerbros.com, P. 16-18.

Warner Bros. Consumer Products, Sol Armada de la Cruz, Senior Manager Sales & Retail Business Development, 818-954-7980, sol.armada@warnerbros.com, P. 7.

Wicked Cool Toys, Michael Rinzler, Co-President & Founding Partner, 267-536-9186, rinz@wickedcooltoys.com, P. 12.

Wicked Fashions Inc., Art Matura, EVP, 201-242-5900, artm@southpole-usa.com, P. 19.

Wicked Fashions Inc., Eric Park, Business Development Manager, 201-242-5900, ericp@southpole-usa.com, P. 19.

Wiesner Products, Teri Blanco, Licensing Manager, 212-279-2466 x4612, teri@wpiny.com, P. 15.

Willow Creek Press, Jeremy Petrie, President, 715-358-7010, jpetrie@willowcreekpress.com, P. 10.

World Surf League, Cherie Cohen, Chief Revenue Officer, 714-536-3500, ccohen@worldsurfleague.com, P. 2.

World Surf League, Pri Shumate, CMO, 714-536-3500, pshumate@worldsurfleague.com, P. 2.

World Surf League, Sophie Goldschmidt, CEO, 714-536-3500, sophie@worldsurfleague.com, P. 2.

World Wrestling Entertainment (WWE), Brian Maeda, VP Toys & Intl.Licensing, 203-352-8600, brian.maeda@wwecorp.com, P. 20.

Wyvern Gaming, Brad Ellis, CEO, brad@wyvren gaming.com, P. 10.

You and Me Legwear, Benny Zafrani, President, 212-279-9292, benny@www.youandmeny.com, P. 17.

Contacts & Connections, International

In this issue: 149 international contacts made available by TLL's *Licensing Sourcebook Online*.

151 Products Ltd., Richard Shonn, MD, 44 161 228 3939, richardshonn@151.co.uk, P. 15.

Admiranda S.r.l., Giovanni Sorrentino, CEO, 39 02 646 9340, g.sorrentino@admiranda.it, P. 17.

Alpha Group Co. Ltd. /Auldey Toys, Lily Li, Licensing Manager, 86 20 38983278 x3501, lily@alphagroup.com, P. 15.

Amscan Intl., Melanie Beer, Licensing Director EMEA, 44 1908 288546, mbeer@amscan.com, P. 18.

Atlantya Entertainment S.p.A., Marco Piccinini, Licensing & Agent Manager, 39 2 430 01013, marcopiccinini@atlantya.it, P. 19.

Bavaria Media GmbH, Bernhard Habermelner, Director Licensing, 49 89 64992238, bernhard.habermelner@bavaria-film.de, P. 16.

BBC Worldwide, Rikesh Desai, Director Licensing, 44 20 8433 2000, rikesh.desai@bbc.com, P. 15.

Bershka div. Inditex, 34 937667698, contact@bershka.com, P. 16.

Big Hit Entertainment, Jake Yoon, Chief of Staff CIPO Office - Global New Business, 82 2 3444 0105, bighit@bighitcorp.com, P. 15.

Bits + Pixels Licensing Agency Ltd., Sandra Arcan, Director, 44 7889 196 113, sandra@bitsandpixels.agency, P. 19.

Black & White Merchandising, Barry Schwartz, President, 514-737-7271, info@bwshoes.com, P. 20.

Blonde Sheep Licensing, Natasha Dyson, MD, 44 7855 858 711, natasha@blondesheep.co.uk, P. 18,19.

Blues Clothing div. CWI Intl. (Holdings) Ltd., Tom Crompton, Group Licensing Director, 44 20 7371 9900, tom.crompton@bluesl.co.uk, P. 20.

Continued on page 25

Contacts & Connections, Intl. *Continued from page 24*

Brand Machine Group, 44 1992 538 003, sales@brandmachinegroup.com, P. 16.

Bulldog Licensing, Rob Corney, Group MD, 44 20 8325 5455, robc@bulldog-licensing.com, P. 14.

Bulldog Licensing, Vicky Hill, Licensing Director, 44 20 8325 5455, vickyh@bulldog-licensing.com, P. 17.

Cartoon Saloon, Brian Tyrrell, GM Licensing & Merchandise, 353 56 776 4481, info@cartoonsaloon.ie, P. 14.

Centauria Srl, 39 02 57316444, clienti@centauria.it, P. 19.

ChefClub Network, Marie-Laure Marchand, SVP Global Consumer Products & Business Development, 33 9 74 59 44 98, mlm@chefclub.tv, P. 2.

CPLG (Germany/France), Joachim Knoedler, MD Central Europe, GAS & France, 49 89 96 10 90 34, joachim.knoedler@cplg.com, P. 2.

CPLG (Iberia & MENA), Pau Pascual, MD Iberia & MENA, 34 93 409 12 68, pau.pascual@cplg.com, P. 12.

CPLG (MENA), Neesha Law, Commercial Director MENA, 971 55 334 6592, neesha.law@cplg.com, P. 2.

CPLG (MENA), Roberto Pallottini, Licensing Manager MENA, 971 55 334 6592, roberto.pallottini@cplg.com, P. 2.

CPLG (U.K.), Victoria Whellans, Senior Business Development Manager, Brands, 44 20 8563 6400, victoria.whellans@cplg.com, P. 17.

Cyber Group Studios, Alexandra Algard-Mikhanowski, Intl. Licensing & Marketing Director, 33 1 555 63 232, aalgard@cybergroupestudios.com, P. 10,17.

Danilo Promotions Ltd., Dan Grant, Licensing Director, 44 1992 702 903, dgrant@danilo.com, P. 16.

DHX Brands, Alessia Foster, Head Product Development, 44 20 8563 6117, alessia.foster@dhxmedia.com, P. 17.

Diadora S.p.A., Claudio Bora, GM, 39 390 423 6581, claudio.bora@diadora.com, P. 19.

Difuzed, Jeremy Orriss, Director Licensing, 31 251 31 62 38, jeremy@difuzed.com, P. 15,16.

Discovery (MENA), Henry Windridge, Head Brand MENA, henry_windridge@discovery.com, P. 16.

Discovery Consumer Products (U.K.), Ian Woods, VP Intl. Consumer Products U.K., EMEA & LATAM, 44 20 8811 4353, ian_woods@discovery.com, P. 16.

EastWest (Europe) Ltd., 44 1442 205 636, info@eastwest.co.uk, P. 15.

Editorial Bizancio, 351 217 550 228, bizancio@editorial-bizancio.pt, P. 14.

Epic Story Media, David Sztoser, Head Licensing & Merchandise, 416-670-5350, david.sztoser@epicstorymedia.com, P. 11.

Fanattik div. Iron Gut Publishing Ltd., Anthony Marks, MD, hello@fanattik.co.uk, P. 19.

Ferrero Group, Fabio Mecella, Senior Licensing Manager, 352 349711, fabio.mecella@ferrero.com, P. 16.

Fizz Creations Ltd., Matthew Scrase, Commercial Director, 44 1903 327006, matthew@fizzcreations.com, P. 15.

Genus Performance Gardenwear, Sue O'Neil, Founder & Director, 44 203 617 1166, info@genus.gs, P. 19.

Gertex Hosiery, Aaron Mandelbaum, President, 416-241-2345, aaron@gertex.com, P. 20.

Global Merchandising Services, Jens Drinkwater, Licensing Manager, 44 207 384 6467, jens@globalmerchservices.com, P. 14,19.

Good Luck Sock, Yuri Gerchikov, Co-founder, info@goodlucksock.com, P. 18.

Graphic India, Sharad Devajaran, Co-founder, 91 733 8452199, sharad@graphicindia.com, P. 19.

Guru Studio, Jonathan Abraham, VP Sales & New Business Development, 416-599-4878, jonathan.abraham@gurustudio.com, P. 2.

H&M (Hennes & Mauritz AB), Frida Elmas, Head Licensing & Product Collaborations, 46 8 796 55 00, frida.elmas@hm.com, P. 14.

Half Moon Bay, Ian Wakefield, Head Licensing & Business Development, 44 1225 473873, ianw@halfmoonbay.co.uk, P. 17.

Haven Global, Thomas Punch, MD, 61 2 9357 9888, tom@havenglobal.com, P. 13.

Hot Toys Ltd., Howard Chan, CEO, 852 2836 3295, howard@hott toys.com.hk, P. 19.

Hotter, Victoria Betts, Omni-channel Director, 44 1695 712700, v.betts@hotter.com, P. 19.

I.T. Apparels Ltd., Katy Yeung, Logistic Supervisor, 31991991, katy@ithk.com, P. 18.

Ice House Books div. Half Moon Bay, Samantha Rigby, Publishing & Editorial Manager, 44 1225 473873, samr@halfmoonbay.co.uk, P. 17.

Icefresh Foods Ltd., Scott Wilson, Marketing & Brand Licensing Manager, 44 1263 714700, scott.wilson@icefresh-foods.co.uk, P. 15.

ILWol Semicom Co., Ltd., 82-22-2272-7678, info@ilwolsemi.com, P. 17.

Jazwares, Sam Ferguson, VP Global Licensing, 44 203 598 0270, sferguson@jazwares.com, P. 7.

JCorp, Priscilla Pacheco, Licensing Coordinator, 514-384-3872, ppacheco@jcorp.ca, P. 20.

Kakao IX Corp., Brandon Jy, Licensing Team - Finance, Publishing, Living, Home Furnishings, Plush, 82 262614100, brandon.jy@kakaiox.com, P. 12.

Kakao IX Corp., Joanne Park, Licensing Team - Fashion, Pets, 82 262614100, joanne.park@kakaiox.com, P. 12.

Kakao IX Corp., Roman Seo, Brand Licensing Business, Team Lead - Stationery, Electronics, Tech, Toy, Outdoor/Sports Equipment, 82 262614100, roman.seo@kakaiox.com, P. 12.

Kakao IX Corp., Zoie An, Licensing Team - Food, Health & Beauty, 82 262614100, zoie.an@kakaiox.com, P. 12.

Kersheh Group/Vayola/Jelli Fish Kids, Jacquie Potts, Chief Merchandising Officer, 514-337-4175, jacquie@vayola.com, P. 20.

Kimm & Miller, 44 1234 270 524, contactus@kimmandmiller.co.uk, P. 16.

Koin Club/Koin Ltd., 44 0330 053 7103, info@koinlimited.co.uk, P. 18.

Kokomo Ltd., Gary Little, Senior Partner & Creative Director, 44 1235 828288, contact@kokomostudio.com, P. 15.

Koyo Store (The), Lee Townsend, Founder & CEO, 44 1253 542060, lee@thekoyostore.com, P. 17.

Kratt Brothers Co., Kaitlin Dupuis, Licensing Director, 613-686-6497 x239, licensing@krattbrothers.com, P. 20.

Lagardere Active Enterprises, Camille Thelu, Deputy Director Business Development & Licensing ELLE Brand EMEA & India, 33 1 41 34 90 65, oliver.ichou@lagardere-active.com, P. 16.

Laura Ashley Japan Co. Ltd., Takanori Ueno, Licensing Dept. GM, 81 3 5474 5011, tueno@laura-ashley.co.jp, P. 7.

Le Col, Yanto Barker, MD & Founder, 44 20 8735 5161, yanto.barker@lecol.cc, P. 16.

License Connection, Daphne Kellerman, Owner & MD, 31 20 4043 250, daphne@licenseconnection.com, P. 11,12.

Licensing Essentials, Scott Bingley, MD, 61 3 9754 0754, scott@licensingessentials.com.au, P. 19.

Licensing Link Europe Ltd., Chris Taday, Director Licensing, 44 7540 122 077, chris@licensinglink.net, P. 17.

Licensing Link Europe Ltd., Ian Wickham, Director & Co-founder, 44 7540 122 077, ian@licensinglink.net, P. 13.

Licensing Management Intl. (LMI), Andrew Maconie, CEO, 44 1425 403 430, andrew@lmiuk.com, P. 10,11,15,17-19.

Licensing Management Intl. (LMI), Nicola Danson, GM, 44 1425 403430, nicola@lmiuk.com, P. 17.

Licensing Shop (The), Stephen Fowler, President, 416-322-7300 x201, steve@thelicensingshop.com, P. 12,17.

Lisle Licensing, Gayle Goldsmith, Director, 44 19 3754 4779, gayle@lislelicensing.com, P. 20.

Lotus Global Marketing SAS (LATAM), Celso Rafael, Managing Partner, 571 236 5757, crafael@lotusglobalmkt.com, P. 7.

LuLu Hypermarkets/LuLu Group Intl., 971 2 4182000, headoffice@ae.lulumea.com, P. 16.

Manchester Drinks Co. Ltd., Richard Benjamin, Director, 44 161 763 0033, richard@manchesterdrinks.com, P. 15.

Medialink (Far East) Ltd., Noletta Chiu, VP Licensing, 852 2503 4980, nolettachiu@medialink.com.hk, P. 18,19.

Meller Designs Ltd., 44 1234 227100, P. 17.

Minor Entertainment Group Ltd., Andrew Bishop, MD, 44 20 3326 5454, andrew.bishop@minorentertainment.com, P. 18.

Mondo TV Iberoamerica SA, Maria Bonaria Fois, MD & CEO, 34 91 399 27 10, mb.fois@mondotviberoamerica.com, P. 17.

Mr Fothergill's, David Carey, Joint MD, 44 1638 751161, P. 19.

Continued on page 26

Contacts & Connections, Intl. *Continued from page 25*

NetEase, William Ding, Founder & CEO, wdning@corp.netease.com, P. 18.

Next Games, Teemu Huuhtanen, CEO, 358 50 461 6661, teemu@nextgames.com, P. 19.

Nudestix, Jenny Frankel, CEO & Founder, 416-667-8214, jennyf@nudestix.com, P. 19.

Orange Tree Toys, Anuja Wilson, Director, 44 1242 244 500, anuja@orangetreetoys.com, P. 18.

Overseas Trading Ltd. (OTL), David Allen, Sales Controller, 44 1977 512244, sales@otltd.co.uk, P. 19.

Paul & Joe, Sophie Mechaly, President, 33 1 42 74 24 68, info@paulandjoe.com, P. 19.

Paul Dennicci Ltd., Andrew Spurling, Financial Director, 44 16218 59119, andrew@dennicci.co.uk, P. 16.

Perfetti Van Melle (PVM)/PVM Licensing, Christine Cool, Intl. Brand Licensing Manager, 34 93 773 9316, christine.cool@es.pvmgrp.com, P. 15.

Pimkie, 33 1 70 48 90 31, shop@pimkie.com, P. 15.

Pineapple Dance Studios, Emily Brown, Director Business Development, 44 20 7836 4004, debbie@pineapple.uk.com, P. 18.

Pinkfong subs. SmartStudy, Marina Lee, VP Global Consumer Products, global@pinkfong.com, P. 14.

Playmobil Germany/Brandstätter Stiftung & Co. KG, Jens Möhrle, Senior Director Intl. Business Development, 49 911 96660, jens.mohrle@playmobil.de, P. 19.

Playology Intl. Inc., Jacqueline Vong, Principal & Co-founder, jvong@playologyintl.com, P. 20.

Poetic Brands Ltd./PoeticGem, Elliott Matthews, Executive Director, 44 19 2324 9497, elliottpoeticgem.com, P. 15.

Point.1888 (The), Gabbi Langdorf, Senior Commercial Manager - Hard Goods, 44 7748 323 322, gabbi.langdorf@thepoint1888.com, P. 15.

Point.1888 (The), Will Stewart, MD, 44 7748 323 322, will.stewart@thepoint1888.com, P. 11,15.

Pop-up Go, Linda Farha, Foundr & Chief Connector, 866-440-4034, linda@popupgo.com, P. 16.

Portfolio Group, 353 01 839 4918, sales@portfoliogroup.ie, P. 17.

Primark Ltd., Sarah Jester, Licensing Coordinator, 44 118 960 6300, sarah.jester@primark.co.uk, P. 15.

Pull&Bear div. Inditex, Jose Pablo del Bado Rivas, 34 981 334 900, contact@pullandbear.com, P. 16.

Rainbowworks Co., Ltd., 81 337959090, info@rainbowworks.jp, P. 15.

Ravensburger U.K., Tim Hall, MD, 44 18 69 36 38 30, tim.hall@ravensburger.com, P. 20.

Redan Publishing Ltd., Julie Jones, MD, 44 1743 364 433, julie@redan.com, P. 18.

Redibra Licensing Solutions, David Diesendruck, President, 55 11 3383 1616, david@redibra.com.br, P. 7.

Reemsborko, Max Arguile, Owner, 44 7736 330253, max@reemsborko.com, P. 11.

REI+NE (Reine), Irene Cattaneo, Founder & Director, contact@reineworld.com, P. 18.

Rocket Licensing, Rob Wijeratna, Joint MD, 44 20 7207 6242, rob@rocketlicensing.com, P. 13,16.

Rockpool Licensing, Vickie O'Malley, MD, 44 7799 064288, vickie@rockpool-licensing.co.uk, P. 11.

Rovio Entertainment, Simo Hamalainen, SVP Brand Licensing, 358 40 667 1984, simo.hamalainen@rovio.com, P. 7.

Royal Horticultural Society/RHS Enterprises Ltd., Cathy Snow, Licensing Manager, 44 20 3176 5800, licencing@rhs.org.uk, P. 19.

Royal Horticultural Society/RHS Enterprises Ltd., Shereen Llewelin, Licensing Executive, 44 20 3176 5800, licencing@rhs.org.uk, P. 19.

Sambro Intl., Nikki Samuels, Founder & Director Licensing, 44 845 873 9380, nikki@sambro.co.uk, P. 14.

Sanrio GmbH, Giovanna Sanzò, Licensing Director, 39 02 3652 9354, gsanzo@sanriolicense.com, P. 20.

Scotch & Soda, Dirk-Jan Stoppelenburg, Chairman, 3120 5141060, stoppelenburg.dirkjan@scotch-soda.com, P. 2.

Scotch & Soda, Frederick Lukoff, CEO, 3120 5141060, lukoff.frederick@scotch-soda.com, P. 2.

Signature Gifts Ltd., Deborah Hancock, MD, 44 3300 669 300, deboarh.hancock@signature-gifts.co.uk, P. 17.

Silentnight Brands, 44 1282813051, enquiries@silentnightgroup.co.uk, P. 17.

Sinking Ship Entertainment, Gavin Friesen, Creative Director & Interactive, 413-533-8172, gavin@sinkingship.ca, P. 18.

Smiffy's, Dominique Peckett, Director, 44 800 590 599, dompeckett@smiffys.com, P. 16.

Smith & Brooks Ltd., Irene Deutsch, Commercial Director, 44 845 129 9216, irene.deutsch@smithbrooks.co.uk, P. 14.

Sony Creative Products (SCP), Takehiko Ohya, Licensing Manager, 81 3 5786 8180, takehiko.ohya@sonymusic.co.jp, P. 8.

Sparks Glencoe Korea div. FILA Korea Ltd., Kevin Yoon, CEO, 82 234709551, kyoon@fila.co.kr, P. 19,20.

Stayreal, care@istayreal.com, P. 18.

Supa Characters Pty. Ltd., Joel Beling, President & CEO, 61 405 329 078, joelbeling@hotmail.com, P. 11,12,14.

Sybo Games, Naz Amarchi-Cuevas, Chief Commercial Officer, 45 21694845, naz@sybogames.com, P. 7.

Tatami Fightwear, Gareth Drummer, CEO & MD, 44 1639 898888, gd@tatamifightwear.com, P. 19.

TCG (form. The Canadian Group), Michael Albert, President & CEO, 416-746-3388 x333, malbert@tcgtoys.com, P. 14,15,18,20.

Tempting Brands AG, Furnica Lidia, Director Licensing & New Business, 40 72 772 4090, flidia@temptingbrands.com, P. 19.

Those Licensing People (TLP), Russell Dever, MD, 44 845 901 1657, russell@thoselicensingpeople.com, P. 12.

Thumbs Up (U.K.) Ltd., Wojtek Kolan, Business Development Director, 44 20 8839 8888, wojtek@thumbsupuk.com, P. 17.

TS Distribution SAS, Thierry Boltz, President, 33 89 83 99 00, thierry.boltz@systeme-u.fr, P. 17.

Turner EMEA, Pierre Branco, Intl. Licensing Director Softlines, Health & Beauty - EMEA, LATAM, Asia Pacific, 44 20 7693 1000, leila.loumi@turner.com, P. 19.

Tycoon Enterprises (Mexico), Elias Fasja Cohen, President, 52 555 395 7833 x225, efasja@tycoon.mx, P. 7.

UNIQLO div. Fast Retailing, Noriko Yamazaki, Licensing Manager, 81 3 6865 0296, noriko.yamazaki@uniqlo.com, P. 15-20.

Van der Erve N.V., Martijn Van der Erve, CEO, 32 2 725 55 55, martijn@erve.com, P. 16,19.

Vertical Licensing, Alexandre Volpi, CEO, 55 11 3798 8552, contato@verticallicensing.com.br, P. 11,13.

Warlord Games, 44 15 978 4495, info@warlordgames.com, P. 19.

Warner Bros. Consumer Products (EMEA), Paul Bufton, VP Licensing & Business Development, 44 20 7984 6000, paul.bufton@warnerbros.com, P. 17,19.

West Argyll Technical Publications Ltd., 44 141 221 8344, admin@westargyll.org, P. 18.

Whitehouse Leisure LLP, Ian Whittingham, Business Development Manager, 44 1268 274 284, iwhittingham@whitehouseleisure.co.uk, P. 18.

Wildbrain Entertainment div. DHX Brands, Elia Bouthors, Director Strategy & Innovation, 44 20 7631 3931, ebouthors@wildbrain.com, P. 2.

Wildbrain Entertainment div. DHX Brands, Jon Gisby, MD, 44 20 7631 3931, jgisby@wildbrain.com, P. 2.

Winning Moves U.K. Ltd., Jack Allen, Licensing Manager, 44 20 7262 9696, jack.allen@winningmoves.co.uk, P. 19.

Zara div. Inditex, Javier Romero, Intl. Commercial Director, 44 20 7851 14300, javierromero@inditex.com, P. 16.

ZCWO, P. 19.

Zuru, Renee Lee, Global Marketing Manager, 86 0755-66881988, renee@zuru.com, P. 14.

TLL LICENSING GUIDE



TLL's Guide to
Licensing Property Types
& Product Categories

FREE DOWNLOAD

TLL's Guide to Property Types & Product Categories

Established by TLL in 1977, these are the classifications that the licensing industry uses when doing business.

Download your free PDF copy today at
www.thelicensingletter.com

Politics of Licensing

Continued from page 4

When asked how politically engaged they were on a scale of 1 to 5 (from “not at all” to “extremely”), the average baseline for all respondents was 3.9 with both right- and left-leaning respondents indexing slightly higher at 4.2 and 4.0, respectively.

When asked the same question about their company and/or its brands, the average baseline for political engagement on a scale of 1 to 5 was much lower at 2.4. Surprisingly, those who reported that their company was more politically active were also more likely to think that their company should be more active (take a “stronger” stance).

These execs are in the minority, however: 32% of all respondents reported that their company is “not at all” politically engaged and believe that it should take the “same” or a “weaker” political stance.

This turns out to be largely a function of whether execs believe that “being politically engaged” is “good for business.” Half (53%) think not, while the other 47% do. No one that answered “yes” thought that their company should take a weaker stance on political issues, while 85% of those that answered “no” said it should stay the course (the rest were equally split between taking a stronger or a weaker stance). Some execs voted “no” but indicated that their company is nevertheless politically active “because the country is in crisis.”

The general consensus is that “positive initiatives” based on broader “issues” supported by the “greater good” can help bring employees and consumers closer together. And “talking about the potential impact” of certain policies to make business decisions or influence society is generally considered acceptable.

Meanwhile, “exclusionary” policies and “taking sides” is “a good way to make enemies” in a world where “half the population” is the on “the other side.”

While “it is naive to think that politics and business are not linked,” companies must “be careful” and “thoughtful.” Most agreed that businesses need to be aware of how government decisions affect them, but recognized the need to respect the diverse personal politics of their employees. As one right-leaning exec noted, “handled correctly,” adopting

a political voice “can lead to great financial benefits.” A few pointed out the need to engage younger, more politically aware consumers in a meaningful way as another reason being politically engaged is good for a company’s bottom line. Another noted that businesses without

“Any issue is potentially toxic, but manageable if handled respectfully, and with responsibility.”

“socio-political activities or humanitarian programs are seen as unsophisticated” by the market.

A minority claimed that politics are “not important,” a “distraction,” and have “nothing to do with our products.”

Trends come in pairs. One right-leaning exec claimed that “leftist businesses always suffer,” while a left-leaning exec said the same about companies adopting policies that are “too conservative.” Chick-Fil-A was used as an example to

prove both points. A couple wish they could “be more political” but fear losing business (again, both by one left- and one right-leaning exec).

We asked licensing execs to break down three types of issues: those that are personally important to them as well as those “essential” for companies to tackle and too “toxic” to touch.

A minority of respondents claimed that all political issues are toxic, while a couple narrowed that rule to only “social” issues or to taking stands “based on religious views” like “homosexuality or abortion.” Some thought only certain companies can “get away” with expressing political views, e.g., “beauty companies can promote feminist issues.”

On the other side, a number of respondents recognized that “any issue is potentially toxic, but manageable if handled respectfully, and with responsibility.” To that end, some claimed that any issue can be put on the table.

Continued on page 28

The Most Important Political Issues to Licensing Execs versus the Most Essential & Most Toxic Issues their Companies Address, 2019

RANK	MOST IMPORTANT (INDIVIDUALLY)	ESSENTIAL FOR COMPANIES TO TACKLE	TOO TOXIC FOR COMPANIES TO TOUCH
1	Healthcare	Environment	Abortion
2	Social justice/ Constitutional rights	Tariffs	Party-based policies
3	Environment	Income inequality/ equal pay	Immigration
4	Economy	Taxes	Social issues
5	Immigration	Climate change	Human rights
6	Climate change	Sustainability	Racial injustice
7	Education	Regulations (safety & quality)	Environment
8	Abortion	Economy	Gender equality
9	Corruption/lobbying	Gender equality	Privacy
10	Trade policies	Wages	
11	Smaller government	Immigration	
12	Government budget/ spending	Humanitarian/ human rights	
13	Government accountability	Social justice/ Constitutional rights	
14	Income inequality/ equal pay	Trade policies	
15	Regulations (safety & quality)	Healthcare	

SOURCE: THE LICENSING LETTER

Politics of Licensing

Continued from page 27

Surprisingly, the list of “toxic” issues didn’t reach 10, while the other two lists counted at least 30.

The vast majority of respondents opined that issues directly related to a company’s bottom line, such as wages, taxes, trade policies, and regulations, are appropriate for companies to tackle.

A significant share of both right- and left-leaning respondents cited the environment, conservation, and sustainability as top issues that companies should directly address without much push-back, e.g., by adopting sustainable practices like recycling or lowering carbon footprint by switching to solar power.

Many respondents pointed out that any company can start taking on income and gender inequality in an “authentic,” meaningful way by enacting policies to address them internally.

We end with the words of one exec: “Be responsible, be focused but use your influence for good.”

Who’s News

Continued from page 5

Keith Clayton, VP & Deputy Publisher of Del Rey, is named VP & Director Licensing for the Random House Group in addition to his current position.

WarnerMedia gears up to launch its own streaming service; it hires **Jennifer O’Connell** as EVP Original Non-Fiction & Kids and **Suzanna Makkos** as EVP Original Comedy & Animation. Both report to **Sarah Aubrey**, Head Original Content.

Carson Dellosa Education acquires Elliot Newman’s Kids Station Toys and assumes the Fisher-Price license for youth electronics.

Kate Morton is the new Director Content Strategy at eOne’s family and brands division. Morton is responsible for devising, communicating, and coordinating programming tactics for linear and non-linear content rollout as part of the company’s global content distribution strategy.

Venturesome and MGM Resorts Intl. will debut exclusive Studio 54 brand collaborations. Launched by **Elliott Azrak** to create strategic acquisition, investment and licensing opportunities at the intersection of retail, media and pop culture, Venturesome will be working with additional strategic partners including Global Brands Group and Centric Brands.

Learfield IMG College restores the CLC brand name for the combined organization of IMG College Licensing and Learfield Licensing Partners. **Cory Moss** leads CLC as SVP & Managing Director to help elevate college brands with new strategies, technology, product innovation and marketing opportunities.

After 31 years representing Character Options to retailers, **Philip Richardson** will retire at the end of August 2019. Banaghan & Co will now represent Character Options in the Republic and Northern Ireland, as well as the Isle of Man.

Grumpy Cat has passed away at the age of 7.

ORDER ONLINE BY VISITING WWW.THELICENSINGLETTER.COM. FAX YOUR ORDER TO 855-649-1623, OR MAIL YOUR ORDER TO THE ADDRESS BELOW, OR PHONE 888-729-2315.



THE LICENSING LETTER NEWSLETTER

- One-year subscription (12 issues): \$527
- Three-month subscription (3 issues): \$147

LICENSING SOURCEBOOK ONLINE

- One-year subscription: \$995
- Three-month subscription: \$297

LICENSING DATA BANK ONLINE

- One-year subscription: \$995

LICENSING CONTACTS & CONNECTIONS

- One-year subscription (4 issues): \$197*
- Single, print quarterly issue: \$97
- 2019 LICENSING DATA FLIP-BOOK: U.S. & CANADA:** \$795
- 2019 ROYALTY TRENDS REPORT:** \$379
- 2019 ENTERTAINMENT/CHARACTER LICENSING REPORT:** \$695
- SPECIAL REPORTS IN PRINT:** Add \$9.99 S&H for U.S./Canada

*TLL member exclusive rate. Call for S&H outside North America. Prices for Single-User licenses; low-cost Multi-User licenses are available. Contact our business development department at jen@plainlanguagemedia.com or 888-729-2315 for details.

Check enclosed in the amount of \$ _____

Bill me/my company: PO # _____

Please charge my credit card: Visa MasterCard AmEx

Card number _____

Exp. date _____

Signature _____

NAME _____

TITLE _____

COMPANY _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____

FAX _____

E-MAIL _____

Plain Language Media, LLLP (PLM)
 PO Box 509, New London, CT, 06320
 Phone: 888-729-2315, Fax: 855-649-1623
customerservice@plainlanguagemedia.com