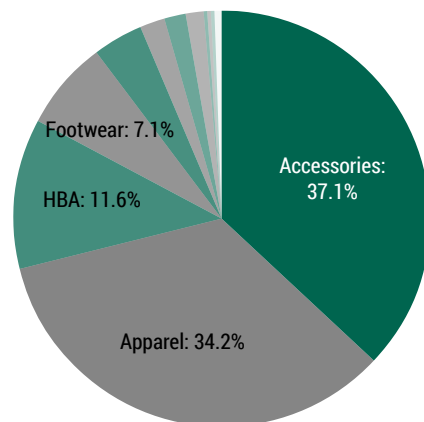


## Licensed Fashion Growth Led by Accessories; Bags, Headwear Big Winners of 2018

Retail sales of licensed fashion brand-based merchandise grew 1.6% in 2018 in the U.S. and Canada to reach \$22.1 billion, according to THE LICENSING LETTER'S *Annual Licensing Business Survey*.

Growth in the property type was largely fueled by accessories (1.7% or \$140 million) and apparel (1.7% or \$129 million), which accounted for roughly four-fifths of all dollar growth. Specifically, 41% of all growth in fashion-based sales came from licensed accessories.

**Share of Retail Sales of Licensed Fashion Merchandise, by Product Category, U.S. & Canada, 2018**



- Accessories: 37.1%
- Apparel: 34.2%
- HBA: 11.6%
- Footwear: 7.1%
- Furniture/Home Furnishings: 3.9%
- Domestics: 2.0%
- Infant Products: 1.5%
- Housewares: 1.5%
- Stationery/Paper: 0.2%
- Publishing: 0.2%
- Gifts/Novelties: 0.2%
- Toys/Games: 1.3%
- Other: 0.3%

SOURCE: THE LICENSING LETTER

The largest-grossing product category for licensed fashion goods, accessories, jumped 1.7% to reach \$8.2 billion in sales in 2018.

Growth in licensed eyewear was relatively flat at just 0.9% to reach \$2.5 billion in retail sales, thanks in part to a continuing trend of fashion brands bringing production in-house. This trend is expected to reverse quickly in 2019, with more licenses in the category as well as an overall uptick in eyewear sales (in particular, licensed prescription glasses as well as mid-range sunglasses).

Fashion-based headwear sales jumped 1.9% to reach almost \$1.9 billion in licensed retail sales, with the bulk of growth emerging from mid- to high-end streetwear. Baseball caps are one of the biggest sub-categories, but other styles like bucket hats, boonie hats, and caps are also popular, especially amongst younger consumers.

*Continued on page 4*

## Back-to-School Licensed Sales Projected to Dip -1.0% in U.S. & Canada for 2019

Licensed retail sales of back-to-school products are showing signs of dramatic slowdown in the U.S. & Canada as millions of students begin the school year.

Last year, licensed back-to-school sales totaled \$11.83 billion for K-12 and college students, according to THE LICENSING LETTER.

This year, licensed back-to-school retail sales are expected to slide -1.0% to reach \$11.72 billion in the U.S. & Canada. Most of the trends in the general market carry over to licensed goods, with some exceptions.

For example, the National Retail Federation's (NRF) projections peg total spending on back-to-school at \$80.7 billion in 2019, down from last year's \$82.8 billion (-2.5%). The decline is largely because of the decreased number of households with children in elementary through high

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## M&A & Partnerships

### VIACOMCBS IS BORN

It's finally happening: the merger between **CBS** and **Viacom** will be given final form in a roughly \$27 billion company named ViacomCBS. Bob Bakish will become President & CEO of the combined entity, while former CBS head Joe Ianniello will become Chairman and CEO of CBS, overseeing all CBS-branded assets.

The two media giants have made their way back together again after being separated in 2006 by owner Sumner Redstone. In the intervening years, subsequent attempts to combine the companies were foiled by squabbling boards and the scandal of former CBS chief Leslie Moonves, ousted last year amid multiple allegations of sexual misconduct. With 80% ownership of both companies, Shari Redstone sealed the deal.

Assets of the new company include broadcaster CBS; premium cable service Showtime; basic cable stalwarts such as Comedy Central, Nickelodeon, BET, and MTV; subscription VOD service CBS All Access; ad-supported VOD service Pluto.TV; movie studio Paramount; and publisher Simon & Schuster, among numerous other holdings.

### HASBRO TAKES ON EONE

In unexpected merger news, **Hasbro** agrees to acquire **eOne** in an all-cash transaction valued at approximately \$4.0 billion (£3.3 billion). The final roster of people at the combined entity has not been announced, although CEO Darren Throop is expected to stay on with several other top eOne execs.

### EUROPE'S NEW ANIME LEADER

**Crunchyroll** forms a strategic partnership with **VIZ Media Europe Group** to bring together the largest streaming service and the leading distributor and manga publisher in Europe. As part of the agreement, Crunchyroll, a subsidiary of Otter Media (a WarnerMedia company), is now a majority investor in VIZ Media Europe, with The Hitotsubashi Group (Shueisha Inc., Shogakukan Inc., Shogakukan-Shueisha Productions, Co., Ltd.) retaining a minority stake in the company.

Both companies serve double duty as licensors, brand management, and retail development, with Viz serving all consumer product categories in EMEA and Crunchyroll managing over 100 licensees worldwide. The transaction will close as soon as conditions have been satisfied, including the receipt of required antitrust clearances.

### L&T GETS A NEW OWNER

**Le Tote** takes over **Lord & Taylor**. The two retailers have reached a \$75 million agreement that will give Le Tote a physical foothold at 38 Lord & Taylor stores and Lord & Taylor a digital overhaul.

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## Licensing on Tour

### THE DOCTOR IS OUT

**Kilburn Media** and **Dr. Seuss Enterprises** partner to create *The Dr. Seuss Experience*, an interactive touring exhibit launching in Toronto in October. Set for a five-year run, the massive 15,000 square foot experience will also head to Boston, Houston, and Seattle, among others.

As the tour moves city-to-city guests can expect new additions based on different books to join the rotation. The launch will also have a special themed carousel and store where guests can buy Seuss merchandise.

### AROUND THE NEIGHBORHOOD

**PBS Kids** is sending its *Daniel Tiger's Neighborhood Live!* tour back on the road. Beginning January 2020, the live stage show will visit over 50 U.S. cities. The production

*Continued on page 4*

## Back-to-School Sales Projected to Fall in 2019

Continued from page 1

school; per-household spending actually topped a record \$696.70 for K-12 families and \$976.78 for those with college students.

Deloitte data, on the other hand, shows a -0.7% slip from last year's \$28.0 billion back-to-school forecast to \$27.8 billion in 2019. The research firm predicts that there will be a 29% increase in spending on electronics and gadgets this season for a total of \$800 million in the total market category.

Within licensed back-to-school goods, much of the declines can be attributed to fewer students, with per-student spending remaining stable.

Apparel and accessories sales are estimated to make up a combined 50.9% share of all back-to-school sales in 2019. Licensed apparel sales are expected to go down -1.8% in 2019 to reach \$3.68 billion.

In most cases, families seem to be adjusting their clothing purchases to fall outside of the back-to-school season to match tight budgetary concerns. For the full-year 2019, TLL does not expect dramatic declines in the apparel category for the K-12 and college student groups.

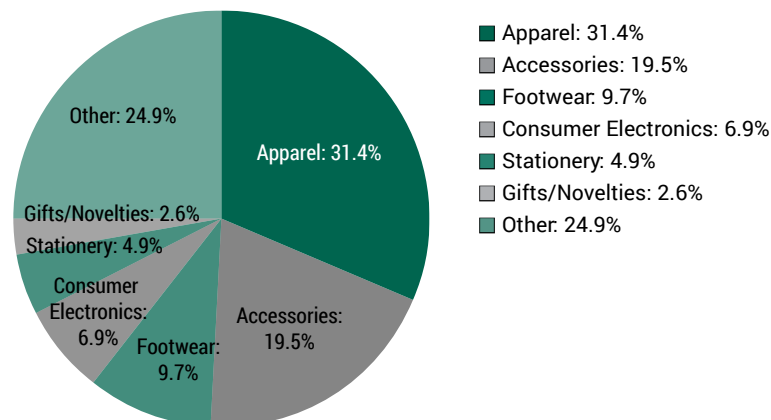
At \$2.29 billion in expected sales, accessories is the second-largest category behind only apparel. Much of the growth in sales during the back-to-school period can be attributed to backpacks, purses, and luggage, but there are also many purchases in wearables and cold weather accessories tied to apparel.

While traditionally the back-to-school season has been a particularly strong period for footwear, in recent years spending in the category has spread out over the year. In this way, there has been less emphasis by families to buy during this season, versus later or earlier in the year. However, sales remain stable despite market trends and were up 0.2% to reach \$1.14 billion.

**“Much of the declines can be attributed to fewer students, with per-student spending remaining stable.”**

Spending on stationery slightly readjusted to fall -0.7% to \$0.58 billion based on the shrinking number of students. Despite the

## Share of Projected Retail Sales of Licensed Back-to-School Merchandise, by Product Category, U.S. & Canada, 2019



SOURCE: THE LICENSING LETTER

## Retail Sales of Licensed Back-to-School Goods, by Product Category, U.S. & Canada, 2018–2019

Figures in Billions USD

PRODUCT CATEGORY	RETAIL SALES, 2019*	RETAIL SALES, 2018	CHANGE, 2018–2019*	SHARE, 2019*
Apparel	\$3.68	\$3.75	-1.8%	31.4%
Accessories	\$2.29	\$2.31	-1.2%	19.5%
Footwear	\$1.14	\$1.14	0.2%	9.7%
Stationery	\$0.58	\$0.58	-0.7%	4.9%
Consumer Electronics	\$0.81	\$0.80	1.0%	6.9%
Gifts/Novelties	\$0.31	\$0.32	-2.0%	2.6%
Other	\$2.91	\$2.93	-0.8%	24.9%
<b>Total</b>	<b>\$11.72</b>	<b>\$11.83</b>	<b>-1.0%</b>	<b>100.0%</b>

Notes: \*2019 figures are preliminary projections and subject to change. Numbers may not add up exactly due to rounding.

SOURCE: THE LICENSING LETTER

growing reliance of students on laptop computers, tablets, and other consumer electronic devices, sales paper products nevertheless continue to dominate among those in the market. As well as notebooks, pencils, and pens, other significant purchases in the category include classic and DIY planners and calendars, which are seeing a resurgence among Millennials and Gen Z students.

Spending on consumer electronics is expected to go up 1.0% to hit \$800 million, with significant growth areas including electronic accessories as well as mobile phones and laptops. For students, calculators are also a significant growth category in the back-to-school season, albeit a small share of licensed sales.

Within the “other” product category slice, notable categories include housewares (especially for lunch boxes, tumblers, etc.), publishing (novels and study aids), and domestics and home furnishings (especially for college-bound freshmen staying in dorms). For younger K-12 students, toys is also a significant, if falling, category.

## Licensing on Tour

Continued from page 2

has been ongoing since 2016, generating over \$12.8 million in ticket sales throughout the U.S. and Canada.

### BABY SHARK GOES TO THE UAE

**Spacetoan Event** debuts **Pinkfong's Baby Shark** live musical in the UAE as part of Abu Dhabi Family Week. The musical, based on the hit YouTube song, launched in South Korea and has since toured throughout Asia to over 80,000 viewers. This is the first time it will be performed in the Middle East; the musical will include special participation from the original cast based in Korea.

As Pinkfong's MENA licensing agent, Spacetoan has also announced several edutainment activities before and after the show.

### A BROWN CHRISTMAS

This Christmas season, **Gershwin Entertainment** brings the Peanuts gang on stage in a live-action musical touring U.S. cities in a retelling of the classic *A Charlie Brown Christmas* animated TV special.

## Who's News

*Are you hiring? Being promoted, changing jobs, retiring? Email the editor at [karina@plainlanguagemedia.com](mailto:karina@plainlanguagemedia.com) and we'll announce the news in our next issue of Who's News. Individual contact information is available in this issue's Contacts & Connections (pp.12–16), courtesy of TLL's Licensing Sourcebook Online.*

**Sona Chawla** steps down as President of **Kohl's Corp.**; following her departure, Kohl's launches comprehensive search for a COO. Separately, **Paul Gaffney** is named SVP & Chief Technology Officer.

**Anne Bradford** is now Director of **Poetic Brands**, charged with building a childrenswear, babywear and accessories division.

**Sarah Kirshbaum Levy** joins the **Funko** board of directors. Levy has served as Viacom Media Networks' COO since 2016.

Continued on page 6

## Fashion Grows 1.6% in U.S. & Canada

Continued from page 4

Jewelry and watches jumped 1.9% to hit \$1.2 billion in licensed fashion sales, reflecting poor general growth in the category rather than a dip in licensed brands specifically.

Sales of luggage and travel accessories were up 4.1%, the fastest-growing sub-category within licensed fashion accessories, for a total of \$349 million. The \$14 million in growth in 2018 from this sub-category is largely driven by a new influx of fashion licenses over the last three years, and sales are expected to remain strong. Handbags, backpacks, and messenger bags jumped 3.9% to reach \$761 million, despite relatively slow sales in the overall general market.

Licensed fashion-based hosiery sales were up 2.5% to reach \$791 million, a sign of steady growth propelled in large part by socks. While a large portion of the sub-category is still dominated by leggings, patterned compression socks

Continued on page 5

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

Figures in Millions USD

PROPERTY TYPE	RETAIL SALES, 2018	RETAIL SALES, 2017	CHANGE, 2017–2018	SHARE, 2018
Accessories	\$5,934	\$5,858	1.3%	5.4%
<i>Eyewear</i>	\$4,423	\$4,362	1.4%	4.0%
<i>Jewelry and Watches</i>	\$1,511	\$1,496	1.0%	1.4%
<i>Handbags, Backpacks, Messenger Bags</i>	\$6,058	\$5,915	2.4%	5.5%
<i>Luggage and Travel Accessories</i>	\$2,714	\$2,655	2.2%	2.5%
<i>Headwear</i>	\$2,236	\$2,194	1.9%	2.0%
<i>Hosiery</i>	\$1,108	\$1,065	4.0%	1.0%
<i>Scarves and Ties</i>	\$3,624	\$3,578	1.3%	3.3%
<i>Other</i>	\$13,043	\$13,215	-1.3%	11.8%
Apparel	\$2,354	\$2,330	1.0%	2.1%
Domestics	\$22,116	\$21,776	1.6%	20.0%
Footwear	\$18,681	\$18,423	1.4%	16.9%
Furniture/Home Furnishings	\$2,689	\$2,621	2.6%	2.4%
Gifts/Novelties	\$746	\$732	1.9%	0.7%
HBA	\$2,530	\$2,478	2.1%	2.3%
<i>Fragrance</i>	\$1,248	\$1,239	0.8%	1.1%
<i>Cosmetics/Nail Polish/Other</i>	\$4,710	\$4,637	1.6%	4.3%
Housewares	\$2,932	\$2,875	2.0%	2.7%
Infant Products	\$1,288	\$1,278	0.8%	1.2%
Publishing	\$490	\$485	1.1%	0.4%
Stationery/Paper	\$16,138	\$15,915	1.4%	14.6%
Toys/Games	\$29,764	\$29,155	2.1%	26.9%
Other	\$8,355	\$8,143	2.6%	7.6%
<b>Total</b>	<b>\$110,488</b>	<b>\$109,010</b>	<b>1.4%</b>	<b>100.0%</b>

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

SOURCE: THE LICENSING LETTER

## Fashion Grows 1.6% in U.S. & Canada

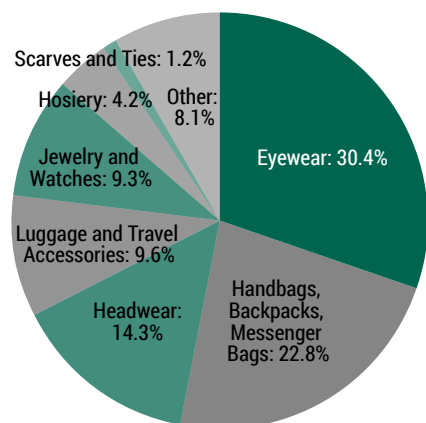
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were one of the fastest-growing categories in 2018 and are expected to remain strong.

Scarves and ties saw some of the weakest performance among all accessories sales, with just 0.9% growth (\$1 million dollar growth) for a total of \$100 million in licensed sales. Licensed ties are expected to make a comeback this year in addition to closely related accessories such as tie clips.

Other accessories include cold weather goods (not including scarves), gloves, belts, and small leather goods such as wallets saw relatively flat growth overall at 0.6% to reach \$663 million.

### Share of Retail Sales of Licensed Fashion Accessories, by Sub-Category, U.S. & Canada, 2018



- Eyewear: 30.4%
- Handbags, Backpacks, Messenger Bags: 22.8%
- Headwear: 14.3%
- Luggage and Travel Accessories: 9.6%
- Jewelry and Watches: 9.3%
- Hosiery: 4.2%
- Scarves and Ties: 1.2%
- Other accessories: 8.1%

SOURCE: THE LICENSING LETTER

## Sports-based Licensing Stumbles with 1.4% Growth in the U.S. & Canada

Licensed retail sales of sports-based merchandise grew 1.4% to reach \$16.1 billion in the U.S. & Canada in 2018, according to THE LICENSING LETTER's *Annual Licensing Business Survey*.

At just \$222 in dollar growth, 2018 marked the slowest year of growth since 2010, when sales dipped -2.8% from the previous year.

Since then, growth has averaged about 3.9% each year (or almost \$540 million a year, with the slowest growth in 2012 at 2.2% and the fastest in 2011 with 5.3%).

Most of the major American sports leagues are cultivating licensed dollar growth overseas in emerging, fast-growing markets like China (and to a lesser extent, Southeast Asia and South Korea), Mexico (as well as Brazil and other selected LATAM countries), Europe (France and Spain are surprisingly strong areas of growth, with the fastest gains coming from CEE), and the Middle East

(the UAE and Saudi Arabia are especially popular targets).

That makes for a somewhat bleak picture back home in the U.S. & Canada (comparatively speaking). However, sports properties are continuing to innovate and invest in their biggest market for licensed retail sales.

*“Ecommerce and innovative location-based merchandising are driving licensed retail sales gains in the U.S. & Canada.”*

Most of the notable investments for leagues domestically this last year are in licensing steaming rights for viewing games, and, to a lower extent, virtual gambling and gaming licensing.

Ecommerce and innovative location-based merchandising, specifically, are driving most of the gains in licensed retail sales in the U.S. & Canada.

Licensed retail sales of MLB-based goods narrowly edged out the NFL for share in the U.S. & Canada, with 24.0% share versus 23.0% share, respectively.

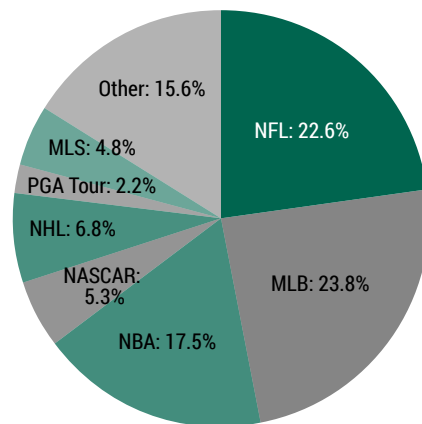
MLB sales grew 1.1% in 2018 to reach \$3.9 billion in licensed retail sales, a new record. The league's continued dominance can largely be attributed to the strength of its collectibles and apparel programs.

The NFL jumped 2.1% in 2018 to reach an estimated \$3.7 billion in licensed retail sales. While slow compared to 3.2% growth in 2017 and 3.7% in 2016, the league still outpaces most of the top five sports leagues TLL tracks in the U.S. & Canada in spite of its large dollar share.

Note that sales of products based on licensed player properties (under the purview of the NFLPA) account for roughly one-third of total NFL-based sales as calculated by TLL, or \$1.4 billion. NFL league-based sales slightly outpaced the growth of NFLPA-based sales, with 2.2% growth versus 1.9% growth in 2018, respectively.

While the two sports leagues fight for the top spot every year, the NBA

### Share of Retail Sales of Licensed Merchandise Based on Sports Properties, by League, U.S. & Canada, 2018



- National Football League (NFL): 22.6%
- Major League Baseball (MLB): 23.8%
- National Baseball Association (NBA): 17.5%
- NASCAR (teams and drivers): 5.3%
- National Hockey League (NHL): 6.8%
- PGA Tour: 2.2%
- Major League Soccer (MLS): 4.8%
- Other: 15.6%

SOURCE: THE LICENSING LETTER

## Who's News

Continued from page 4

**Amy Sullivan** joins **Cloudco** as VP Global Retail Development. She joins as the prodco simultaneously launches in consumer products for three brands: *Care Bears: Unlock the Magic*, airing in the U.S. on Boomerang and in the UK on Tiny Pop; *Holly Hobbie*, a live-action, music-driven Hulu Original series; and *Tinpo*, a Cbeebies-commissioned CGI vehicle and construction show rolling out globally.

**Viacom Nickelodeon Consumer Products (VNCP)** promotes **David Chustz** to EVP Global Creative, from his previous role as SVP Franchise Creative Strategy & Planning for Nickelodeon. Chustz will continue to report into **Pam Kaufman**, President of VNCP, from the company's California headquarters.

**Neiman Marcus** names **Lana Todorovich** as its new President & Chief Merchandising Officer, succeeding **Jim Gold**. Separately, CFO **Adam Orvos** will leave the retailer in October.

**ABG** opens its Mexico City headquarters. **Monica Nahúm**, VP Business Development, will lead the charge in driving ABG's momentum across Mexico, Central and South America.

**Fanatics** appoints Nike exec **Michener Chandlee** as CFO.

The President of Corus-owned kids company **Nelvana**, **Scott Dyer**, is retiring. **Pam Westman** steps up to take his place, effective Aug. 30. Dyer will remain on as a consultant for one year to help the transition.

Continued on page 7

## Sports-based Licensing Stumbles with 1.4% Growth

Continued from page 5

consistently rounds out the top three list by share. In 2018, NBA-based sales jumped 1.6% to reach \$2.9 billion in licensed retail sales. Since experiencing a 8.3% boost in 2016 and 9.1% in 2015, the league has not experienced any significant gains, but continues to perform steadily.

NHL sales gained 0.9% from the previous year to reach \$1.1 billion in licensed retail sales in 2018. TLL expects sales to

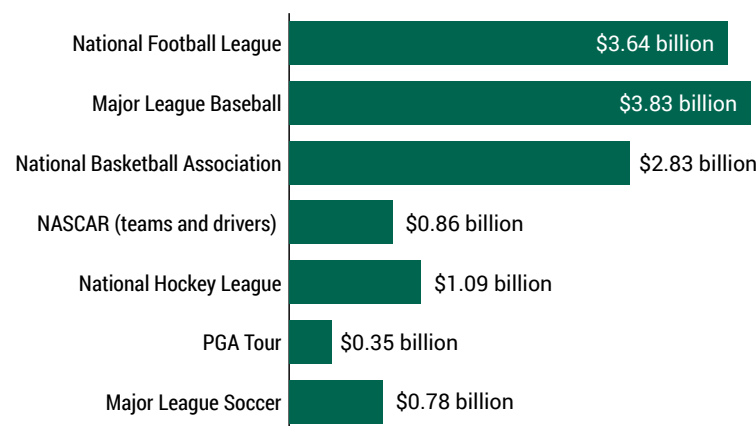
jump in the coming years as the league continues to expand in growing its number of teams and, hopefully, viewership.

NASCAR-based licensed retail sales dipped slightly in 2018 to fall 0.5% in 2018 after leaping forward 2.2% in 2017. The league counts just under \$860 million in licensed retail sales.

For the purposes of this list, TLL is explicitly including licensed retail sales associated with all United States Soccer Federation teams, such as those in the National Women's Soccer League, under the broader MLS banner. Historically,

Continued on page 7

### Retail Sales of Licensed Merchandise Based on Sports Properties, by League, U.S. & Canada, 2018



SOURCE: THE LICENSING LETTER

### Retail Sales of Licensed Merchandise Based on Sports Properties, by League, U.S. & Canada, 2017–2018

Figures in Millions USD

LEAGUE	RETAIL SALES, 2018	RETAIL SALES, 2017	CHANGE, 2017–2018	SHARE, 2018
National Football League (NFL)	\$3,718	\$3,642	2.1%	23.0%
Major League Baseball (MLB)	\$3,877	\$3,835	1.1%	24.0%
National Basketball Association (NBA)	\$2,874	\$2,829	1.6%	17.8%
NASCAR (teams & drivers)	\$859	\$863	-0.5%	5.3%
National Hockey League (NHL)	\$1,103	\$1,093	0.9%	6.8%
PGA Tour	\$354	\$349	1.4%	2.2%
U.S. Soccer/ Major League Soccer (MLS)	\$802	\$781	2.8%	5.0%
Other	\$2,551	\$2,524	1.1%	15.8%
<b>Total</b>	<b>\$16,138</b>	<b>\$15,915</b>	<b>1.4%</b>	<b>100.0%</b>

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

SOURCE: THE LICENSING LETTER

## Sports-based Licensing Stumbles with 1.4% Growth

Continued from page 6

the men's soccer was one of the only such organizations to generate licensing revenue, but that landscape is shifting quickly.

For example, the U.S. Women's National Team players' collective licensing revenue was \$0 in 2015, but it is expected to top \$1 million in 2019. Most of the licensing gains realized in the MLS category, which grew 8.0% in 2017 and 2.8% in 2018, can be attributed to the women's professional league as well as some minor league teams, new local city-based clubs, and junior clubs gaining traction within the U.S.

Sales tied to foreign soccer clubs, such as Manchester United and FC Barcelona, are included in the "other" category. Over the last five years, merchandising for top-tier European clubs has grown exponentially.

PGA Tour sales grew 1.4% in 2018 to reach just over \$350 million. Note that data are based on sales of merchandise bearing the celebrated PGA Tour logo featuring the silhouetted golfer in a box logo; individual players' licensing revenues are counted in the "other" category.

Other sports leagues and properties include organizations such as esports, extreme sports, tennis, the Olympics, mixed martial arts, minor league teams, outdoors-related properties, and amateur sports associations.

## Discount, Value Channels Drive Fashion Brand-based Growth in 2018

Retail sales of licensed fashion brand-based goods jumped 1.6% in 2018, with most of the growth emerging from discount and value retailers.

Despite the loss of thousands of retail storefronts over 2018, sales through brick-and-mortar locations grew 1.1% overall, while ecommerce sales grew 5.1% and other channel sales (including experiential and subscription box-based sales) jumped 21.2%.

Ecommerce sales jumped 5.1% in 2018, or \$92 million, to reach \$1.9 billion. At just 8.6% share, physical retail channels continue to dominate fashion-based sales.

Discounters and value channels led growth by sheer dollar value, adding \$136 million in sales as well as 0.1 percentage point in share of distribution sales. The channel jumped 1.6% in 2018 thanks to a downstream shifting of sales from higher channels. While sales are expected to expand in coming years, growth is expected to face a bottleneck from fashion house hesitant to hurt their brand image.

Specialty channel-based sales were flat at 0.6% (\$34 million) to remain at \$5.7 billion, thanks in part to specialty store closures and a resulting shifting of sales to other channels. The category dropped

Continued on page 20

## Who's News

Continued from page 6

**DHX Media** appoints **Eric Ellenbogen** its new CEO and vice chair of the board of directors, succeeding **Michael Donovan**, who has stepped down as CEO. Donovan will continue to serve on the board as founding chair. **Donald Wright** is appointed as non-executive chair.

**Brand Central** promotes **Lexi DeForest** to Licensing Director, reporting directly to CEO **Ross Misher**. In her expanded role, she will become part of the senior management team of the agency playing a vital role in business development, client acquisition and managing many of the agency's top clients.

**Licensing International** hires **Maria Ungaro** as VP Member Engagement.

CEO **Victor Luis** exits **Tapestry** not three weeks after the luxury fashion group trimmed its guidance for the year. Chairman of the board **Jide Zeitlin** takes over as CEO, noting in a statement, that the company will bring in "new leaders who bring fresh perspectives" to grow its Coach, Kate Spade, and Stuart Weitzman brands.

**Herschend Entertainment Studios** hires **Natalie Setton** as VP Commercial, Content Distribution & Licensing and **Julie Phillips** as VP Development & Production. Setton will lead all sales, licensing, marketing, retail support, live events, and location-based entertainment for HES properties, while Phillips pulls double-duty as an executive producer for Chuggington. The prodco plans to relaunch its children's brand Chuggington in 2020; the property has generated close to \$1 billion at retail globally.

Continued on page 20

## Retail Sales of Licensed Fashion Merchandise, by Distribution Channel, U.S. & Canada, 2017-2018

Figures in Millions USD

DISTRIBUTION CHANNEL	RETAIL SALES, 2018	RETAIL SALES, 2017	CHANGE, 2017-2018	SHARE, 2018
Discounters and Value	\$8,637	\$8,501	1.6%	39.1%
Specialty Stores	\$5,678	\$5,644	0.6%	25.7%
Department and Mid-tier	\$5,252	\$5,203	0.9%	23.7%
Ecommerce	\$1,905	\$1,812	5.1%	8.6%
Mail Order	\$275	\$272	1.0%	1.2%
TV Shopping	\$236	\$234	1.2%	1.1%
Other	\$133	\$110	21.2%	0.6%
<b>Total</b>	<b>\$22,116</b>	<b>\$21,776</b>	<b>1.6%</b>	<b>100.0%</b>

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

SOURCE: THE LICENSING LETTER

# Deal Sheet

In this issue: 31 brands/IP available or recently assigned and 174 individual licenses granted.

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

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
Office (The)	American adaptation of British mockumentary depicting the everyday lives of office employees at a fictional paper company. Celebrating 15 years.	All	Nora Wong, Seltzer Licensing Group

## Licensed Recently Granted, U.S.

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Bill & Ted's Excellent Adventure	Barry & Jason, Games and Entertainment	Games	Creative Licensing Corp. (CLC)
Book Hungry Bears	Macmillan Publishing	Books (children's)	Pukeko Pictures
	Simon & Schuster Children's Publishing	Books (children's)	Pukeko Pictures
Captain America: The First Avenger, Captain Marvel	Garmin	Smartwatches	Disney Consumer Products
Coca-Cola	Kith*	Apparel	Coca-Cola
Country Living	New Sega Home Textiles	Bath products, bedding, throws, towels	Brand Capital Marketing (BCM)
Crayola	Kraft Heinz	Mac & cheese	Crayola
	Kraft Heinz	Juice (Capri Sun)	Crayola, Jenerosity Marketing
Cubby Hill	Abrams Books	Books (children's)	Hasbro
DeLorean Motor Co.	Burston Marketing	Apparel	Brand and Blend
	Creative Mobile	Mobile games	Brand and Blend
	PSD Underwear	Apparel	Brand and Blend
I Love NY	peakquest	Stickers	Brand and Blend
	Vans div. VF Corp.	Footwear	Brand and Blend
	Versace Americas div. Capri Holdings	Apparel	Brand and Blend
K-Swiss	Forever 21	Limited edition apparel	K-Swiss Global Brands (KSGB)
Lisa Frank	CASeTiFY	Mobile phone cases	Lisa Frank
Marilyn Monroe	Zales/Kay/Peoples div. Signet Jewelers	Jewelry	Authentic Brands Group (ABG)
Naruto	Hypland Worldwide	Skateboards	Viz Media
NASCAR	Far Out Toys Inc.	Toys	NASCAR
NFL	Tailored Brands Inc.	Jackets, suits	NFL
Ol' Dirty Bastard (ODB)	Pyramid America	Accessories, home decor, housewares, stationery, wall decor	FanGirl Consulting & Brand Management
	Super7	Collectibles, figures	FanGirl Consulting & Brand Management
Overwatch League x Cheez-It	Kellogg	Crackers, snacks	Activision Blizzard Esports
Peanuts	McDonald's	Promotional products	Peanuts Worldwide div. DHX Media

\*Extension or renewal.

Continued on page 9



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

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Pokémon	Wicked Cool Toys	Interactive toys	Pokémon Company Intl.
Popeye	Ceaco	Jigsaw puzzles	King Features Syndicate
SpongeBob SquarePants	Timberland div.VF Corp.	Apparel, boots	Nickelodeon & Viacom Consumer Products (NVCP)
Tony Hawk	Star Ride Kids	Accessories (boys'), apparel (boys')	Apex Global Brands (form. Cherokee Global Brands)
Trolls	Accessory Innovations	Accessories	Universal Brand Development
	Baby Boom div. Betesh Group	Baby products	Universal Brand Development
	Delta Children's Products	Decor, furniture (children's)	Universal Brand Development
	Handcraft Manufacturing	Underwear (children's)	Universal Brand Development
	Hybrid Promotions dba Hybrid Apparel	Apparel	Universal Brand Development
	Mad Engine	Apparel	Universal Brand Development
U.S. Postal Service	California Costume Collections	Pet costumes	U.S. Postal Service (USPS)
WWE	Bleacher Creatures	Plush	World Wrestling Entertainment (WWE)

## Brands/IP Available or Recently Assigned, Intl.

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
Anthony Browne	Creator of picture books for more than 40 yrs. Walker portfolio includes: Little Beauty, How do You Feel, and the tales of Willy, a little boy-chimp, and his hopes and dreams.	All (Worldwide)	Pindy O'Brien, Walker Books U.K.
Banjay properties	French global production and distribution company. Props incl. The Inbetweeners, The Crystal Maze, Eat Well for Less?, Do You Know?, Tipping Point.	All (U.K.)	John Taylor, CPLG (U.K.)
Bulldog Licensing	European agency with a diversified list of properties incl. Kindi Kids, Treasure X, Sesame Street, Angry Birds, Care Bears, Miraculous, Match Attax, LIFE, That's not my...	All (U.K.)	Rob Corney, Bulldog Licensing
Cupcakes Chronicles	Social influencer Instagram account follows the adventures of Cupcake, a rescue and service dog to owner Suzanne Felando Mattson. Animated series in development.	All (Worldwide)	Cynthia Modders, Firefly Brand Management
Dr. STONE	New adventure series from Shonen Jump magazine, the home of hits like Dragon Ball, Naruto, Death Note, Bleach, My Hero Academia, One Punch Man, Black Clover.	All (Worldwide (excl. Asia))	Michael Melby, Crunchyroll div. Ellation
Endemol Shine	Global content creator, producer and distributor. Props incl. Peaky Blinders, MasterChef, Simon's Cat, Black Mirror, Mr. Bean, Deal or No Deal, Big Brother.	All (Worldwide)	Jane Smith, Endemol Shine Group U.K.
Guess How Much I Love You	Preschool brand circa 1994 follows Little Nutbrown Hare and Big Nutbrown Hare as they try to express how much they love each other.	All (Worldwide)	Pindy O'Brien, Walker Books U.K.

\*Extension or renewal.

*Continued on page 10*

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

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
<b>Hasbro</b>	American toy and board game company; brands incl. NERF, My Little Pony, Transformers, Play-Doh, Monopoly, Power Rangers, Baby Alive.	Accessories, apparel, back-to-school, promotional products, publishing, sporting goods (India)	Bhavik Vora, Black White Orange Brands Pvt. Ltd. (BWO)
<b>Hatsune Miku</b>	Virtual android character based on a Vocaloid software voicebank has sung over 100,000 songs and performed on stages worldwide. Second European tour kicks off Jan. 2020.	All (Europe, ANZ)	Max Arguile, Reemsborko
<b>Highclere Castle</b>	Country estate in the Jacobethan style by architect Charles Barry in Hampshire, England. Filming location for Jeeves and Wooster and Downton Abbey.	All (Worldwide)	Andrew Maconie, Licensing Management Intl. (LMI)
<b>Jewel Branding &amp; Licensing</b>	American global licensing agency with 80+ yrs. combined experience. Props incl. EttaVee, Bouffants & Broken Hearts, Rachael Hale.	All (Worldwide)	Julie Newman, Jewel Branding & Licensing
<b>Kraft Heinz</b>	Global food and beverage company known for its portfolio of brands incl. Planter, Kraft, Oscar Mayer, Philadelphia, Jell-O, Heinz, Kool-Aid, Lunchables, Kraft Mac & Cheese, Velveeta.	All (North America)	Ross Misher, Brand Central
<b>LuckyBoySunday</b>	Danish brand by designer Camilla Korschen. Contemporary luxury knitted art toys and soft furnishings made with top quality and edgy loud speaking design.	All (Worldwide)	Martin Lowde, Brands With Influence
<b>Maisy Mouse</b>	Preschool brand for almost 30 yrs., follows a mouse and her friends on their adventures as they learn to better grasp and deal with the world around them.	All (Worldwide)	Pindy O'Brien, Walker Books U.K.
<b>MGM</b>	Entertainment prodco and global distributor of film and TV content boasts one of the deepest libraries of content; incl. Rocky and Pink Panther franchises.	All (LATAM)	Elias Fasja Cohén, Tycoon Enterprises (Mexico)
<b>Mush-Mush &amp; the Mushables</b>	Animated series follows the forest adventures of Mush-Mush, his best friends, and the Mushable community as they discover just how fun and wild life can be.	All (Worldwide)	Polly Emery, Copyrights Group (The)
<b>Pea &amp; Promoplast</b>	Multi-sector group with international reach in collectibles, promotions, toys, entertainment, and loyalty programs.	All (Worldwide)	Gianluca Aprile, Pea & Promoplast S.r.l.
<b>Peanuts</b>	Classic American comic strip and cartoon written and illustrated by Charles M. Schulz, follows Charlie Brown, his dog Snoopy and their friends.	Apparel (infants'), back-to-school, confectionery, footwear, Indo-fusion, pet care (Master licensee for India)	Sachin Puntambekar, Viacom 18 Media Pvt. Ltd.
<b>Phat Kandi</b>	U.K. character brand inspired by Japanese pop culture; features cute yet bittersweet misfits, ambassadors for outcasts and rule breakers of this world.	Apparel, beauty, digital, gifts & collectibles, plush, stationery, toys (U.K., U.S., Europe, Thailand, Japan, Korea, China, Middle East)	Jacqueline Hofman, Phat Kandi
<b>Ricky Zoom</b>	Animated series all about friendship, community and learning to stand on your own two wheels, follows a little red rescue bike who lives in Wheelford with his loyal Bike Buddies.	Publishing (Russia) All excl. publishing (Russia, CIS)	Rosman Friderico Gatti, Megalicense
<b>Rilakkuma</b>	Character brand created in 2003 by San-X features a cool kawaii bear with a relaxed lifestyle of listening to music, watching TV, taking hot baths, eating food, and being lazy.	All (Europe)	Veronique Pichon, Sagoo Licensing

\*Extension or renewal.

*Continued on page 11*

**Brands/IP Available or Recently Assigned, Intl.** *Continued from page 10*

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
Rocket Licensing	Independent U.K. agency with a varied props incl. Rebel Girls, Godzilla, Elf on the Shelf, Valiant, The World of Eric Carle, The Beano, Horrible Histories.	All (U.K., Ireland)	Rob Wijeratna, Rocket Licensing
Sony Pictures portfolio	American entertainment company, portfolio incl. Ghostbusters, Jumanji: Vivo, Breaking Bad, Better Call Saul, Outlander, Cobra Kai.	All (U.K., Benelux, France, GAS, Middle East)	Steve Manners, CPLG (U.K.)
Squishmallow	Plush gift and character brand features over 300 characters with their own unique story line and personality.	All (Worldwide)	Travis Rutherford, Evolution USA
Superdry	British fashion brand renowned for its distinctive designs blending vintage Americana with Japanese-inspired graphics.	All (Worldwide)	Matthew Primack, WME/IMG Worldwide Licensing d.b.a. Endeavor (U.K.)
Tiger Who Came to Tea (The)	Children's book by Judith Kerr follows a girl called Sophie, her mother, and an anthropomorphised tiger who interrupts their afternoon tea.	All (U.K.)	John Taylor, CPLG (U.K.)
Triviatopia	Animated series based on the characters from the mobile game, Trivia Crack, takes families on a journey through space and time as it sparks curiosity and a love of learning.	All (Worldwide)	Maximo Cavazzani, Etermax
We're Going on a Bear Hunt	Children's books circa 1989, a lighthearted adventure tale of a family's bold quest of looking for a bear.	All (Worldwide)	Pindy O'Brien, Walker Books U.K.
Welch's	American farmer-owned brand known for its juices, jams and jellies made from Concord grapes and other fruit flavored products. America's #1 branded grape juice, grape jelly, and fruit snack.	Beverages, food, incl. frozen novelties, yogurt, snacks, breakfast, fruit products, baked goods, baby food, dessert toppings, salad toppings (Worldwide)	Glenn Hendricks, Welch's

**Licensed Recently Granted, Intl.**

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
Aladdin (animated)	Digital Eclipse	Video games (U.S., Canada)	Disney Consumer Products
	Nighthawk Interactive	Video games (U.S., Canada)	Disney Consumer Products
Baldi's Basics	PhatMojo	Action figures, collectibles, plush, toys (U.S., Canada, LATAM, ANZ)	Basically Games
Barbie	Izzy Wheels	Wheelchair wheel covers (Worldwide)	Mattel
Betty Boop	Katase Co., Ltd.	Lip gloss, sunscreen (Japan)	King Features Syndicate
	Nike	Bags, caps, footwear, shirts (Worldwide)	King Features Syndicate
Black Clover	Tsume Art/Tsume SA	Figures, statues (Europe)	Crunchyroll div. Ellation
Bob's Burgers	Igloo Products Corp.	Coolers (U.S., Canada)	20th Century Fox Consumer Products
Boo - The World's Cutest Dog	Buffalo Games	Jigsaw puzzles (U.S., Canada)	Spotlight Licensing & Brand Management
Book Hungry Bears	Child's Play	Books (children's) (U.K.)	Pukeko Pictures
	Duck Creek Press div. David Ling Publishing Ltd.	Books (children's) (New Zealand)	Pukeko Pictures
	Editions D'eux	Books (children's) (Canada)	Pukeko Pictures

\*Extension or renewal.

*Continued on page 12*

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

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
<b>Book Hungry Bears</b>	Gecko Press	Books (children's) (New Zealand)	Pukeko Pictures
	HarperCollins Australia	Books (children's) (Australia)	Pukeko Pictures
	Inhabit Media	Picture books (Canada)	Pukeko Pictures
	Kids Can Press	Picture books (Canada)	Pukeko Pictures
	OwlKids Books div. Bayard Canada	Picture books (Canada)	Pukeko Pictures
	Pajama Press	Picture books (Canada)	Pukeko Pictures
	Scholastic Media Canada	Picture books (Canada)	Pukeko Pictures
	Tradewind Books	Picture books (Canada)	Pukeko Pictures
	Walker Books U.K.	Books (children's) (U.K.)	Pukeko Pictures
<b>Borderlands 3</b>	Redbubble, Inc.	On-demand merchandise (Worldwide)	Retail Monster Brand Extension & Licensing Co.
<b>BSA</b>	Sunghyun Apparel Co. Ltd.	Accessories, apparel (South Korea)	Licensing Management Intl. (LMI)
<b>Chic &amp; Love</b>	Posh Paws Intl. Ltd.	Plush (Worldwide)	Consumer Product Connection
<b>Dennis the Menace</b>	Boss Fight Studio	Mini figures, vinyl figures (U.S., Canada)	King Features Syndicate
<b>Derry Girls</b>	Danilo Promotions Ltd.	Bags, calendars, gift wrap, greeting cards (U.K., Ireland)	Rocket Licensing
	O'Neill's Irish International Sports Co. Ltd.	Jerseys (Northern Ireland, Ireland)	Rocket Licensing
	Park Agencies	Bags, hoodies, mugs, sweatshirts, t-shirts (U.K., Ireland)	Rocket Licensing
	Pyramid Intl.	Drinkware, gift items, prints, wall art (U.K., Ireland)	Rocket Licensing
<b>Disney Villains</b>	Funko, Taste Beauty	Cosmetics (Worldwide)	Disney Consumer Products
<b>Disneyland</b>	LEGO Systems	Construction block sets (Worldwide)	Disney Consumer Products
<b>Dr. STONE</b>	FIGPiN/CMD Collectibles	Enamel pins (U.S., Canada)	Crunchyroll div. Ellation
<b>DreamWorks Animation</b>	Opus Publishing/Opus Media Group Plc	Limited edition books (Worldwide)	Universal Brand Development
<b>Dum Dums</b>	Flex Beauty Labs	Bath bombs, body care, hair care, hand sanitizers, lip care (U.S., Canada)	Lisa Marks Associates (LMA)
<b>Emilio Pucci</b>	Marcolin SpA*	Eyewear (Worldwide; 5 yrs. thru 2024)	Emilio Pucci div. LVMH Group
<b>emoji</b>	Aldi Nord, Aldi Süd	Collectible figures, toys (Germany)	Emoji Co. GmbH
<b>Evil Dead 2</b>	Jasco Games	Board games (Worldwide)	Lynnvander Studios
<b>Fantastic Beasts</b>	Pottery Barn div. Williams Sonoma	Home decor (U.S., Canada)	Warner Bros. Consumer Products
<b>Flash Gordon</b>	Editora Atica S.A.	Publishing (Brazil)	King Features Syndicate
<b>Fortnite</b>	Hasbro	NERF blasters (U.S., Canada)	Epic Games
<b>Frida Kahlo</b>	Kidult div. Mabina Srl	Bracelets (Italy)	Art Ask Agency
<b>Frozen</b>	Mad Beauty Ltd.	Sheet masks (U.K.)	Disney Consumer Products
<b>Frozen 2</b>	Jam City	Mobile games (Worldwide)	Disney Consumer Products
<b>Game of Thrones</b>	Paul Lamond Games div. University Games	Puzzles (U.K.)	HBO
	University Games	Puzzles (Worldwide)	HBO
<b>Ghostbusters</b>	Hasbro	Master toy (Worldwide)	Sony Pictures Consumer Products
<b>Hagar the Horrible</b>	Carlsen Verlag GmbH/Nelson Verlag	Books (GAS)	King Features Syndicate

\*Extension or renewal.

*Continued on page 13*

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

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
Harry Potter	Pandora Jewelry	Jewelry (Worldwide)	Warner Bros. Consumer Products
Hasbro	TOMS	Apparel, eyewear, footwear (Worldwide)	Hasbro
Hugo Boss	Safilo Group*	Eyewear, sunglasses (Worldwide)	Hugo Boss AG
International Space Archives	Ikonik Art	Canvas art (Worldwide)	Licensing Management Intl. (LMI)
	Somotex SAS	Ski apparel (France)	Licensing Management Intl. (LMI)
JoJo Siwa	TabTale	Mobile game apps (Worldwide)	Nickelodeon & Viacom Consumer Products (NVCP)
Jumanji: Welcome to the Jungle	Outright Games	Video games (Worldwide)	Sony Pictures Consumer Products
Junji Ito	Ata-Boy	Novelties, pins (U.S., Canada)	Crunchyroll div. Ellation
	B.M. Fashion Ltd. t/a Fashion U.K.	Accessories, apparel (Europe)	Crunchyroll div. Ellation
Laughing Cow (The)	Kase (The)	Mobile phone cases (Worldwide)	LVQR Diffusion
Lion King	Digital Eclipse	Video games (U.S., Canada)	Disney Consumer Products
	Nighthawk Interactive	Video games (U.S., Canada)	Disney Consumer Products
London Fog	Accessory Headquarters (AHQ)	Hand bags (U.S., U.K., UAE)	Iconix Brand Group
Marvel	Scholastic Media	Books (middle grade) (Worldwide)	Disney Consumer Products
	UNIQLO div. Fast Retailing	T-shirts (Worldwide)	Disney Consumer Products
Mayflower 400	Artesania Esteban Ferrer	Clocks, desk accessories, home decor, model ships, navigation instruments (EU)	Licensing Management Intl. (LMI)
Mob Psycho 100	FIGPiN/CMD Collectibles	Enamel pins (U.S., Canada)	Crunchyroll div. Ellation
National Geographic	Blueprint Collections	Accessories, backpacks, erasers, key rings, notebooks, pencil cases, sticky notes, umbrellas, writing instruments (U.K.)	National Geographic Partners
	Clarks - C. & J. Clark Intl. Ltd.*	Footwear (children's) (U.K., Ireland)	National Geographic Partners
	Spearmark Intl. Ltd.	Lunchware (U.K.)	National Geographic Partners
Nautica	Flipkart Internet Pvt Ltd.	Master licensee (India)	Authentic Brands Group (ABG)
NFL	Oakley div. Luxottica	Eyewear (North America)	NFL
Ol' Dirty Bastard (ODB)	Philcos Enterpriser	Headwear, outerwear (adults'), t-shirts, tops (U.S., Canada)	FanGirl Consulting & Brand Management
Original Stormtrooper	Asda	Cakes (U.K.)	Golden Goose
	St. Peter's Brewery	Ale, beer (U.K.)	Golden Goose
Overwatch League x Pringles	Kellogg	Potato chips, snacks (Worldwide)	Activision Blizzard Esports
Peanuts	Bestseller India (Jack & Jones)	T-shirts (India)	Viacom 18 Media Pvt. Ltd.
Peppa Pig	Character Options/Character Group plc (The)*	Toys (U.K.)	Entertainment One (eOne) - U.K.
Phantom (The)	Crossroads Clothing Pvt. Ltd.	Jogging suits, sleepwear, sweatshirts, t-shirts, tops (India)	King Features Syndicate
	Egmont Publishing AB	Books (Sweden)	King Features Syndicate
Pokémon	Dunkin' Brands	Ice cream cakes (Japan)	Pokémon Company Intl.
Popeye	Accutime Watch	Watches (U.S., Canada)	King Features Syndicate
	Arthur Lundgren Tecidos S.A.	Boxers, gift sets, t-shirts (Brazil)	King Features Syndicate
	Bamford Watch Dept. Ltd./Bamford London	Watches (Worldwide)	King Features Syndicate

\*Extension or renewal.

*Continued on page 14*

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

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
<b>Popeye</b>	Carlsen Verlag GmbH/Nelson Verlag	Books (GAS)	King Features Syndicate
	Crossroads Clothing Pvt. Ltd.	Jogging suits, sleepwear, sweatshirts, t-shirts, tops (India)	King Features Syndicate
<b>Prince Valiant</b>	Carlsen Verlag GmbH/Nelson Verlag	Books (GAS)	King Features Syndicate
<b>Queen</b>	Zee Productions	Puzzles (U.K.)	Bravado Intl. Group div. Universal Music Group
<b>Science Museum (London)</b>	John Lewis & Partners	Stationery (U.K.)	Science Museum Group
<b>Sesame Street</b>	Peter Alexander div. Just Group	Apparel (Australia)	Haven Global
<b>Sex Pistols</b>	Zee Productions	Puzzles (U.K.)	Bravado Intl. Group div. Universal Music Group
<b>Shane the Chef</b>	Candy Jar Books	Cookbooks (U.K.)	HoHo Rights/ HoHo Entertainment Ltd.
<b>Simon's Cat</b>	Teespring	Plush (Worldwide)	Endemol Shine Group U.K.
<b>Snickers</b>	Skechers U.S.A. Inc.	Footwear (China)	Mars Retail Group
<b>Snowman (The)</b>	B.M. Fashion Ltd. t/a Fashion U.K.	Apparel (U.K.)	Penguin Random House
	Bespoke 77 Ltd.	Bowls (U.K.)	Penguin Random House
	Character Options/Character Group plc (The)	Calendars (U.K.)	Penguin Random House
	H&A (Hall & Associates)	Toiletries (U.K.)	Penguin Random House
	Misirli U.K. Ltd.	Socks (U.K.)	Penguin Random House
	Play Press	Books, sticker albums (Italy)	Penguin Random House
	RTC Direct	Home fragrance (U.K.)	Penguin Random House
	Solent	Dental aids (U.K.)	Penguin Random House
	Westminster Collection (The) div. 288 Group Ltd.	Gifts (U.K.)	Penguin Random House
<b>Sonic the Hedgehog</b>	Hasbro	Games (Monopoly) (U.S., Canada)	SEGA of America
<b>Star Wars</b>	General Mills	Yogurt (U.S., Canada)	Disney Consumer Products
	Mad Beauty Ltd.	Facial masks (EMEA)	Disney Consumer Products
	Mattel	Barbie (Worldwide)	Disney Consumer Products
<b>Super Dinosaur</b>	Spin Master	Toys (U.S., Canada)	Skybound Entertainment
<b>Ted Baker</b>	Sojitz Infinity Inc.	Accessories, apparel, gifts, stationery (Japan)	Ted Baker London
<b>Tony Hawk</b>	Batra Group	Accessories, apparel (U.S., EMEA)	Apex Global Brands (form. Cherokee Global Brands)
<b>Toy Story 4</b>	Igloo Products Corp.	Coolers (U.S., Canada)	Disney Consumer Products
<b>Trolls</b>	ABG Accessories	Accessories (North America)	Universal Brand Development
	BBC Intl./Active Licensing Group	Footwear (North America, Central America, South America)	Universal Brand Development
	Bentex Group	Apparel (North America)	Universal Brand Development
	Build-A-Bear Workshop*	Plush (U.S., Canada, Europe)	Universal Brand Development
	Centric Brands (form. Differential Brands Group)	Accessories (North America)	Universal Brand Development
	Crayola*	Arts & crafts, coloring kits (U.S., Canada)	Universal Brand Development
	Disguise div. Jakks Pacific*	Costumes (U.S., Canada)	Universal Brand Development

\*Extension or renewal.

*Continued on page 15*

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

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
Trolls	Franco Manufacturing/Franco MFG	Home decor (North America)	Universal Brand Development
	Hallmark Licensing	Seasonal products, social expressions, stationery (Worldwide)	Universal Brand Development
	Hasbro*	Master toy (Worldwide)	Universal Brand Development
	Just Play*	Toys (Worldwide)	Universal Brand Development
	KIDdesigns/eKIDS/SDI Technologies*	Electronic toys (U.S., Canada)	Universal Brand Development
	LEGO Systems	Construction block sets (Worldwide)	Universal Brand Development
	TOMY Intl. (North America)*	Toys (Worldwide)	Universal Brand Development
	Zak Designs*	Home products (U.S., Canada)	Universal Brand Development
<b>U.S. Women's National Soccer Team Players Association (USWNTPA)</b>	Super7	Action figures (Worldwide)	REP Worldwide div. NFLPA
<b>Universal Monsters</b>	Unique Vintage	Accessories, apparel (Worldwide)	Universal Brand Development
<b>Very Hungry Caterpillar (The)</b>	Royal Horticultural Society/RHS Enterprises Ltd.	Live events (U.K.)	Rocket Licensing
<b>Westworld</b>	Survios	VR games (Worldwide)	HBO
<b>Who (The)</b>	Zee Productions	Puzzles (U.K.)	Bravado Intl. Group div. Universal Music Group
<b>YooHoo &amp; Friends</b>	Apex Gifts	Plush (Spain)	Aurora World Corp.
	Apple Beauty	Bath & body, fragrance (Worldwide)	Aurora World Corp.
	DevGame OÜ	Mobile apps (Worldwide)	Aurora World Corp.
	Kennedy Publishing	Magazines (Worldwide)	Aurora World Corp.
	Nuvita Baby div. Anteprema Brands International Ltd.	Baby products (Worldwide)	Aurora World Corp.
	Panini Group U.K.	Activity books, books (children's), mini figures, stickers (Worldwide)	Aurora World Corp.
	Yea Studio	Mobile coloring apps (Worldwide)	Aurora World Corp.

## Contacts & Connections, U.S.

*In this issue:* 140 domestic contacts made available by TLL's *Licensing Sourcebook Online*. We do our best to verify the contacts in this publication, but people move and addresses change. If you happen to have an update, please don't hesitate to contact us.

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

**ABG Accessories**, Jolene Cappadona, VP Licensing, 908-558-1200 x144, jolene@abgnyc.com, P. 14.

**Abrams Books**, Steven Tager, SVP Strategic Development & Business Analytics, 212-519-1212, stager@abramsbooks.com, P. 8.

**Accessory Headquarters (AHQ)**, Abe Chehebar, CEO, 212-328-1560, achehebar@ahq.com, P. 13.

**Accessory Innovations**, Karyn Weiss, SVP Business Development & Licensing, 212-292-1238, kweiss@accessory-innovations.com, P. 9.

**Accutime Watch**, Maya Assis, Director Licensing, 212-686-9220 x112, maya@accutimewatch.com, P. 13.

**Activision Blizzard Esports**, Daniel Siegel, Head Esports Licensing, 949-955-1380, dsiegel@blizzard.com, P. 8,13.

**Apex Global Brands (form. Cherokee Global Brands)**, Henry Stupp, CEO, 818-908-9868 x200, henrys@apex-gb.com, P. 9,14.

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- Nuvita Baby div. Antepima Brands International Ltd.**, , 356 20206811, info@nuvitababy.com, P. 15.
- O'Neill's Irish International Sports Co. Ltd.**, Patricia Goldsmith, Director Sales & Marketing, 44 2871882320, pgoldsmith@oneills.com, P. 12.
- Oakley div. Luxottica**, Benjamin Goss, Global Marketing Director, 39 02 863 341, benjamin.goss@luxottica.com, P. 13.
- Opus Publishing/Opus Media Group Plc**, Gary Maddison, Chief Designer & Editor, enquiries@thisisopus.com, P. 12.
- Outright Games**, Terry Malham, CEO, terry@outrightgames.com, P. 13.
- OwlKids Books div. Bayard Canada**, , 416-340-2700, owlkids@owlkids.com, P. 12.
- Pajama Press**, Gail Elizabeth Winskill, Co-owner & Publisher, 416-466-2222, gailwinskill@pajamapress.ca, P. 12.
- Panini Group U.K.**, Peter Warsop, Group Licensing Director, 44 1892 500 100, pwarsop@panini.it, P. 15.
- Park Agencies**, Lisa Harker, Head License Approvals, 44 7900 213 919, lisa.harker@parkagencies.co.uk, P. 12.
- Paul Lamond Games div. University Games**, Richard Wells, MD, 44 20 7254 0100, richardw@paul-lamond.com, P. 12.
- Pea & Promoplast S.r.l.**, Gianluca Aprile, CEO, 39 011 2230311, g.aprile@peapromoplast.com, P. 10.
- Penguin Ventures/Penguin Random House**, Susan Bolsover, Head Licensing & Consumer Products, 44 20 7010 3083, susan.bolsover@uk.penguin.com, P. 14.
- Peter Alexander div. Just Group**, Judy Coomber, MD, 61 3 9420 0200, jcoomber@jjh.com.au, P. 14.
- Phat Kandi**, Jacqueline Hofman, Co-founder, Business Development & Licensing, hello@phatkandi.co.uk, P. 10.
- Philcos Enterpriser**, George Meyer, VP Business Development, 905-568-1823, gmeyer@philcos.com, P. 13.
- Play Press**, Sarah Polito, Licensing, 39 761 52 70 03, sarah.p@edizioniplaypress.com, P. 14.
- Posh Paws Intl. Ltd.**, Alan Smith, MD, 44 1268 567 317, asmith@poshpawsinternational.co.uk, P. 12.
- Pukeko Pictures**, Alison Heath, Chief Brands Officer, 64 4 388 2702, alison.heath@pukekopictures.com, P. 8,11,12.
- Pyramid Intl.**, Mordy Benaiah, Licensing Director, 44 116 284 3671, mordy.benaiah@pyramidinternational.com, P. 12.
- Reemsborko**, Max Arguile, Owner, 44 7736 330253, max@reemsborko.com, P. 10.
- Rocket Licensing**, Melissa Satterly, Brand Manager, 44 20 7207 6236, melissa@rocketlicensing.com, P. 15.
- Rocket Licensing**, Rob Wijeratna, Joint MD, 44 20 7207 6242, rob@rocketlicensing.com, P. 11,12.
- Rosman**, , 7 495 933 71 30, rosman@rosman.ru, P. 10.
- Royal Horticultural Society/RHS Enterprises Ltd.**, Cathy Snow, Licensing Manager, 44 20 3176 5800, licencing@rhs.org.uk, P. 15.
- RTC Direct**, John Taggart, MD, 44 2882 248 201, sales@rtcdirect.co.uk, P. 14.
- Safilo Group**, Angelo Trocchia, CEO, 39 049 6985111, angelo.trocchia@safilo.com, P. 13.
- Sagoo Licensing**, Veronique Pichon, President, 33 1 40 54 96 42, veronique.pichon@sagoo.fr, P. 10.
- Scholastic Media Canada**, Brigitte Birtch, VP, 905-887-7323, bbirtch@scholastic.ca, P. 12.
- Science Museum Group**, Abigail Ratcliffe, Group Head Licensing, 44 87 0870 4868, abigail.ratcliffe@sciencemuseum.ac.uk, P. 14.
- Sojitz Infinity Inc.**, Kohei Ono, CEO, 81 03 6867 1540, home@sojitz-infinity.com, P. 14.
- Solent**, Richard Porter, CEO, 44 202 490 500, contact@solentgroup.co.uk, P. 14.
- Somotex SAS**, Johanna Perez, Marketing & Commercial Director, 33 472653939, johanna.perez@somotex.fr, P. 13.
- Spearmark Intl. Ltd.**, Alex Bloom, MD, 44 1480 213 633, alexb@spearmark.co.uk, P. 13.
- St. Peter's Brewery**, Hayley Oakes, Director, 44 1986 782322, beers@stpetersbrewery.co.uk, P. 13.
- Sunghyun Apparel Co. Ltd.**, Hyunjong Kim, stylebymj@naver.com, P. 12.
- TabTale**, Elinor Schops, VP Licensing, Business Development & Communications, elinors@tabtale.com, P. 13.
- Ted Baker London**, Lindsay Page, CEO, 44 20 7255 4800, lindsay.page@tedbaker.com, P. 14.
- Tradewind Books**, Michael Katz, Owner, 604-662-4405, P. 12.
- Tsume Art/Tsume SA**, Cyril Marchiol, Founder & CEO, 352 20 21 14 30, support@tsume-art.com, P. 11.
- Tycoon Enterprises (Mexico)**, Elias Fasja Cohén, President, 52 555 395 7833 x225, efasja@tycoon.mx, P. 10.
- UNIQLO div. Fast Retailing**, Noriko Yamazaki, Licensing Manager, 81 3 6865 0296, noriko.yamazaki@fastretailing.com, P. 13.
- Viacom 18 Media Pvt. Ltd.**, Sachin Puntambekar, VP, Business Head Consumer Products, 91 22 4258 1818, sachin.puntambekar@viacom18.com, P. 10,13.
- Viz Media Europe S.A.R.L.**, Aadil Tayouga, EMEA TV/Films & Licensing Executive Manager, 33 1 72 71 53 53, aadil.tayouga@vizeurope.com, P. 2.
- Walker Books U.K.**, Pindy O'Brien, Licensing & Retail Development Director, Key Franchises, 44 20 7793 0909, pindy.obrien@walker.co.uk, P. 9-12.
- Westminster Collection (The) div. 288 Group Ltd.**, Ian Glen, MD, 44 1202 711411, ian.glen@288group.com, P. 14.
- WME/IMG Worldwide Licensing d.b.a. Endeavor (U.K.)**, Matthew Primack, VP Worldwide Licensing, 44 20 8233 5300, emealicensinginfo@imgworld.com, P. 11.
- Yea Studio**, Won Man Choi, CEO, 82 70 7636 0333, help@yeastudio.net, P. 15.
- Zee Productions**, Steve Beatty, Founder, info@zeeproductions.co.uk, P. 14,15.

## Who's News

Continued from page 7

German company **Toon2Tango GmbH & Co. KG.**, the new kids and family entertainment venture founded by **Hans Ulrich (Ulli) Stoef**, appoints **Jo Daris** as Chief Creative Officer.

The **American Apparel and Footwear Association** announces that **Rick Helfenbein** will step down as President & CEO on Dec. 31st. **Stephen Lamar**, EVP, will take over the top post in the new year.

**DK** appoints a new publishing director for its licensing division in the shape of **Mark Searle**, replacing **Simon Beecroft** and reporting directly to MD Publishing **Rebecca Smart**.

**Age of Learning** promotes former Disney exec **Paul Candland** to CEO. CEO and founder **Doug Dohring** is now leading the company's board of directors as executive chairman.

**Linda Simensky** is promoted to the new role of Head **PBS Kids Content**. In her new role, she will lead the development of a multi-platform video content strategy including new, experimental approaches for emerging platforms.

**Spectrum Brands** hires **Jeremy Smeltser** as EVP & CFO to replace **Doug Martin**, who is staying on through the end of the year.

**Informa Markets** promotes **Anna Knight** to VP Global Licensing Group, following two months operating as interim managing director for the division.

**Simon Spalding** is elevated to Executive Chair at tabletop games developer and retailer **Steamforged Games**.

**Tilly's** Chief Merchandising Officer **Debbie Anker-Morris** is set to resign.

## Discount, Value Drive Fashion

Continued from page 7

0.2 percentage points in overall share of retail channels.

Department and mid-tier channel sales were also relatively flat with just 0.9% growth (\$49 million), for a total of \$5.3 billion. While sales have slowed somewhat in 2018, they are expected to pick up in 2019.

Although sales through mail order have slumped every since since TLL first began tracking the channel for 2009, in 2018, it unexpectedly jumped 1.0% (or \$3 million). At just \$275 million in sales, the category occupies just 1.2% total share of licensed sales by distribution channel.

TV shopping also emerged steadfast, with sales up 1.2% to remain steady at \$236 million in 2018.

The driving force behind the 21.2% growth in the "other" distribution channel was subscription box-based sales, which helped drive \$23 million in total growth for fashion-based licensed sales.

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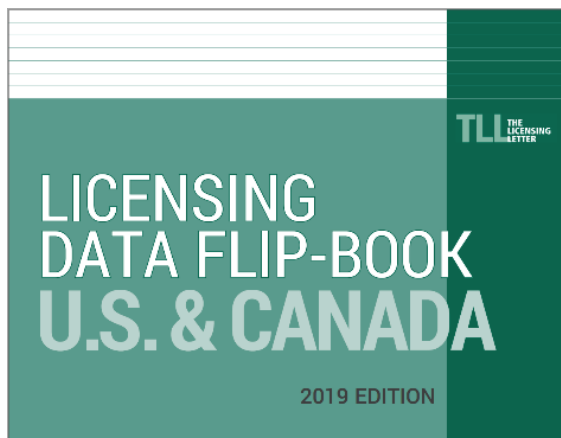
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