

2025 Licensing Agency Guide



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Beanstalk



Volkswagen has engaged Beanstalk to expand its presence in interactive video gaming.

By Gary Symons
TLL Editor in Chief

Beanstalk was already one of the world's top three licensing agencies when TLL last profiled the company in 2024, but a friendly and highly strategic acquisition with a new ownership group has turbocharged the agency's already considerable abilities.

The Beanstalk transaction in February 2025 saw the agency being acquired from Omnicom by a consortium of institutional investors, led by JPE Investments. JPE is the family office of Jason Epstein, who led the acquisition of Beanstalk, along with funds and affiliates of Beach Point Capital Management and the family offices of Lance Hirt and Brian Cooper.

Omnicom remains a strategic partner to the agency and the alliance of investors.

The transaction is intended to bring more horsepower to the company and bolster Beanstalk's strategic growth initiatives and strengthen its leadership in the brand licensing industry.

"The acquisition aligns with Beanstalk and the new ownership group's mission of investing in strategic growth initiatives," says Beanstalk President & CEO, Allison Ames. "Our new chapter will enable Beanstalk to supercharge its already thriving business to provide the right resources, expanded services and new innovative business models that will enrich and accelerate our industry position all with the clear priority to deliver excellence for our world-class clients."

Beanstalk seems to have accelerated its business even in the short time since the acquisition was concluded, announcing an impressive and large range of new client partnerships.

"Over the past few months, we have welcomed several new clients across a variety of sectors, including Cath Kidston, MAGNA-TILES, Macy's, The Ritz Paris, FEED, Yvonne Ellen, Julius K-9, IPX's Line Friends and BT2, Cinnabon UK, and Choco Milk, which marks Beanstalk Latin America's first partnership with a Mexican-origin brand," Ames says.

Beanstalk Laser Focused on Global Growth for Agency and Its Clients

"We also announced in May a major partnership with Volkswagen to represent the brand for interactive gaming."

The list of new partnerships is significant, but there's also more going on with their existing clients.

"We've expanded our scope of work for WK Kellogg Co., as the company has appointed Beanstalk as its exclusive lifestyle licensing agency to further expand the presence of its licensed merchandise in the U.S., Canada, and the Caribbean," Ames says.

Beanstalk has served as WK Kellogg's global licensing agency for food and beverage categories since 2021, but this new agreement marks an even stronger collaboration between the two companies.

While the business development folks at Beanstalk have been busy growing the client roster, the brand licensing teams have been equally occupied with launching a massive array of dozens of new products and programs, all of which sprang to life in recent months.

Beanstalk is, among other things, a top agency in the food and beverage category, and kicked off the year brokering a partnership for its client Kellanova – a global powerhouse with a leading presence in North American frozen foods and snacking – with Golden West Food Group to create ice cream inspired by Eggo and Rice Krispies Treats.

Also in the food and beverage category, Beanstalk facilitated an agreement between the Dole Food Company and Dyla Brands to expand its thriving beverage enhancer portfolio with a new line of Lemonade Powder Mixes, available in three flavors: Tropical Lemonade, Strawberry Lemonade, and the classic Original Lemonade.

The alcohol side of the F&B category saw two major partnerships. The iconic Irish beer brand, Guinness, expanded its flavor profile beyond the pint glass with the launch of Guinness Pretzel Pieces – savory sourdough pretzel bites coated in the rich, unmistakable taste of Guinness stout – produced by The Farmer Companies.

And continuing the expansion of its global presence, liqueur brand Baileys and Beanstalk worked together to create The Baileys Treat Bar in Bogota, Colombia, as the first of its kind in Latin America. “This

licensed activation allows consumers to enjoy specialty Baileys treats and cocktails, savor a diverse menu, and enjoy a calendar full of Instagrammable events and celebrations,” Ames says.

Another recent F&B deal involved WeightWatchers, which collaborated with leading UK variety retailer B&M, launching an exclusive new range of health-focused kitchen appliances, including health grills, air fryers, blenders, and juicers.

Ames says food and beverage is an important and successful focus for Beanstalk, because of the strong emotional connections people have with food. “We are a food culture. Food and beverage brands provoke strong emotional connections for food lovers,” Ames says. “Think of the nostalgia or comfort associated with certain snacks, cereals, or beverages and their flavor profiles.

“Consumers are more likely to try new products that are inspired by trusted names. Froot Loops mini bagels in partnership with Thomas’ Breads, and Frosted Flakes cereal-flavored protein powders and RTD beverages with Six Star are great examples of creative and nostalgic partnerships in food culture today.”

That focus on food has resulted in Beanstalk signing partnerships with many of the world’s top food and beverage brands, which has further strengthened its abilities to leverage first-class collaborations. “Our food and beverage clients – which include the portfolios of WK Kellogg, Kellanova, and Diageo, as well as Dole, Hi-Chew, and Choco Milk, among many others – are beloved, well-established brands,” Ames points out. “Licensing and collaborations in the food and beverage space serve as vibrant marketing tools to help these brands stay top-of-mind with consumers and differentiate the brands in the industry.”

Ames says while there are a variety of reasons that licensing is so powerful in the food and beverage category, there are three primary factors.



Jason Epstein,
Chairman of Beanstalk

First, licensing enables established food and beverage companies to enter new categories and markets in a faster and more efficient way, often without the significant costs associated with research and development.

“It also offers a powerful opportunity to engage with a new or different consumer base, broadening the brand’s reach and appeal,” Ames adds. “For example, Dole Food Company partnered with Pets+People to launch a line of fruit-based treats available across the US, UK, Japan, Singapore and Mexico. Truly innovative.”

Second, food and beverage mashups are a great way to generate buzz on social media or in pop culture. “Consumer appetite for these bold and unexpected collabs continues to grow, driving impressions as well as sales,” Ames says. “Cheez-It recently teamed with Hidden Valley Ranch to launch a limited-time Hidden Valley Ranch Cheez-It ‘Cheezy Ranch’ Sauce. The collaboration not only sparked excitement at retail but also generated significant buzz across social media, resulting in millions of consumer impressions for both brands.”

The impact is particularly strong for ‘heritage brands’, Ames adds.

The third factor, Ames says, is demand from retailers. “Retailers are seeking new products to differentiate themselves, and licensed food and beverage items deliver. They create excitement in-store and online and encourage impulse purchases.”



Allison Ames, CEO of Beanstalk

“As an example, Eggo Brunch in a Jar Sippin’ Cream by Sugarlands Distilling Co. brought the flavor of toasted Eggo waffles to the liquor aisle, creating a must-try moment that resulted in more than 1.5 billion impressions and placement in 1,300-plus outlets!”

The food and beverage licensing game is not just confined to the food section at retail. Pairing non-food brands with food brands isn’t new to the licensing industry but requires a thoughtful approach that blends being strategic with something that will catch the eye of consumers in a believable way.

Beanstalk has a major presence in the global video game market, and recently brokered a partnership between their client, the gaming giant, Atari, with Sauce Shed to launch ten mouth-watering BBQ and hot sauces inspired by classic Atari games of the golden age of gaming.

But gaming is also a category that requires different strategies and skills, Ames says, pointing to recent partnerships developed for Atari, as well as the Xbox game Halo.

In addition to the Sauce Shed partnership, Atari over the past few months has partnered on gifts and collectibles with Thumbs Up!, and on a new themed watch from Nubeo.

Thumbs Up! created a range of retro-inspired products that pay homage to Atari’s place in gaming history. The



Guinness went beyond the pint glass with the successful launch of Guinness Pretzel Pieces, thanks to a collaboration with The Farmer Companies.

collection delivers a fresh perspective on Atari and its portfolio of universally recognized games, inviting retro gaming fans to experience the iconic brand with unique, one-of-a-kind products including

a mini arcade, wall art and drinking accessories.

Nubeo recently unveiled the Ventana Automatic Atari Asteroids 45th Limited Edition Watch to celebrate the 45th anniversary of Asteroids, the legendary arcade game that captured imaginations with its groundbreaking gameplay and timeless appeal.

“For Atari, an early pioneer in the gaming world, we have targeted categories that speak to its heritage with creative activations such as a joystick-shaped decanter, hot sauce, and watches,” Ames reveals. “These unique products generated significant awareness on social media and served as talking points, helping to attract new fan bases.”

Beanstalk also worked with Halo to create the licensed board game Halo: Flashpoint, an officially licensed tactical miniatures game set in the universe of the Halo sci-fi video game franchise. Designed for two players, Flashpoint brings Halo’s legendary War Games combat arena to



A major coup for Beanstalk saw Kellanova entering the ice cream space with Eggo (pictured above) and Rice Krispies Treats branded products, in a collaboration with Golden West Food Group.

tabletops, featuring iconic troop types, weapons, and game modes from the franchise.

“Gaming is primarily a fan-focused experience,” she explains. “Many franchises boast deep lore and immersive narratives, allowing us to expand into categories that recreate elements of the game in real life. We’ve successfully highlighted this through Halo, where vinyl figurines and plush toys capture fan-favorite elements, and the tabletop game builds upon the franchise’s already rich narrative.”

The approach, of course, differs depending on the fan culture for a particular brand.

“When considering Xbox, an iconic console brand, we work closely with the client team to focus the strategy and vision on creating products that allow fans to express their passion for gaming,” Ames says.

“This includes catering to a diverse demographic by tailoring products accordingly. We offer licensees a wide variety of assets and styles, providing them with a range of creative options that are always 100% true to the brand and authentic to the gaming audience.”

Video game licensing provides opportunities for brands to expand into markets and reach audiences they may not yet dominate. Beanstalk’s recent appointment by Volkswagen is a good example of continuing to expand the beloved legacy brand with new partnerships and territories to increase its visibility.

“As video game developers increasingly



Beanstalk helped extend the Halo video game universe with new vinyl figures, plush toys, and the tabletop game Halo Flashpoint (pictured above).

bring third-party IP into their games across multiple platforms (PC, console, mobile, and UGC environments such as Roblox), we’ve built a strong expertise in interactive licensing for clients such as Bentley, Volvo, IPX’s Line Friends and BT21, and most recently, Volkswagen’s eGames,” Ames says. “We’re also supporting in-game brand partnerships for clients like Global Merchandising Services, having placed the iconic heavy metal band Iron Maiden into Dead by Daylight, the online multiplayer survival horror game.”

On a related note, Beanstalk dug deep to expand Monster Jam’s great success in the toy sector into a wide variety of other categories.

“Monster Jam’s fan base is highly passionate and often have a personal connection to their favorite trucks through the live shows, so it’s important that products authentically represent the brand ethos,” Ames says. “Our aim is always to create a program of partners that complement each other and help build a concise brand message.”

“Experiential licensing is a platform for brands to attract consumers to be fully immersed in its heritage and core messaging. Going beyond the obvious to create a new expression of that IP can take many forms in the experiential space,” said Ames. She cites the recent work with TED, aimed at sharing TED’s vision of spreading ideas and education.

“We’ve just announced a new licensing partnership with Academic Travel Abroad, the premier provider of educational travel experiences,” Ames reveals. “Launching in April 2026, the TED Branded Travel Program will be a first-of-its-kind initiative designed to transform travel into an immersive, educational journey, perfectly aligning with TED’s commitment to fostering lifelong learning through innovative and accessible formats.”

Another proud moment for Beanstalk has been its relationship with The Metropolitan Museum of Art, which has seen the agency digging deep into the amazing artistic artifacts the museum owns to create a wide range of new products. The world of art and its treasure trove of assets is a catalyst for creativity.

In Q1, The Met worked with BAND-AID to release a first-of-its-kind wound care range featuring designs by artists whose works are prominently displayed at the museum; with the Middle Eastern home interiors brand Sedar Global to create soft furnishings based on art from The Met collection; and with Hape Toys, to transform early childhood learning through beautifully designed, art-inspired infant and toddler toys which are expected to be unveiled in late 2025.

A lot of hard work and experience has gone into making Beanstalk one of the top licensing agencies in the industry, Ames notes. The agency didn’t start out as a



Nubeo released a watch based on Atari Asteroids to mark the 45th anniversary of the landmark game.

giant but became one through diligence and an imaginative approach.

"I really think Beanstalk soars above the rest of the industry with respect to our strategic thinking, our creativity, and the unmatched reputation of our talent, which has been lauded in the industry," Ames says. "We are never complacent about the creativity and strategic acumen that is imperative to building our clients' brands.

That has led to Beanstalk becoming one of the 'top 3' agencies in the world, and to Ames being named to the Licensing International Hall of Fame this year. She believes that experience and passion matter when it comes to crafting and supporting winning licensing campaigns, and that success is found when an agency focuses on the core strategies of the business.

"There are key areas in which we excel as a company," Ames says. "Those include an obsessive dedication to client service, building the right relationships and managing every client's licensing program with the utmost care."

"Our people are our foundation," she adds. "Our diverse, experienced, and collaborative team brings passion, creativity, and integrity to every partnership, but at the same time, we are powered by cutting-edge operational resources. Supported by in-house legal and finance teams and advanced systems, we manage over 1,100 licensees and process over 4,000 royalty reports, maximizing revenue and efficiency for our clients. We also operate globally, with six offices



The healing power of art from The Metropolitan Museum of Art, featured on BAND-AID products.



The Metropolitan Museum of Art's partnership with Sedar Global created a stunning range of soft home furnishings inspired by timeless works of art.

across North America, Latin America, and Europe, and a network of partner agencies, we activate on five continents."

"Relationships drive our success," Ames says. "We work hand-in-hand with clients, integrating seamlessly with their teams to elevate brand value. This commitment is reflected in our long-standing relationships. We have 10 clients who have been our partners for over a decade."

The reason for both growth and client loyalty really comes down to Beanstalk's ability to both conceive of and execute successful licensing programs on a global scale.

"As a leading agency with decades of experience, we know how to build brand licensing programs that have long-lasting appeal," Ames says. "And while Beanstalk is well known for our deep expertise in brand representation, we also offer a host

of comprehensive services across several other areas related to brand extension, including manufacturer representation, collaborations, location-based entertainment, financial management, legal services, and royalty auditing. These additional capabilities allow us to provide holistic support to our clients, ensuring their brands thrive across multiple touchpoints."

Beanstalk attended Licensing Expo for the first time since it announced its partnership with the JPE-led investor group, which made it a good time for IP-holders, retailers and manufacturers to see what new capacity is coming on stream for the top licensing agency.

"Our clients will see a range of expanded services and new business models in the near future," Ames promises. "So, stay tuned for some exciting announcements!" ▲

CPL

The Leader and Pioneer in Latin American Licensing

By Gary Symons
TLL Editor in Chief

Forty-five years ago, when Luis Salazar founded Compañía Panamericana de Licencias (CPL), the licensing industry in Latin America barely existed.

In fact, Salazar says for the big brands from North America, Europe and Japan, licensing in Latin America was an afterthought, and barely registered at the corporate head office.

"It has changed a lot through the years," Salazar says. "At the beginning, nobody cared much about Latin America, right? The main studios, they didn't care and they didn't have much trust in the Latin American market because the sales were too tiny, less than one per cent of their (licensing) revenue.

"In those days we just sent the deals to the United States or Japan or Europe, they approved the deal, and that was it,"



Salazar recalled. "But now the business has changed a lot, it has grown, and now there are millions of dollars involved, so it has become extremely professional and often a very competitive and difficult business."

As CPL celebrates its 45th anniversary, the world's largest brands work actively in the region, which boasts a vibrant and fast-growing licensing sector. A lot of that activity goes through CPL, the largest agency in Latin America, with offices in 12 countries, and licensed sales revenues in excess of \$650 million (Retail Price), putting CPL firmly among the top 22 licensing agencies in the world.

CPL is a trusted partner for some of the world's top brands, with a particularly strong presence in entertainment and gaming, with clients like Warner Bros. Discovery, SEGA of America, MGA Entertainment, Paul Frank, and Ubisoft, among many others.

For Salazar, the key to long-term growth is about trust and always being upfront and honest.

"Our goal is not to just get clients, but to form long-term partnerships," Salazar said. "We literally have clients from 45 years ago, and I am very proud to say that we don't lose clients. We keep our clients because we see ourselves as their true partners, and because we always tell them the truth, no matter what.

**Luis Salazar Mourre, CEO of
Compañía Panamericana de
Licencias**



"The way we look at this business is, we only earn money if we help our clients earn money, so whatever is best for our partners is always our first priority."

Salazar and his company CPL were the early pioneers in Latin American licensing. Originally, Salazar was a major investor and owner of restaurants in QSR (Quick Service Restaurants), and his first exposure to licensing was through Happy Meals programs. The savvy Peruvian entrepreneur quickly saw the much broader potential for licensing in Latin America.

"We really started with these packages for kids," he said. "I started manufacturing the products for the QSR business, both for my own QSRs and also to supply the other QSRs, and I found out very quickly that I have to buy the rights for it, because of course those brands belong to other companies.

"So, I started with that, and after we had a lot of success in Peru, we moved to other countries, and now we are in the whole of Latin America."

Compañía Panamericana de Licencias is now the leading Peruvian and Latin American promotional and licensing agency headquartered in Lima, with over 45 years of experience in the Latin American market.

Importantly, CPL has also built out a wide range of service that takes them beyond the scope of being just a licensing agency. Founded in 1980, CPL has established itself as a key player in the advertising services industry, specializing in comprehensive marketing advisory services, including the design of promotional campaigns and the granting of rights for the use of characters on brands and products. In particular, CPL is a leader in BTL (Below The Line) marketing, helping promote their clients in innovative ways, rather than just traditional advertising.

CPL also maintains a local presence in all of the markets in Latin America, offering a 360-degree service that encompasses the creation of promotional campaigns, production of promotional elements, and development of licensed products for retail and publishing sectors. The company's expertise lies in licensing, promotions, publishing, retail, marketing, and production, catering to a diverse clientele seeking to enhance their brand presence through strategic licensing partnerships.

Salazar's vision for the company was to build the best licensing agency in the region, and the two key elements were to offer all of the services his clients require,



and to have those services available in any country in Latin America.

"For the licensor, it's very important to have someone working with them who can cover the entire territory," Salazar said. "For them, it makes it very easy, because if they want to extend a license to multiple countries, they already have someone who can handle that challenge, and who is an expert in that country.

"Not only that, but we make sure that we have all the experts that the licensor needs to operate in each of those countries," he adds. "We have people in finance, people in marketing, people in brand insurance, specialists in retail, in collections, in analysis, and every other aspect that touches on the licensing business. Our people are fundamental for the growth of the business and I want to thank all of them for their continued support. All of this is very good for the licensors who want to expand into other markets.

"We are the one-stop shop that can get anything done, anywhere you want to go."

Unlike the United States, which is a massive market but has essentially one set of laws regarding licensing, the Latin American market is large but broken up into many countries, each with their own laws and their own home brands or retail networks.

Salazar says some brands enter the market without realizing how complex it can be to expand into multiple countries at the same time. Many of those companies end up coming to CPL once they hit roadblocks they didn't anticipate.

"This is especially true of smaller or medium-sized companies who may have somewhat limited resources, but even for the very large companies, it is very difficult to manage licensing programs across all of Latin America, and to do so properly would require a massive investment in experienced people," Salazar said. "I know this, because quite

Carlos Roa Espitia
Executive Vice President



Patrick Svec Crespo
Chief Financial Officer

often companies will try to hire my staff!

"The truth people need to really understand to succeed in Latin America is that every single country is completely different from the other," he explained.

"Yes, most of us speak Spanish, and Portuguese in Brazil, but beyond that every country has its own culture, its own history, its retail networks, and its own laws."

Salazar stresses that a cookie cutter approach doesn't work in Latin America, and that success requires local people who know how to get things done and how to successfully launch a new product.

"Take Brazil as an example," he said. "It is a huge market, but even within Brazil you have different laws for the different areas.

"For example, if you are working in Sao Paulo, you have to pay taxes for the city of Sao Paulo, and if you are in Rio de Janeiro or in Brasilia there are different laws, so you need an expert.

"Even the importation taxes are different for the different cities, right? There are many rules that you have to work through, and the only way to do that is with local people who really know and understand the market, and so all of our team members in Brazil are Brazilians."

Salazar also says a key strategy for CPL is

to work well with others. While the company has its own divisions working in marketing, design, legal, and more, Salazar says that as a businessman himself, he recognizes companies often have partners they are comfortable working with.

For that reason, Salazar says CPL doesn't pressure their clients to, for example, adopt their licensing or design team, but will instead work happily with whatever team their client is already working with. In fact, CPL goes to great lengths to maintain positive relationships with all of the lawyers, marketing and PR agencies, and licensing agencies across the region.

"We are a big company, yes, but we are not trying to take everyone's business away, year is no," Salazar says. "The other companies who work in this area know we are an ethical company, and we work with them all the time. We work with Ping Solutions, Marketing Store, Max Marketing, all the premium companies in Latin America, and it's all about what is best for our client; that's what we do."

The approach has been a great success for CPL and its partners, as revenue continues to soar.

From 2022 to 2023 the company's revenue skyrocketed by 72%, and kept climbing the following year with 48% growth in 2024. Salazar says this isn't just a one-off, but rather a trend based on the company's expansion plans, and its reputation in the market.

"Sure, when you see those numbers you think, holy cow! That's a lot!," Salazar said. "But part of this is due to some consolidation in the market during COVID, when companies realized they needed more help, and turned to us as the company with the most boots on the ground all over Latin America."


The other aspect of growth for CPL comes from the company's constant quest for innovation, and its ability to keep a sharp eye on trends.

Salazar saw there would be high growth in sports, video games, and location-based and we're looking at organizing video game competitions in Latin America.

With an aggressive plan for growth, CPL is also focused right now on winning new clients and partners. CPL will be at Licensing Expo this year, working to find the right partners for licensing campaigns in Latin America.

"It may seem very difficult for companies who have not done it before, but with the right partner, like CPL, expanding your brand into Latin America can be a very lucrative move for the right brands," Salazar says. "I would really encourage brands who are thinking about this to contact us, and we will tell them honestly whether that makes sense for them, and how best to proceed."





Licensors or licensees interested in working on licensing programs in Latin America can contact CPL by visiting its website: www.cpl.com.pe ▲






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IMC Licensing



Tabasco themed slot machines were a hot draw in American casinos for over five years.

By Gary Symons
TLL Editor in Chief

It's well known that IMC Licensing is among the very top agencies for corporate licensing, and solidly in TLL's Top 20 Global Licensing Agencies by licensed sales.

What isn't widely known is that IMC's CEO Stephen Reily first stepped to the plate because of a baseball bat.

"In the late 1990s I was practicing corporate law, but had the urge to start my own business," Reily recalls. "I also had a passion for brands.

"Someone I knew had started IMC to

extend the Louisville Slugger brand into new products and they were looking for someone to lead it," he explains. "A licensing agency seemed to me like an interesting mix of a law firm and an ad agency, with a better business model than either of the other two. That was over 25 years ago, so I guess it worked!"

There's a lot of competition in the licensing industry, and a wide range of highly talented people and agencies working in the sector, so becoming a top 20 agency is no easy feat. I asked Reily how he and IMC made it to the big leagues, and the answer came down to the old 'KISS' rule; Keep It Simple, Stupid!

The Agency That Goes to Bat For Its Clients

"I like simple ideas, and we've never tried to be something we aren't," Reily says.

"In the licensing industry we've stuck to corporate brands, because our simple idea was that brands that have been around for a long time have the capacity to support long-term licensing success.

"Our business model is pretty simple too and it helps avoid conflict, because what's

good for our client in the long run is also good for us. We make decisions based on one guiding question: what do we think this decision will look like in five years?"

Reily's second secret of success comes down to relationship management; something we hear a lot from the top agencies we've interviewed in the past. Licensing is literally based on partnerships, so maintaining strong relationships based on mutual trust and confidence is key, Reily says.

"In terms of who we are, we are intensely curious and we invest in relationships because we know how much partners can build together," he says. "Everyone is a partner to us and we've been rewarded with unusually long-lasting relationships with both our clients and their licensees."

Reily would add to that list the ability to focus on what you do well. Major corporate clients don't need help with their core business, he explains, as they know it

better than you ever will. Keeping a laser-tight focus on your own value add is the key to increasing your own value.

"Our clients are really smart, and especially smart about their own industries," he says. "IMC thinks about how those brands could serve their business goals everywhere else, in all the industries where they don't work. We do that with strategic planning, partnership development, negotiating, product development, and program management over a very long term.

"Our average client relationship lasts a decade or more, and our goal is for them to keep growing forever."

Key to lasting, mutually beneficial partnerships is picking the right partners in the first place. That may seem obvious, but Reily says it's critical to really think about which categories are around for the long haul, and that might not be obvious at all. If you're thinking about corporate



Stephen Reily

brands for example, kitty litter or egg nog might not seem like obvious choices, but they are actually sectors that have been around for decades, and aren't going to disappear any time soon.

In contrast, jumping on the latest trend may bring success, but that success may be short lived if the 'trend' is actually just a passing fad.

"We like working in pretty tried-and-true consumer categories because they'll be around for a while, and we always seek categories where the brand we represent can add unique value," Reily explains. "That gives them an 'ownable' advantage, and takes a licensee somewhere they can't take themselves.

"As a result, we work across diverse categories and channels of trade, with bestselling products in beef jerky, kitty litter, egg nog, and children's toys; all categories where we've built 10+-year partnerships for our clients."

Yet another key to success is in IMC's hyper-vigilant focus on manufacturing and retail, which is where the licensing rubber hits the revenue road. No matter how cool a collaboration may seem, it only matters if the product is well-made and reputable, and whether it sells at retail.

Reily says that's one of the trickiest parts of the business, partly due to the rapid changes in the retail space particularly since commerce first began moving to the internet in the 2000s.

"Twenty-plus years of consolidation among manufacturers and retailers have



produced both costs and benefits,” Reily says. “The cost is that there are fewer potential partners out there, which makes them more cautious. Both licensors and licensees now require much more vetting just to sign a term sheet, including consumer research, category-specific quality standards, financial qualification, and a retail commitment.

“The benefit is that once you overcome those hurdles, licensing partners (and I include retailers as partners) are much more likely to succeed, with both scale and longevity,” he adds.

For those reasons, Reily says the area of licensing that has him most interested right now is actually the retail side, which continues to go through rapid changes. “Personally, I’m really interested to see where retail will surprise us,” he says. “We’ve seen so many retail brands and channels fade over the last 20 years. It’s time for some large-scale innovation and surprises!”

While IMC has seen rapid growth over the past quarter-century, Reily says his agency is not unique, and has faced the same trials and tribulations that have plagued others in recent years. That includes a truly tumultuous period for the global economy that includes the COVID-19 pandemic, the associated logistics nightmares, the impact of the War in Ukraine, two years of global runaway inflation, and more.

“In addition, I would also say cybersecurity risks, which now pose major challenges to manufacturers and retailers, should be added to the list of issues we have faced as an industry,” Reily says. “It’s a tricky world out there, and one where it sometimes seems like two companies — Walmart and Amazon — may end up owning the entire retail marketplace. But just when you think you’re facing an insurmountable challenge, new opportunities arise.

“That’s when IMC falls back on our native curiosity; there will always be new opportunities, new products, and new retailers. The U.S. has built the strongest consumer economy the world has ever seen, and it will keep growing, with ups and downs along the way, for a long time to come.”



Challenges aside, Reily says the licensing industry continues to fascinate him, and provides him with creative work he enjoys, whether in good times or bad.

“I have a short attention span and in licensing it’s always different,” he admits. Also, I love our partners; they are so smart at running and growing their brands and businesses. I’m always learning.”

A good example of that creativity and variety, Reily says, came during a collaboration IMC put together between the red-hot condiment brand Tabasco and IGT, the world’s largest slot machine manufacturer.

“For sheer unexpectedness, that was my favorite partnership,” Reily says. We used our client’s psychographic consumer research to persuade a gaming company to license — not a mega-celebrity or entertainment franchise — but a condiment, in what became one of the world’s best-selling slot machines for almost five years.

“The product offered a musical and

IMC

animated brand experience that got consumers to pay money to interact with our client’s brand in a setting where it is actually illegal to advertise!”

The collaboration is a good example of the advice Reily gives his clients, which is to, “Go wherever their brand can deliver a unique and lasting advantage.”

Similarly, that’s also his pitch to prospective clients. “If you want a long-term partner focused on how we can work together to strengthen your brand’s core business (market share, margins, and consumer loyalty) while also generating high-margin income through new products and partnerships, let’s talk,” he says. “We can be bigger together.” ▲



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Merchantwise



Merchantwise is a leader in gaming, working with top brands like Activision Blizzard.

By Gary Symons
TLL Editor in Chief

When you look at the history of brand licensing in Australia and New Zealand, it's Merchantwise Group that really jumps to the front in terms of longevity, growth, and overall presence in the market.

Having just celebrated its 25th anniversary in 2024, Merchantwise Group is now the leading independent brand licensing agency in ANZ, with brand programs generating an estimated \$400 million in annual retail sales across the world.

In fact, Merchantwise Group now encompasses four companies that cover

the gamut of licensing, marketing and media. The Merchantwise agency is a dominant force in the region for the rapidly growing global gaming industry, while subsidiary Assembl is the market leader in Australasia for FMCG and lifestyle licensing, developing a wide array of innovative food and non-food partnerships for clients including Perfetti Van Melle, Diageo, Unilever and Rip Curl.

Three Scoops is a top marketing and content creation company that does everything from brand strategy, social media and creative campaigns, right down to creating style guides and even character or mascot designs.

Merchantwise Brings the Licensing Thunder Down Under

Finally, RQmedia is an award-winning media agency that specializes in performance media, email, and content production.

With over \$60 million of media under management, RQmedia has offices across Australia and teams in Europe, Asia and

the Middle East, supporting a global client base.

Altogether, Merchantwise Group now generates roughly \$400 million in annual licensed sales around the world, and has a team of 70 people located in Australia, Europe and Asia, making it a true global player in the world of brand licensing.

We wanted to know how Merchantwise became the leading independent in Australasia, and also a leading global agency, so we spoke to CEO Alan Schauder, who founded the company in 1999 with partners Rowena Ryan and Andros Georgiades, all former Disney executives.

Schauder says that deep experience in the entertainment industry allowed Merchantwise to not only excel in film and television, but also translated into the gaming industry, in which the company took an early lead.

"Merchantwise has always had strong heritage in entertainment, historically the strongest segment of the licensing industry," Schauder said. "Our focus on gaming commenced more than a decade ago as we recognized the incredible growth and power of gaming brands."

"Today, the gaming industry dwarfs film and TV and there are astonishing

levels of engagement with franchises such as Minecraft, Call of Duty, Sonic the Hedgehog and World of Warcraft. We are proud to have built a specialist international gaming team with deep expertise in the development of fan-centric merchandise for the global market."

That success resulted in so much growth that the Merchantwise team decided it needed to create a second company in order to better focus on the consumer goods side of the industry. Just as the Merchantwise founders were all experts in the entertainment category, so too did the company hire and extremely experienced for its new Asembl team.

Asembl was created in 2014 when the Merchantwise team joined forces with Justin Watson (formerly of Gaffney Licensing and Mighty Fine) to establish Asembl Brands.

With a focus on corporate licensing, Asembl's dynamic and innovative approach has made it the ANZ market leader in FMCG and lifestyle licensing, developing a wide array of innovative food and non-food partnerships for clients including Perfetti Van Melle, Diageo, Unilever and Rip Curl.

"Our Asembl Brands team are specialists in FMCG/CPG & Lifestyle and have built a deep understanding of these segments,"



Merchantwise CEO Alan Schauder co-founded the company with fellow Disney licensing alums Rowena Ryan and Andros Georgiades.

Schauder explained. "The brand management team servicing these clients all have backgrounds in FMCG/CPG so they bring a style and sophistication to how these categories are managed."

The other aspect that helped Merchantwise grow so quickly is that the agency offered



Merchantwise says the key to good results in the licensing industry, is hiring the right people with the right experience.

specialty knowledge not only to local brands, but also to global brands and other agencies that wanted to enter the ANZ (Australia-New Zealand) market. Schauder says Merchantwise was able to instantly put an army of licensing experts on the ground, all with intimate knowledge of the local market.

“Regional agency partners are incredibly valuable to global brands, acting as an extension to their own teams throughout the world,” Schauder said. “We are that trusted partner on the ground with a black book of contacts across every product category, including FMCG/CPG, plus deep retail relationships and extensive media and marketing relationships.”

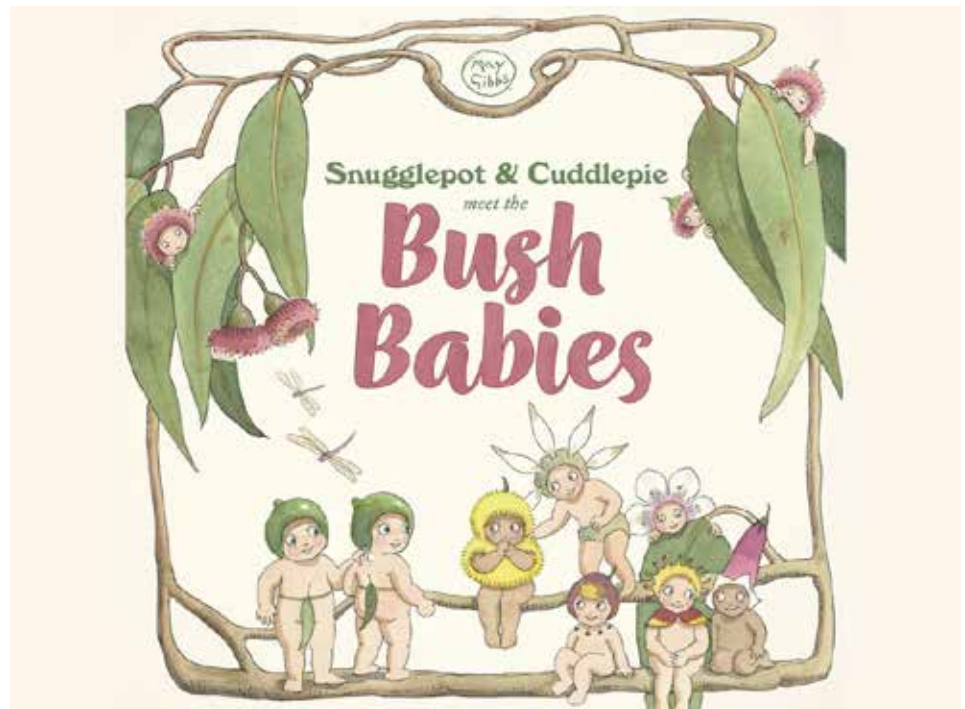
He adds that, as a leading regional agency partner in ANZ and other territories, Merchantwise can provide three key services that are both difficult and expensive to build from scratch.

Those key areas include brand evangelists, market experts and the ‘heavy lifters’ who have the local contacts and industry knowledge.

“As brand evangelists, we are the ‘first followers’ for the brand in the region, spreading the word, sharing successes and building a community of market leading commercial partners invested in the brand,” Schauder said. “As the local market experts, we bring deep market expertise, insight and relationships to the brand owner, and we can build and execute the best possible licensing strategy with the right partners in unfamiliar territories.

“As the heavy lifters, we provide a senior, experienced team comprising of licensing, marketing, creative and legal professionals on the ground to ensure that every issue is addressed in a timely manner, from securing new partnerships and working with retailers through to creative approvals, royalty management and dealing with local IP infringement and tax law.”

In addition to the two agencies, Schauder says having your own marketing and media companies provides a huge advantage both for brands and for partner agencies. Essentially, it’s like a one-stop



shop for all of the functions required for a successful product launch.

As one example, Schauder points to its relatively new partner Rip Curl, which joined the lifestyle division 18 months ago with Asembl Brands growing its licensing program globally. Several global collaborations will launch in 2025 with our Group’s international team driving select categories across EMEA & Asia.

For example, knowing the importance of marketing and media, the Merchantwise Group spent the period between 2019 and 2022 acquiring and merging several digital media businesses under the banner of RQMedia, now an award-winning media and performance marketing agency.

“What makes our group of businesses so unique to other agencies across the world is that within our Group we have ThreeScoops and RQMedia, meaning licensees and retailers have access to go-to market also, with the very best in creative, advertising, marketing and digital services.”

Schauder says, even after a quarter-century working in the licensing industry, he and his team still love the work. For him, the greatest part of the job is the infinite variety in the collaborations he works on, as well as the creative challenges that keep

it interesting.

“The best thing about managing a leading licensing agency is the incredible diversity and excitement that comes from working with many of the world’s best loved brands across a wide array of consumer products and services,” Schauder says. “Every day is a challenge, full of variety, complexity and interest.

“Every brand requires its own unique strategy and working with great IP there are no constraints on the power of what is possible. Above all, I love to see great entrepreneurial programs come to life, delighting fans, generating returns and building brand engagement in the market.”

As an example, Schauder points to a collaboration they put together way back in 2005 between BabyLove nappies (or diapers, for a North American) and the immensely popular kids entertainers The Wiggles.

“It helped make BabyLove one of the fastest growing grocery brands in Australia,” Schauder recalls. “And Merchantwise developed this partnership from end-to-end, including all the creative and marketing elements.”

Schauder also loves working on collaborations in the video gaming

industry, which he sees as a category that's just getting started, despite the fact it has long driven more revenue than movies and television combined.

"Video game licensing continues to show exceptional growth, and in my view the industry is just getting into top gear," he said. "There is a strong convergence between gaming and entertainment as gaming brands develop into full franchises. For example, the recent TV adaptation of popular Bethesda's video game Fallout has quickly become Amazon Prime's most successful TV launch to date."

Two other brands Schauder points to as leaders are the metaverse gaming platforms Minecraft and Roblox, which have essentially pioneered a completely new category.

"Minecraft and Roblox are simply incredible brands in the world of gaming," he says. "While they are each quite different, their astonishing reach and engagement will continue to position them at the forefront of the digital entertainment world for many years to come."

Schauder is proud that his team was a big part of Minecraft's growth story in the ANZ region.

"The hugely successful Minecraft licensing program developed by the Merchantwise gaming team has driven 77% average annual sales growth for over five years across Australia and NZ," Schauder said.

But Schauder says he and his team aren't just interested in the latest, cutting edge brands. Rather, he points to the century-old heritage brand May Gibbs as one of his favorite licensing campaigns of all time.

"The beautiful, extensive May Gibbs licensing program developed by Merchantwise since 2012 has brought this 100-year-old Australian heritage brand back to life," Schauder said. "Merchantwise has developed all aspects of the program, from style guide development through to consumer marketing and events.

We basically introduced May Gibbs and her works to a whole new generation of Australian fans."



Some of the unique partnerships have ranged from direct-to-retail partnerships such as Smiggle, EB Games and Clark's school shoes, through to 'first ever' categories such as bikes and beverages. The entire program has been backed by extensive creative, marketing and media by the extended Merchantwise Group team.

With 25 years of working in licensing with the Merchantwise Group, Schauder says he

and the team have no intention of slowing down. In fact, he's looking forward to "the next 25 years, and we plan keep enhancing our abilities and our brand partnerships, and to continue our legacy as a key player in the brand licensing industry."

Anyone interested in licensing opportunities, particularly in Australia-New Zealand, Asia and the EMEA region, can learn more at [merchantwisegroup.com](https://www.merchantwisegroup.com). ▲

Bravado

Building Lasting Relationships in the Music Licensing Sector

The TLL Interview with Keith Tapperell,
Bravado's Vice-President of Licensing

By Gary Symons
TLL Editor in Chief

If there's one person in the licensing world who ignites jealousy in my soul, and whose job I would steal in a heartbeat, it's Keith Tapperell, the VP of Licensing at Bravado.

In that position, Tapperell works with the top music artists in the world, from legends like the Rolling Stones to the hottest new artists like Billie Eilish, and the work he does sits right at the blazing hot intersection between the artist and the artist's fans.

I've always loved music, and as a (much) younger man I played as a drummer in a series of bands, ranging from blues to pop to punk rock, but surprisingly, I didn't become the next Phil Collins. These days, I'm happily writing about licensing, still playing drums with local bands in Canada, and running an open mic at my favorite pub.

But it ain't the Rolling Stones.

Naturally, since I'm sneakily angling for his job, I wanted to know more about Bravado, and how the agency has become the best known agency in the world for music merchandise and collaborations, as part of the Universal Music Group.

We got together for an interview, which didn't help my evil takeover scheme at all, but did show me how and why Bravado has soared in the music and merch marketplace.

TLL: "Bravado has undertaken a restructuring to improve service to artists, and also to better globalize the business. How do you see this move helping artists particularly in the licensed merch business, and how do you see Bravado growing its



business internationally?"

Keith Tapperell: "Any changes made at Bravado have been made to ensure that we have the correct resources in the right places. To support both our artists and their fans. Focusing on growth. Growing our business internationally, adding to our already established scope here. Growing our business across multiple distribution and touchpoints with the consumer in physical and digital spaces. And growing

Keith Tapperell, VP of Licensing
at Bravado.

the potential that we have, to further enhance the experience the fan has, and connectivity with the artist.

"To support our artists we have clear focus within licensing on a category offence, one that covers the fundamentals

of core product within licensing. Using this as a base, exploring and widening opportunities into new spaces and product types. Positioning the aspirational on top of the foundational, so that our artists show up at all levels of retail segmentation. This is supported by a great team of global and international colleagues that are positioned in our UMG offices in all regions and markets to drive global strategy at a local level.

TLL: Your own role has changed, and of course from the licensing industry's perspective, you're now the point man for collaborations. How do you see your role and your work evolving over the coming months and years?

Keith Tapperell: I truly believe that Bravado has been and continues to be the point company and team in the music space for collaborations. We have a rich history of working with the best brands and companies and aligning these with our artists, from Funko to The Royal Mint, from Palace Skateboards to Steiff Bears, from Monopoly to Pleasures, from Supreme to Bearbrick, and so many more valued brands and companies.

We believe in a partnership model approach. I want to have 20 conversations with one brand on multiple aligned opportunities, not one conversation with 20 brands on a solo project, and then be



BRAVADO

gone. We want to build relationships. We want to understand the needs of our partners, support them in aligning with our artists and collectively bring amazing programs to life; frequently and consistently.

TLL: What are your top priorities for Bravado's licensing program right now?

Keith Tapperell: I have three clear priorities that are the drivers on everything that we are, focused on both now and the long term; to support artists and fans and grow that bond; to maintain and build relationships with our brand partners; and to tell stories.

Three priorities that are clear, concise and aligned cross functionally within Bravado.

The connection that our artists have with our fans is truly special. It's emotive and we take this and look to manifest it in a physical form or experience. Ultimately, deliver the expected and unexpected and driving the link.

I believe we are stronger as a group by working closely with our partners, to align opportunities and take these to market together for an enhanced end result.

Adding meaning to all that we do is important to us. Driving engagement and showing respect to both the artist and their very knowledgeable fan bases by representing them in a compelling and correct way, by driving a narrative around the products and projects we work on.

TLL: Can you give me a description of what Bravado does for its artists in terms of merchandise retailing, licensing, etc.? Sort of a synopsis of who you are and what you do?

Keith Tapperell: We offer a suite of services that has, at its core, capabilities to cover all our artists brand and merchandise needs. We can cover their e-com (e-commerce); host, design, develop, sell; and speak to their fans.

We can deliver their Tour Merch ranges, with best in class creative and production, and all this on a truly global scale. We can place them in key retailers through directly selling with dedicated internal sales teams that work closely with retailers at all levels of distribution. And we can add to this through licensed programs covering all key product categories.

TLL: We're particularly interested in what



we're seeing with virtual concerts in the metaverse, and how those have translated into multi-million dollar sales of virtual merchandise on platforms like Roblox or Fortnite. Can you tell me what Bravado is doing in this arena? How are you feeling about the potential for metaverse licensing?

Keith Tapperell: We have to look at all places and spaces where the fan is present.

We have already worked and have experience in the metaverse; examples such as Jamiroquai with our partners at Sandbox, and with artists such as Ariana Grande in Fortnite.

We invest time and resources to look to see how we continue on this journey and work with key players here. Currently we have multiple live conversations within this space to ensure we remain knowledgeable and bring experiences to life.

TLL: So, you're heading global licensing for rock 'n' roll bands. First of all, jealous, but secondly, what's the best part of your job? What is it that makes you want to do this every day?

Keith Tapperell: Can I make you a little bit more jealous? rock n' roll yes, but also rap, pop, country, Latin artists and bands. We proudly cover so many genres of music.

Passion drives everything I do. And the passion I have for music and brands, to align these and work with talented internal and external teams to bring to life projects that wouldn't be able to be made possible in isolation.

TLL: That definitely increased my jealousy level. Thanks for that! Can you tell me about any collaborations that you enjoyed the most, or thought was the most innovative or interesting?

Keith Tapperell: This one is like answering what your favorite album or gig is, impossible. So many to choose from, how to narrow it down? So, I'm going to go with the most recent as it's fresh in mind.

We worked closely with the incredible creative minds of Brain Dead Studios, an LA-based fashion and streetwear collective. We launched a capsule merchandise range of products to celebrate The Rolling Stones' current North



American Tour at their two LA shows. This product was made available at both LA shows, at Brain Dead's space on Fairfax, and on The Stones ecom site as well as our physical RS No.9 London and Tokyo stores.

As I was leaving at the end of the first LA show on July 10, with the mass of fans who had just witnessed yet another incredible concert, I saw a fan who was of an age where this could have well been his fourth decade of attending Stones gigs. I then saw a fan of a younger age where this may well have been his first Stones gig. They were both wearing the same Rolling Stones x Brain Dead hoodie they had just bought at the merch stand.

Through this simple act we aligned generations, introduced Stones fans to Brain Dead, and cemented the younger generation of Brain Dead fans by furthering their connection with the Stones.

This one moment, in my mind, perfectly showed our 'artist plus fans' mantra.

TLL: If I was a top artist, instead of a drummer playing at the local bar, what would be your pitch to get me to join the team at Universal Music Group and Bravado?

Keith Tapperell: The power of the group is stronger than the individual. As an artist, when you join the UMG family, you are



supported from day one. At Bravado we work internally as one team and closely with our UMG partners to ensure this is the case.

One example here is that we have a team of internal Record Label Liaisons, in our key UMG Global offices in New York, Los Angeles and London. They are our Bravado conduit to the Music and Label side of UMG. They work hand in hand on key artist initiatives to ensure we are both informed and inform, and bringing cohesive programs to market in partnership with the artist.

TLL: Sounds good, where do I sign? Conversely, for licensees, what would you tell them about the benefits of working with Bravado and your artists?

Keith Tapperell: We have an enviable roster of artists, with width and depth, and we work in lockstep to matchmake the best brands with the best artists, in a relevant and natural way. Not forced, but curated.

The music space moves and responds differently than, say, other licensing areas that have potential to have a longer road map.

Bravado understands licensing. Bravado understands brands. And Bravado lives music. We have a team of talented individuals who can traverse all these areas.

We are also inclusive, not exclusive, in our mindset. We look to solve, to support and offer value at each and every step.

We have teams and individuals that have vast experience, using that to the advantage of our licensee partners. To aid them in navigating the music business and in delivering optimal programs.

TLL: Do you have bands and artists you're working with this year that are your top priority right now, and if so, who are they, and why the focus on them this year? For example, concert tours, anniversaries?

Keith Tapperell: I really wouldn't want to miss any out, as we ensure that we represent all artists on our roster. I can provide a highlight and a snapshot of just some of the artists and key focuses at present.

Within Icon Artists, Aerosmith are touring North America, and that activity continues to keep them to the fore.

The Beach Boys brought out a television documentary, further strengthening their bond with their fans.

Bob Marley has a Las Vegas experience opening at the end of the year.

Bon Jovi released new music in June, and as a newer artist to our roster we are working across distribution levels on many projects.

The Rolling Stones are completing their successful North American Tour, bringing 60-plus years of music to their fans.

For other genres country is a focus, as this gains further widespread appeal in the North American market.

Morgan Wallen, Willie Nelson and Shania Twain are all very relevant and have very receptive fan bases. All are touring, and Shania was just wowing Glastonbury.

Rap remains a constant. Within Icons we have many artists who are celebrating anniversaries such as Beastie Boys, De La Soul, Nas, Public Enemy and Run DMC, all providing us with a rich history and compelling assets to aid story telling.

Contemporary continues to deliver for the younger audience. We support artist activity and focus on moments to make

noise in local markets that resonate globally.

Examples here are 21 Savage and his collaboration with Corteiz, or Ice Spice and her collaboration with Billionaire Boys Club, bringing this to life in Selfridges London with an appearance by Ice Spice herself.

We focus and support activity with these artists on and around tours and festival appearances, and also on music releases, such as when Billie Eilish released her latest album, working with partners such as Complex, Hot Topic and Target.

TLL: Finally, if there is one message that you would like people to take away from this article, what is it?

Keith Tapperell: The emotiveness of and the feelings that music can instil is truly powerful. Whether you are at a gig with 50,000 people, whether you are in a bar or a store with a few friends, whether you are at home and online listening to a playlist, there is a connection.

If you don't have music as a direct association within your business and utilizing the strength and power of music, you could well be missing out. If you want to understand how music can benefit and become a key component of your business, call Bravado and come partner with us. ▲



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The Point.1888

An Innovative Modern Licensing Agency With an Ancient Legacy



By Gary Symons
TLL Editor in Chief

The brand licensing agency The Point.1888 was founded in 2014, just over one decade ago, but there's a good argument to be made that it has the longest history in the entire industry.

In fact, the numerals '1888' refer to that history, as the original was founded that year on the outskirts of London.

"My great great grandfather Joseph Miller started his company in October, 1888 in Borough, London," explains The Point.1888 CEO Will Stewart. "There was a jam factory over the road where all the workers were having to use sacks to

The POINT.
1888

cover their suits when unpacking the fruit. You always wore a suit in those days even if you worked in a factory. He decided he could make aprons for them so went over the road and spoke to the owner. They shook hands and off he went to make the aprons."

After Miller helped his neighbors out of a jam, so to speak, Miller's business continued to grow over the decades, and eventually began working with the film industry.



Will Stewart founded The Point.1888 based on the business principles of his great great grandfather Joesph Miller.



“The business evolved hugely over the following 130 years but always stayed close to the protective clothing and footwear market with manufacturing facilities in Borough until the 1980s,” Stewart says. “They supplied the Ministry of defence, numerous movie studios and most famously made the gauntlet worn by the first Robocop movies.”

While the family company wasn’t involved in licensing, the people running it had acquired a vast amount of experience in branding, marketing, and getting products to retail.

That experience was a great boon to Stewart when he founded The Point.1888, a move so successful that it led to a consolidation of the family business.

“The Point.1888 was named in honour of the heritage and family values that existed then,” Stewart explains. “I founded my business in 2014 as a retail focused brand extension agency, and then in 2018, on the 130th anniversary, we decided to merge the businesses and focus further on the strategic and consultancy part of the industry to better inform the brand

extension programs we were running.

“Today we deliver strategy and advisory work for new IP owners looking to enter the brand licensing industry, but we also use our wisdom, knowledge, experience and perspective to build long term, sustainable revenue streams for our represented clients.”

As one gets to know Will Stewart, one learns he is a firm believer that everyone should do what they’re best at, which is also very often what they love doing the most.

So The Point.1888 has charted a very different course than other brand licensing agencies, in order to provide a broader range of important services to their clients.

The entire operation operates under a parent company called True Purpose Enterprises. The company says that True Purpose is “passionate about businesses being a force for good, through humans starting and growing true purpose-driven businesses, and using purpose as a central mission to disrupt big industries.”

Beneath the parents there is the original

The Point.1888’s innovative licensing structure has made it a multiple award-winning agency, and fueled rapid growth.

licensing agency The Point.1888, but there are also three other companies, each specializing in its own area. “We have always been very adaptable, and the new businesses were all driven by the needs of the consumer and the clients,” Stewart says. “The world is a strange place and there’s nothing more front end of marketing than brand extension. We build strong relationships with our clients, we have an outstanding reputation and we are noisy on LinkedIn, so we have constantly been asked to provide additional services over the years.”

The different divisions or companies include a retail consultancy called Spotlight.1888, which was founded in 2022; Story.1888, a creative marketing agency; and Eighty Ate, a brand licensing



The Point.1888 came up with a brilliant cookware collaboration for top UK retailer John Lewis, by partnering with the gourmet Leon Restaurants.

agency that focuses specifically on the food and beverage sector, and which was just founded in 2023.

“Story.1888 is our creative marketing agency, and it came about because we were always asked if we could help with Style Guides, assets, social media marketing, launch plans, campaigns and beyond,” Stewart says. “I have always followed the Richard Branson principal that, if you are asked if you can do something in business, then always say yes and work out how to do it later. I always said yes!!!

“Story.1888 has been a huge rollercoaster, running a huge campaign for Tourettes Action, to partnering the much loved M&S Percy Pig sweet with Nails Inc.”

Another example of that philosophy is the origin of Spotlight.1888.

“Our licensing division (The Point.1888 & Eighty Ate) remains our core offering and biggest division, but it is driven by retail demand delivered by our retail consultancy (Spotlight.1888),” Stewart explains. “We were constantly being asked by retailers to help them understand the

licensing market better and also were approached by IP owners and inventors who wanted us to help them get listings at major retailers.

So, we formalized Spotlight.1888 as a retail consultancy in 2022. Launching at BLE post-COVID was huge, and it has grown to be such an impressive business in its own right. Hannah Redler (co-founder of Spotlight.1888) and I have been so proud to see this new business flourish.”

Story.1888 also plays a central role in the company’s overall methodology, as Stewart says many new products fail for a lack of consumer awareness, so he decided to ‘make his own noise.’

“Creating and crafting a single brand licensing agreement is incredibly difficult, it takes a huge amount of time and has thousands of other challenges along the way,” he points out. “Once something is actually launching, it always amazed me how little noise was made about this quite incredible, sometimes up to 18-month journey, so we decided to make our own noise.

“This is how Story unfolded and it’s journey has been so far reaching since then.

Getting any marketing budget for anything out of anyone these days is very difficult. That’s because the market is tough and marketing budgets are so easy to cut first, but beware of not being noisy. It catches up with us all.

“When you go on the Tube in London (the largest commercial advertising budget in the world), look at the brands that are consistently advertising on there – Coca Cola, British Airways, Jack Daniels – you’d think they wouldn’t need to advertise but they always do.”

Stewart says each of the companies has its own specialty, but they also work together in a synergistic manner, in the best interests of the client.

“The businesses perfectly complement each other and fit neatly together as our unique methodology,” he explains. “Strategically Informed - True Purpose - Retail Focused - Brand Extension. We are officially launching our new methodology

at BLE this year.”

While the methodology may be new, the principles behind it go back to the company formed by his great great grandfather more than a century ago, which is the need to meet retail demand.

Often, Stewart says, companies create a product for which there is no demonstrated retail demand, but like his ancestor, Stewart says customer demand has to come first, just like when Joseph Miller realized his neighbors needed specialized gear to protect their suits at the jam factory.

“We were founded as a retail focused brand extension agency,” Stewart notes. “Every agent needs to focus on demand (retail) not supply (brands) to build long-term sustainable partnerships.

“Retail is incredibly competitive,” he adds. “It always has been, but today it’s remarkable. We’ve never seen anything like it.

“Buyers have more choice than ever before, with practically every IP owner on the planet waking up to the power of brand licensing. We used to say you need to get something off the shelf to get something on it, but now we say you need to get two products and a supplier off the shelf to get something listed.

“It’s been a very difficult four years for retail, so being a trusted partner to explore new ideas with is vital for our group of businesses.”

Speaking of difficult years, Stewart is frank in describing the environment for

retail and licensing since the COVID-19 pandemic caused the global economy to go off the rails, followed by the war in Ukraine, rising inflation and crashing consumer confidence, and the recession in the UK and parts of Europe.

“The economy is super tough,” Stewart admits. “Everything that has contributed to the current state of consumer products is a list as depressing as you could possibly read, and on the back of the COVID years it has made everything difficult.

“The reality is we are all in the same boat and we are all helping each other sail through to 2025,” he adds. “That said, 2025 looks very encouraging, and like most founders I am extremely optimistic.”

Despite the ravaged economy, particularly in Europe, where companies are dealing with the fallout from the war on their eastern borders, The Point.1888 has actually continued to expand.

Stewart says the main reason was that he was lucky enough to find extremely talented people to join him at The Point.1888, and to help run the new divisions at Spotlight and Story.

“I like to think we have a great reputation in the industry, and often people tell me how brilliant they think my team is, which is always very heart warming,” he says. “In fact it’s my favourite thing about running a business. Your reputation is defined by the people you work with, and in these difficult times, being able to call on recommendations and reputation to attract clients is extremely useful.”

But Stewart is quick to share credit with

other agencies and companies who work in the licensing industry, who imagination and drive are constantly creating something new and interesting.

He says the people he meets, even if they’re competitors, are a major reason he loves working in licensing.

“The variety of the people in the licensing industry is something we should all be extremely proud of,” Stewart says. “It’s the ultimate inclusive industry. We have a job for everyone and we welcome everyone into our world. It’s a wonderful industry to work in with such supportive partners to work with.

Variety is the spice of life,” he adds. “So, to get to work on flavor sachets in the morning and dildos in the afternoon is exactly the type of job I like!”

The other part he likes is, in a word, LEGO, which Stewart credits with playing a major part in his decision to go into the licensing industry in the first place.

LEGO is such a favourite of mine, anything LEGO really,” he says. “The entire Star Wars LEGO program is probably why I wanted to get into the industry in the first place! I love their Indiana Jones and the Harry Potter ones too. The kids get expensive presents every birthday!

I also love trainers, so I love a trainer collab, and I love a bit of Adidas gear too, so LEGO x Adidas is right up my alleyway.”

TLL also asked Stewart for his advice to clients going into a new program or market. He says the key is to find either an agency or licensing executives who truly understand all the aspects of taking a product to market, and who know that retail is key.

“We are retail demand led,” Stewart notes. “Our licensing agreements are signed to fulfill demand that we have created for our brand owners with retail buyers.

“Spotlight.1888 talks to over 50 retailers every month, so we are constantly aware of what is going on in retail,” he adds. “We are always discussing partnerships with retailers to unlock new branded ranges for our wide range of represented brands and advisory clients.” ▲



Broad Street



By Gary Symons
TLL Editor in Chief

Anyone in the world of food licensing should know Broad Street Licensing Group. They are, after all, one of the top 20 licensing agencies in the world, and in the top two in the area of food and beverage licensing.

Last year, for example, Broad Street put together licensing deals that generated well over a billion dollars in retail revenue worldwide for the likes of Subway, Tony Roma's, SeaPak Seafoods, Farm Rich Foods and Hard Rock Cafe, just to name a few.

The agency celebrated its 27th anniversary in 2023, and we wanted to know how Broad Street got its start, and how it became one of the leading agencies in the food and beverage licensing space.

Apparently, it all started with a Creamsicle.

"I remember our first big deal very distinctly," said co-founder and CEO Carole Francesca. "We represented the Popsicle and Good Humor brands, one of our first clients. We licensed their Creamsicle brand into the candy category. It was a perfect fit for this iconic orange and vanilla ice cream.

Broad Street's idea to create a Creamsicle candy line for Unilever led to the agency's first major, and enduring, success.

"The line was called 'Creamsicle Twists', and it became a huge hit at retail," she added. "Nearly every retailer across the country sold the candies from Kmart (back when Kmart was one of the leading retailers), to club stores, convenient and specialty stores, as well as in movie concession stands. I'll never forget it because it was our first major deal in the food category."

Peter Cross, Director of Licensing at Broad

The team at Broad Street bring a sense of fun, and a passion for food to their work in food & beverage licensing.

Street, got up out of his chair at that point, and briefly interrupted our interview to grab a colorful box that turned out to be a large Creamsicle Twist package.

"You know how businesses will sometimes save their first dollar bill?" he asks. "Well, this is our first dollar bill; we've held onto it ever since."

The team has also held on to the lessons they learned from that very first, and hard won, success.

A quarter century ago, food and beverage licensing as we know it today, wasn't

really a thing. In fact, the entire industry of corporate brand licensing was in its infancy. Most companies did little more, as Francesca recalls, than “putting their name on T-shirts and coffee mugs and pens. It was mostly just promotional stuff back then.”

So, when Broad Street pitched the idea of creating licensed candy based on Creamsicle, brand owner Unilever had some doubts.

How a Creamsicle Kicked Off a Billion Dollar Business

“It took a lot of convincing to get Unilever to say yes to letting us carry the ball on this,” Francesca recalls. “Some executives said, we’re a big company, we could do that ourselves. And I’m going okay, yeah, sure. You can make anything, because you’re Unilever, but the question I want you to ask yourselves is, are you actually going to do this? And after some months going back and forth, they said, you know what; you’re right, let’s try this and see what happens. So we did, and it was a huge success.”

Francesca plays in the licensing world a little bit like Wayne Gretzky plays hockey. The idea is not to be where the puck is now, but to figure out where the puck is going to be.

Looking at the world of licensing in the early 1990s, Francesca saw most companies and independent agencies primarily representing entertainment and character properties, with very few working with corporate brands.

“At that time, corporate licensing was more along the lines of ‘we’ll make a line of T-shirts, sleepwear and coffee mugs and call it a day.’ At that time, licensing wasn’t about strategic brand extensions and it certainly wasn’t a part of their marketing and product mix.”

Francesca’s career began in entertainment licensing, working for companies like Disney, ABC-TV, United Artists and Columbia Pictures (now Sony). Francesca recalls, “Frankly, I was becoming bored licensing entertainment properties and found a new opportunity with Unilever, a company looking to extend their corporate brands into more strategically thought-out



categories. I knew that licensing could be a powerful piece of their marketing mix, and I spent the next eight years building global licensing programs for some of their most iconic brands.

That could have been enough for Francesca, and she could have continued to have a very successful career there, but she was restless and unsatisfied with corporate life.

“Laser Focus” on Food a Key Advantage for Broad Street

“I always wanted to start my own company,” Francesca explained. “So, at one point I said, you know, it’s time to do this. Take the chance. Don’t wait. Do it now. So I jumped in.

“My vision was to create a boutique

Creamsicle-flavored candy was the first major collaboration that really put Broad Street on the global map as a top agency.

agency that would focus solely on corporate brands. A place where I could use my passion and energy in building licensing programs without having the hassles of being an internal employee. I realized pretty quickly that you’re much more respected as an outside agency than as an employee. “All of a sudden top management was listening to what I had to say and green lighting projects. Not that being an outside agency doesn’t come with its own set of client challenges of course!”

Broad Street thought outside the box, realizing people in Japan craved American barbecue, and created the first product of its type for Walmart Japan.

Broad Street started with Francesca and partner Bill Cross and eventually grew the agency to a team of seven employees. While the agency saw success early on, the partners also started thinking about their chosen niche the way Wayne Gretzky plays hockey. They wanted to go where the puck was going to be, so they could be the first ones in.

"When the agency opened its doors in 1996, we were lucky enough to land our first three clients pretty quickly. But we were constantly talking about how to carve out our own niche; how to do something that the other agencies were not doing. Let's figure out the next direction licensing might take and go there. Don't try and do what everyone else is doing right now," she said.

"Food and beverage licensing was very nascent at that point, and most agencies and companies weren't thinking about licensing into the food category in a big way. Sure, there was always what I call promotional food licensing where a character would appear on a soup can for a limited time," Francesca explained. "It took a lot of work convincing companies that extending their brands meaningfully and strategically into the food category could be impactful and important, but we knew we had identified a significant category and ran with it. We took big risks, put in the hours and built our agency client by client. And it worked."

Peter Cross, Director of Licensing, came to Broad Street from the world of PR, having spent several years working in agencies in Boston and New York. One of the things that attracted him to the agency was that its laser focus on food and beverage gave Broad Street a level of expertise that others couldn't match.

"Up until very recently in the historic timeline of licensing, people really hadn't been paying attention to food and beverage," Cross says. "There are plenty of agencies out there who are more generalists, representing many different types of properties whether it's entertainment,

character, brands or sports. And some, more recently, have also moved into the food and beverage space. But food and beverage is something that we've always laser-focused on and, over the past two decades, have built a unique expertise in that sector."

"We've represented large companies, smaller but impactful brands and everything in between—from Subway and Burger King, to Rich Foods and Tony Roma's—all who have trusted us with their brands to execute their vision. And I think our specialized expertise is what has kept us a top 20 global agency for so long."

Francesca agrees that Broad Street's "laser focus" is a big part of the agency's success, but the other half of the equation is due to the team's ability to innovate and think outside the cereal box.

For example, several years ago, Broad Street was working with the Tony Roma barbecue restaurant brand, and discovered that people in Japan love American barbecue cuisine.

"It's a great market because they love to bring home a piece of the American experience, and they particularly love the unique flavors of American barbecue. Interestingly, our research showed that, despite their love for it, there was no strong American BBQ brand on store shelves," Francesca said. "So we approached Walmart Japan and worked out a retailer exclusive for Tony Roma's. It was the first exclusive restaurant license Walmart had ever done in Japan."

TONY ROMA'S®



Broad Street's stellar work with Tony Roma opened up an entire new market in Japan for the BBQ brand.

But Broad Street went far beyond just creating the idea and writing up the licensing contract. "We dove headfirst into this project, working closely with the Walmart Japan teams, identifying the right companies, touring factories and researching taste profiles unique to the Japanese market.

We brought over Tony Roma's chefs who worked in Walmart's kitchens to develop lines of both frozen and refrigerated BBQ meats and sauces. It was a wonderful collaborative effort and was launched at retail with tremendous success.

Cross says it's the opportunity to build those types of creative, impactful programs that makes it exciting to come to work every day.

Passion for Product the Secret to Broad Street's Success

While many people see the work of licensing agencies primarily in terms of pitching deals, writing contracts, and sorting out the technical details between the partners, Broad Street sees its role as a partner in the development of every client's program.

"Some of my friends who are in different industries, have jobs where they don't get

to see the results of their efforts, whereas here, we take on a project and we're in deep, making sure that the products represent the brand in the right way, that everything is compliant, that the packaging looks fabulous and the product tastes great. We want consumers to take it home, really love it and come back to the store for more," Cross says. "It's knowing that I can go to a grocery store, see our clients' products on shelf and see that people are buying it and loving it. That's what keeps my heart beating in this industry every single day, is seeing the end result of that process."

Francesca agrees, saying, "That's the core of it for me as well, developing the program and working on it to be as creative and impactful as possible. It's a joy when it all comes together. That's one of the reasons that I started this agency in the first place; because I love working with brands with our team from the very beginning, and seeing it all the way through."

Broad Street Also Working in Manufacturer Representation

In addition to its brand representation services, Broad Street Licensing Group also works with manufacturers to acquire brands for their product lines. The agency has built up a wealth of knowledge about manufacturing and what they need to succeed in getting their products onto retail shelves and into consumer's shopping baskets.

"Years ago we began getting calls from manufacturers: 'Hey, can you help us



find a license? Can you help us acquire a brand?" Francesca recalls. "And we thought, yes, this is definitely in our wheelhouse. So we developed a whole new side of our agency's business that represents manufacturers, identifying and negotiating licensing deals with other brands."

A good example of their work in that area involves the company BIC USA, the world's leading manufacturer of disposable lighters. BIC is known for its seemingly unending number of licensed lighters in nearly every fan category, selling its products across the country in every retail outlet. Most of this is due to BIC's nearly two decade-long partnership with Broad Street.

"BIC was our first client on the manufacturer representation side of our business. They wanted to aggressively expand their lighters with properties

and brands that would excite consumers and move more product and hired us to identify and negotiate those deals for them," Francesca says. "We love our long-term partnership with them, which has allowed us to acquire true fan-favorite properties from the music, entertainment, sports, art and brand categories.

"We've loved doing that, because we really get to dig deep into the manufacturing process," she said. "As an added bonus, it's been interesting to work on the other side of the desk, negotiating deal with other agents and property owners. It's given our agency a more realistic and holistic look into what each side is looking for from a partnership. And it's sometimes quite the experience learning what agents (like us!) put manufacturers through!"

That said, the Broad Street team says creating partnerships in the food and beverage space is what drives them every day.

"Food is a passion of mine and has been since long before coming here, so being able to bring good tasting food and beverages to people is something that's really enjoyable to work on," says Cross, who also co-hosts The Royalty Report, a show on YouTube about brand licensing and food. "I think at the end of the day, what sets us apart is that we are very passionate about what we do in the food and beverage space. It's where we live all day, every day." ▲



Tycoon



By Gary Symons
TLL Editor in Chief

In this edition of the Licensing Agency Guide we're featuring Tycoon, among the largest agency in Latin America, with offices throughout the region.

Tycoon was founded by brothers Elias and Alberto Fasja-Cohen-Cohen in 1990, at a time when the licensing industry was virtually unknown in their home country of Mexico. The two brothers are true pioneers in the licensing industry in Latin America, and today, more than 30 years later, Elias Fasja-Cohen remains as the CEO of what is now the largest licensing agency in the region.

Fasja-Cohen says the company came about largely because he and his brother wanted to extend their apparel business beyond Mexico's borders.

"We were licensees back then, working with fashion brands like Christian Dior, Cacharel, Perry Ellis and Cherokee," Elias recalls. "At the beginning we were toying around with what was possible and it was a side business at the time, but as it turned

out we were very early in catching the wave that became the licensing sector in Latin America.

"Because we were in the industry early, we really were able to change the rules of the game as it existed back then," Fasja-Cohen explains. "Our business was managed by people coming mainly from advertising agencies that had the contacts, and they became our agents, but they didn't have any kind of industry benchmarks or knowledge of the market, whereas my brother and I were already licensees and selling through various retailers, so it was easy for us to establish the industry benchmarks, because that's the understanding we had.

"Pretty soon we started multiplying the sales numbers of our clients, sometimes by tenfold, because we had market knowledge that at the time was pretty unique."

Fasja-Cohen also says that the principles that guide Tycoon today are exactly the same as when the business launched, those being to hire the best talent possible; to establish strict policies that provide

The pioneering licensing agency Tycoon is among the largest in Latin America, and among the Top 25 licensing agencies globally. The influential agency, works with top licensors like Authentic Brands Group, MGM, and Warner Bros.

transparency and accountability to Tycoon's customers; to provide local knowledge in national and regional markets, and to always search for data-driven intelligence on new trends or technologies.

"If I had to choose one thing, I would say the core of our success, has been betting on talent," Fasja-Cohen says. "I feel we have the best talent in the region, and yes, getting the best talent is expensive, but it is the key to success."

Speaking of talent, Chief Revenue Officer

(CRO) Arturo Czonstkowsky says one of the other key differentiators for Tycoon was the decision to invest in local talent by opening regional offices. Today, Tycoon has approximately 40 employees working outside the head office in Mexico, spread across the region in branch offices based in Brazil, Argentina, Chile, Ecuador, Peru, Central America, and Colombia.

The reason is that, just as Latin America has different languages and cultural norms than North America, each country within Latin America is also unique, with major cultural and economic differences.

"Each country is completely different," Czonstkowsky says. "There are many people who think Latin America is like one big country and everyone is basically the same, but it's not like that at all. It would be like saying France is the same as Germany!

"When you speak to an Argentinian or a Colombian, it's a different accent, there's a different culture, and of course the market and the retail landscape is also different in these different countries, so you need to think of each country as a unique opportunity in a unique market.

"That's why we decided we need more depth in the different territories, hiring local people, and as a result we have been growing rapidly thanks to our local teams."

The strategy has paid off in a couple of different ways. The first is that for most licensors from outside Latin America, the cost of establishing a licensing operation in the region is much higher than simply hiring Tycoon.

But even for the largest licensors, Czonstkowsky says there are times when the size and complexity of the region makes it too difficult to cover all the bases.

"For example, we had one major client who decided to establish their own operation here in Latin America, and they even said they were going to hire away some of their staff," he recalls. "But much later I was speaking to them and asked them how it was going, and they said, it's frustrating, nobody is calling us back. I knew the reason why; it's because these licensees and retailers deal with Tycoon



on many different projects, and so they always answer our call first."

In other cases, Fasja-Cohen explains that major licensors will often put an office in the largest markets, those being Brazil and Mexico, but trying to cover Central America and the many nations of the CSA (Central South America) is too difficult and too expensive.

"In those cases, they are getting only two-thirds of the potential business in Latin America," Fasja-Cohen explains. "Because we have coverage throughout the entire region, even the largest licensors will turn to us so they can extend their programs into the CSA."

A quick perusal of Tycoon's list of top clients confirms that theory, as even giants like Microsoft, MGM and Authentic Brands Group rely on the agency to handle their licensing programs in part or all of Latin America. ABG, for example, is among the top five licensors in the world with a vast licensing division of its own, and yet they work with Tycoon in the Latin American territories.

Part of the reason, Fasja-Cohen says, is that his goal was to create as much transparency for clients as they would

have if they operated their own office. As CEO, Fasja-Cohen drilled into all of his staff the need to maintain strict rules and procedures. In the early days, when the epitome of rapid communication was the fax machine, Tycoon had a hard rule that any inquiry to the company had to be answered within 12 hours, with no exceptions.

The company was also among the first to build specialized licensing software, not just to increase efficiency, but to provide complete transparency and effective reporting to clients and partners. "As a result, whenever there has been an audit, we have always been congratulated because we have worked hard to simplify the task of providing the transparency our clients need," he says.

Dalia Benbassat, the company's VP of Corporate Relations & Acquisitions, says another key to client loyalty is Tycoon's ability to bring products to retail, in a region where the retail landscape is very different than in Asia, North America or Europe.

"We always say that the true battleground is retail," Benbassat says. "That is what Elias sometimes calls the gates to Heaven

or Hell, because it is where your program succeeds or fails.

"Working with retail is truly central to everything we do. We place a special focus on establishing relationships with the key retailers in each region, in each tier, and we work closely with them in strategic decision making, marketing and so on," she adds. "Also, not every licensee has the same strengths, so you need to also select them by their individual strengths and how they align with the retail plan."

Fasja-Cohen, who has several decades of experience working with retailers, both at Tycoon and with his apparel company, says this is also the reason Tycoon is a good choice for both large and small licensors.

"Sometimes there are companies who say, 'Well, you have such a big portfolio, so I don't think you're going to pay much attention to my project', but to me, every client and every program is important.

"As well, that powerful portfolio is what gives us leverage at retail," he adds. "It is what gives us the ability to go to a large retailer and say, 'You know what, I need you to try this brand. I think you can trust me and give us some room for this new property, and because we bring them so much business, the track record for our new licensors has been very good through the years.'"

That also brings Fasja-Cohen to one of the



CEO Elias Fasja-Cohen-Cohen

central pillars of his business model, which is to always stay ahead of the curve on trends and technology, and as he puts it, "to gamble on the future."

"We have always been ahead on the trends," he says. "For example, we were betting on Anime long before the pandemic. During the pandemic is when it exploded, and we were there several years before then, in gaming and all kinds of things.

"We have always liked betting on the future, working to be ahead of the curve, and that has been a key to our success, because when the right time comes for a particular trend, we are already there, and we have the right property in our hands to take advantage of that trend.

"This is why working with a new licensor, who perhaps is not so well known today, is so important to us."

Tycoon's success in recent years has been tempered by the fact many regions in Latin America were harder hit by the COVID-19 pandemic than nations in Europe and North America.

"I think overall that in Latin America, it took us more time to recover from COVID than some other regions because we didn't have any support from the government," Czonstkowsky explains. "In places like the US or Europe companies and independents received support from the government. My wife, she's American, and she was getting her bills paid each month, but in our countries, we had to solve the situation by ourselves.

The Latin American economies were very severely impacted and so it took us more time to recover."

That said, Czonstkowsky says the Latin America economy is building momentum, and presents an excellent opportunity for global licensors. Mexico, for example, recently became the number one exporter to the US globally, beating out China, as just one sign of the upswing in regional fortunes.

"Right now, we are in much better shape,



Dalia Benbassat

and speaking personally, as Tycoon, we had an extraordinary year in 2022, in 2023 it was better, and 2024 even better still.

"So we've been getting the pace again and growing to overcome challenges all over the region."

Benbassat says part of that is due to the overall economic recovery in several countries across Latin America, but it's also due to the experience and corporate culture within Tycoon, which has overcome many previous economic challenges over the decades.

"Tycoon brings a lot of knowledge, expertise and intelligence to the table," Denbassat says. "We know the differences from country to country, and we're able to apply that knowledge to what we do every day.

"We also work with people who are incredibly committed," she adds. "Most of our top executives have been with us for several years, decades even, so there's this culture of people constantly learning and then applying what we learn to our clients' programs.

"Internally, there is true affection and mutual respect in our team which helps the culture too, and I believe that translates to success in business, not just in the good times, but in the hard times as well." ▲

2025 Top Licensing Agencies

When you need the big guns on your side, this list comprises many of the world's largest licensing agencies. Note this is not a comprehensive list, nor is it intended as a ranking. Unless stated otherwise, estimated sales were drawn from License Global data.



*By estimated sales



1. IMG

Estimated Sales: \$15.4 Billion

IMG is the largest licensing agency representing third party clients. While the client roster is quite general, as you'd expect from such a large company, IMG does specialize in fashion, art, culture, media and sports. The company is truly global, and while it was founded in Cleveland, IMG is now headquartered in New York City.

Specialties: General, Sports, Arts & Culture

Services in the sports division include negotiating media rights, data rights for sports betting, consulting on improving clients' digital media assets, negotiating licensing partnerships, marketing programs, event management, consulting, and content creation with state of the art facilities at the Stockley Part studio in London.

Services in the Culture division include licensing, brand management, sales, creative services, and legal and financial consulting.

Clients: Too numerous to list, but includes 7Up, Alfa Romeo, "Angry Birds," Banana Republic, Budweiser (Europe), Bugatti, Bundesliga, Chevron, Chrysler, Collegiate Licensing Company, Corona (Europe), Dodge, Dolly Parton, Doritos, Elvis Presley (Asia), Fiat, Gap, Jim Beam, "John Wick," Lamborghini, 24 Hour of Le Mans, MGM (Asia), Mountain Dew, Pepsi, San Diego Comic Con, Stella Artois, "Sonic the Hedgehog" (Middle East), Transformers (Middle East), UFC, UEFA, UEFA Nations League, Van Gogh Museum, Volkswagen, Walkers, World Rugby, World Trade Center and World's Strongest Man.

Area of Operation: Global with offices in 25 countries across the North America, Europe, the Middle East, Africa, Asia and Australia.

Contact: imglicensing.com/contact/



2. CAA Brand Management

Estimated Sales: \$13.7 Billion

CAA Brand Management is the licensing and consumer products division of Creative Artists Agency (CAA), the leading brand, entertainment and sports agency. Distinguished by its culture of collaboration and exceptional client service, CAA's diverse workforce identifies, innovates and amplifies opportunities for the people and organizations that shape culture and inspire the world.

Specialties: General, with clients in fashion, entertainment, food & beverage, corporate, automotive, metaverse, video gaming, and more.

Clients include: Ford (Mustang, Bronco, F150), Coca-Cola, Netflix, Porsche, Skechers, "Minecraft," Riot Games ("League of Legends," "Arcane," "Wild Rift," "Valorant"), Mattel, Sony Pictures, Anheuser-Busch InBev (Budweiser, Modelo, Corona) Bob Marley, Artestar (Keith Haring, Jean-Michel Basquiat) The Cheesecake Factory, Jelly Belly, Beatrix Potter (Peter Rabbit), "Paddington Bear," Playboy, Miffy, "Sesame Street," Bobcat, Red Bull Racing, McLaren, Formula 1 and Jaguar Land Rover.

Area of Operation: Global, with 26 offices in 20 countries, including Australia, Brazil, Chile, China France, Germany, Indonesia, Italy, Indonesia, Japan, Malaysia, Mexico, Phillipines, Spain, South Korea, Singapore, Taiwan, Thailand, the UK, and the United States.

Contact: brandmangementinfo@info.com



3. Beanstalk

Estimated Sales: \$9.9 Billion

Beanstalk employs the brand licensing experts behind some of the world's most recognized global brand extensions. For three decades, Beanstalk has worked with manufacturers and retailers to create breakthrough consumer products, services and experiences for brands, celebrities and media properties to help them strengthen their relationships with consumers.

Specialties: General, with an accent on Digital Media, Food & Beverage, Tools and Hardware, Lifestyle, Corporate, and Consumer Packaged Goods

Services: Brand representation, digital media representation, manufacturer representation, consulting, legal and finance, royalty auditing, trends intelligence, metaverse/Web3 licensing, licensing partnerships.

Clients: Procter & Gamble, Stanley Black+Decker, Jacuzzi, Audi, Bentley, Volvo, VW, Shell, Pennzoil, Quaker State, Monster Jam, U.S. Army, The Ohio State University, Skullcandy, The Metropolitan Museum of Art, Cath Kidston, WeightWatchers (U.K.), Travelocity, Dinotopia, Kellogg's, Kellanova, Godiva, Dole, Bush's Best, TGI Fridays, Perkins and Huddle House, Rosa Mexicano, Chef Eric Adjepong, Diageo, Microsoft, Xbox, Activision, Ubisoft, Atari, ESL, and many more.

Area of Operation: Global with offices in New York City, London, Miami, Cincinnati, Mexico City, Sao Paulo, Singapore, Hong Kong and Guangdong, China with additional affiliates across Europe, Asia and Australia.

Contacts:

NORTH AMERICA

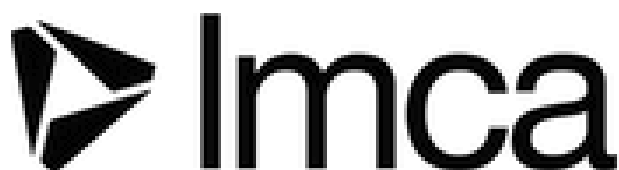
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4. LMCA

Estimated Sales: \$7.6 Billion

About: LMCA is a global licensing agency with specialties in brand licensing consulting, brand representation and management, manufacturer licensing representation, and brand acquisition and sales.

Specialties: General, but particular expertise in corporate licensing and consumer packaged goods.

Clients: AEG, Castrol, Compaq, Cummins, Electrolux, Emerson, Frigidaire, Hobie, HP, Odwalla, RCA, Thomson, Weatherbeater, Westinghouse, Clean Boss by Joy, Dansko, Discovery Zone, JOY Kitchen, Kodak, Minolta, Philco, Roto-Rooter, White-Westinghouse, and Wurlitzer, etc.

Area of Operation: Global, with head office in New York City, and branch offices in China, Brazil, Mexico, London and Cambridge in the UK, and San Diego.

Contact: 212-265-7474

Global Icons

info@lmca.net

5. Global Icons

Estimated Revenue: \$3.8 billion

Founded by Jeff Lotman in 1997, Global Icons is described by the company as the world's largest independent full-service corporate brand licensing agency, with offices in Los Angeles, Detroit, London and Hong Kong.

Specialties: Corporate, Food & Beverage, Automotive, Boating, Arts and Culture.

Services: Licensing management, brand extension, marketing, creative services, sales and service, legal and financial consulting, royalty reporting, invoicing and collections, program audits.

Clients: Automobili Lamborghini, Aprilia, Camp Beverly Hills, Brunswick Corporation, Citroen, Colgate-Palmolive, Danone North America, Dickey's Barbecue Pit, DS Automobile, Fleischer Studios & Betty Boop, Fred Segal, Hostess Snacks, Moto Guzzi, Opel, Piaggio, Pine Mountain, Polarfleece, Polartec, Royal Oak, SKIL, Triumph Motorcycles, Turtle Wax, United States Postal Service, Vespa and Voit.

Area of Operations: Global, with offices in Los Angeles, London, and Hong Kong, and affiliates in South America, Europe, Asia, and Australia.

Contacts:

North America
info@globalicons.com

Europe
info.europe@globalicons.com

Asia



info.asia@globalicons.com

6. CLC, aka Collegiate Licensing Company

Estimated sales: \$3.65 Billion

CLC is an American licensing company primarily focused on colleges, universities, and collegiate sports teams. It is the oldest and largest collegiate licensing company in the world, representing close to 800 colleges and universities, athletic conferences, bowls, the NCAA, the College Football Playoff, Heisman Trophy Trust and other top collegiate brands, as well as other global and scholastic brands.

Specialties: Collegiate, Sports

Services: Brand management, licensing, data and license management, marketing and merchandising, retail development, brand protection.

Clients: More than 700 clients in the collegiate and sports categories.

Area of Operation: Primarily the United States. Head office in Atlanta, Georgia



Contact: Phone: 770.956.0520

7. Wildbrain CPLG

Estimated Sales: \$3.5 Billion

WildBrain CPLG is a leading entertainment, sport and brand licensing agency. Wildbrain is a division of Wildbrain Ltd., a Canadian entertainment company based in Toronto, Canada, but with operations worldwide.

With over 45 years of experience in the licensing industry, WildBrain CPLG provides its clients with dedicated licensing and marketing professionals and fully integrated product development, legal and accounting services. The agency's ASPIRE division is a leader in Corporate & Lifestyle brand representation and management.

Specialties: Entertainment, Lifestyle, Sports, Corporate.

Services: Brand management, licensing management, marketing, product development.

Clients: WildBrain ("Teletubbies," "In the Night Garden" and "Strawberry Shortcake"), Peanuts Worldwide, Paramount, MGM, PLAYMOBIL, Hasbro/eOne, Sony Pictures, emoji – The Iconic Brand, Spin Master, SEGA, Dr. Seuss, Line Friends (including BT21 & Brawl Stars), Perfetti Van Melle, Master Lock, Motul, Kikkoman, Absolut, Alfa Romeo Sauber F1, FC Barcelona, Paris Saint Germain FC, Harvard and Yale among others.

Area of Operation: Global, with 22 offices in the US, South Asia, Middle East, Europe, China, and Southeast Asia.



Contact: hello@cplg.com

8. Brand Central

Estimated Sales: \$3.4 Billion

Brand Central LLC is a premiere global brand consultancy that provides comprehensive business solutions in the areas of brand extensions, manufacturer representation, trend intelligence, e-commerce and brand creation to some of the world's most recognized brands.

Clients include: the Kraft Heinz portfolio (Heinz, Oscar Mayer, Kool-Aid, etc.), the Mars Wrigley portfolio (M&M's, Skittles, Starbursts, Twix, Snickers, etc.), Tapatio Hot Sauce, Cap'n Crunch, Black Paper Party, Bored of Directors, Simmons Mattress, Rube Goldberg, Mister Rogers' Neighborhood, and many more.

Specialties: Food & Beverage, Consumer Packaged Goods, Metaverse, Manufacturer Representation.

Services: Brand extensions and representation, licensing management, trend intelligence, e-commerce and brand creation, product development, trend intelligence, manufacturer representation.

Clients: The Kraft Heinz portfolio (Heinz, Oscar Mayer, Kool-Aid, etc.), the Mars Wrigley portfolio (M&M's, Skittles, Starbursts, Twix, Snickers, etc.), Tapatio Hot Sauce, Cap'n Crunch, Black Paper Party, Bored of Directors, Simmons Mattress, Rube Goldberg, Mister Rogers' Neighborhood, and many more.

Area of Operation: Global, accent on North American brands. Headquartered in Los Angeles with offices in New York, Denver, and Kentucky

Contact: 1.310.268.1231



info@brandcentralgroup.com

9. Joester Loria Group

Estimated Sales: \$2.8 Billion

JLG is a full service licensing agency specializing in developing strategic global brand extension programs. JLG's team brand extension strategies, retail development, creative vision, and merchandising expertise to execute successful programs for clients, designed to enhance brand awareness, extend consumer engagement and generate meaningful revenue.

Specialties: General, with accent on Food & Beverage, Entertainment (particularly publishing), Corporate, Automotive, Apparel.

Services: Strategic Planning, Licensee Identification and Qualification, Product Development and Creative Services, Program and Licensee Management, Retail Execution, Marketing and PR Support, Licensee Compliance, Contract Administration and Negotiation, Royalty Accounting and Management, High Profile Collaborations

Clients: Partial list includes The World Of Eric Carle, McDonald's, PepsiCo, Frito-Lay, Constellation Brands, Kellogg's, Papyrus, Miffy, Toyota and Lexus, Modelo, Corona, etc.

Area of Operation: Global with accent on North America. HQ in New York City.



Contact: info@tjlggroup.com

10. Brandgenuity

Estimated Sales: \$2.4 Billion

Brandgenuity is a top-ranked, full service licensing and brand management agency based

Specialties: General.

Services: Strategic licensing planning, sales and prospecting, licensing program management, legal services, retail development, marketing, royalty collection, licensing program analysis, and consulting services for manufacturers, licensees.

Clients: BMW, Church & Dwight (ARM & HAMMER, Vitafusion, OxiClean, Batiste), Mike's Hot Honey, Chuck E. Cheese, Sazerac (Buffalo Trace, Fireball, Southern Comfort), White Castle, Kahlua, Christina Hall, Paramount (U.K. only), NFL Players Association (Europe only), Dr. Scholl's, Playtex Baby, Edgewell Personal Care (Banana Boat, Hawaiian Tropic, Schick, Skintimate, Wet Ones), Kao (Jergens, John Freida), MINI, Mr. Kate and Ed Stafford (Europe only).

Area of Operation: Global, but primarily North America and Europe.



Contact: Info@brandgenuity.com

11. Guangzhou Art-land Holding Company

Estimated Revenue: \$2.1 Billion

Established in 1999, Guangzhou Art-land Holding Company Ltd. ("GZ Art-land") is a reputable brand management company with key business in Brand Licensing, Animation Investment, Multimedia Business, Theme Park & Product Development and Artist Brand Management. It is the only enterprise in mainland China that has won the honor of "Best Licensing Agent" awarded by Licensing International, the Asia Licensing Association, and China Licensing Expo (CLE).

Specialties: Entertainment, Location-based Entertainment, Multimedia, Artist Management.

Services: Licensing, Brand representation.

Clients: Aimer Kids, Annil, Anker, Balabala, Belle, Beazero, Chow Tai Fook, China Merchants Bank, CHOCOOLATE, Centrum, Culturelle, DAZZLE, Dettol, Dencare, Deli stationery, E-LAND, FILA, Garden, Hewlett Packard (HP), HLA, I.T, JD.com, KFC, KEEP, Lativ, L'OCCITANE, Lawson, Le coq sportif, Palladium, Milkground, Mark Fairwhale, Maxim's cakes, Nutrilon, Nature's Bay, Only, Peacebird, Pinlive, POPMART, Paw in Paw, Rio, Skechers, Syneer, Semir, Sembo, STAYREAL, Shanghai Happy Valley, Soap Studio, Unifree, Ulike, Volkswagen, Wastons, Winner, Xiao Mi and more. Brands include "SpongeBob SquarePants," "PAW Patrol," "Teenage Mutant Ninja Turtles," "Dora the Explorer," "Blaze and the Monster Machines," "Shimmer & Shine," MTV, USAVICH, World of Eric Carle, Domo-kun, ViViCat, Pet Hotel, Deer Squad, Qee, Barbapapa, Pinkfong/"Baby Shark" and Namito, etc.

Area of Operation: Primarily Asia. Often works with partnering agencies from North America and Europe, extending brands into the China and Asian markets.



Contact: cyng@yzav.net

12. MDR Brand Management

Estimated Sales: \$1.7 Billion

MDR is a large, global licensing agency that approaches its clients' business from the perspective of a boutique agency, offering bespoke services that are designed from the ground up for each brand. MDR is particularly known for working with smaller, emerging brands, as well as with very large and well-known brands. MDR operates globally, with 25 offices around the world.

Specialties: Food & Beverage, Apparel, Art & Culture, Entertainment, Fashion and Apparel, Sports.

Services: Brand strategy and management, Brand protection, Product and packaging design, geographic expansion strategies, software design, NFT creation, IP strategy, GDPR and data processes, cyber security and franchise development.

Clients: Amora, American Crew, Amy Winehouse, Elizabeth Arden, FIFA, Jolly Rancher, The Hershey Company, Maille, Miffy, Moonbug, Paul Frank, Reese's, Revlon and Sophie La Girafe.

Area of Operation: MDR Brand Management operates globally with 25 offices in North America, South America, Europe, Middle East, India, Southeast Asia, China (Hong Kong), Australia and Japan.



Contact: contactus@mdrbrand.com
+44 20 3321 7400

13. Broad Street Licensing Group

Estimated Sales: \$1,260,000,000 (estimated)

Broad Street was an early mover in the food and beverage licensing space, and remains one of the largest and most accomplished agencies in the sector. For that reason, Broad Street has ranked among the top 20 agencies globally by retail sales for at least the past 12 years. Broad Street works extensively in both brand licensing and manufacturer representation.

Broad Street has also recently begun producing a humorous but informative podcast on licensing called The Royalty Report, which you can find on YouTube.

Specialties: Food & Beverage, Manufacturer Representation.

Services: Brand representation, licensing services, brand and property acquisitions on behalf of manufacturers.

Clients: Subway Restaurants, Farm Rich Foods, Hard Rock Cafe, SeaPak Foods, Tony Roma's Restaurants, Old World Spices, Rich Foods, Ruprecht Foods and BIC U.S.

Area of Operation: Global, with an accent on North America.



Contact: <https://bslg.com/contact/>

14. Seltzer Licensing Group

Retail Sales: \$1,200,000,000 (estimated)

The Seltzer Licensing Group is a global brand licensing agency and consultancy that was founded in 1998. The company has been highly successful in helping companies around the world identify the best paths and partners for a successful brand licensing program.

Seltzer Group is particularly adept at working with retailers, matching them with top brands to create successful new product launches to the benefit of both parties. Seltzer Group has two offices; one in New York City, and the other in Los Angeles.

Estimated Revenue:

Specialties: General, with a wide variety of brand categories.

Services: Seltzer Group specializes in creating greater value through what it calls the 'alchemy method', transforming existing products into products of greater value, typically through licensing partnerships and/or product development. Seltzer does so by analyzing the client's assets and optimizing them to generate new revenue and add value. Services include licensing partnerships and strategic alliances, brand strategy assessment and development, market and retail entry strategies, brand analytics, retail placement, marketing, brand valuation.

Clients: Unilever (Popsicle, Breyers, Good Humor, Klondike, Suave), Scotts Miracle-Gro, American Red Cross, Airheads, NBC, Campbell's, Rust-Oleum, Koala Kare, Naturipe, Checkers/Rally's, Harvest Hill (SunnyD, Juicy Juice), Blue Diamond/Almond Breeze and California Pizza Kitchen.

Area of Operation: Global

Contact: info@seltzerlicensing.com

THE B[®]AND LIAISON

212-244-5548

15. The Brand Liaison

Retail Sales: \$1 Billion

The Brand Liaison is a top-tier licensing and brand management agency focused on creating new revenue streams for clients through licensing, strategic partnerships and other brand extension opportunities.

The Brand Liaison helps commercialize opportunities for licensors, and also works with manufacturers in acquiring brands, and developing strong licensing programs to create long-term retail success.

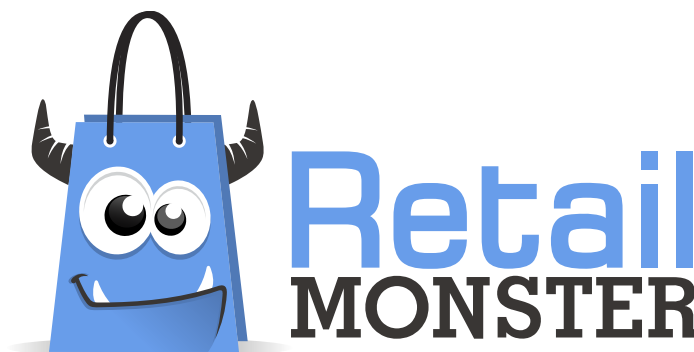
Specialties: Brand representation, licensing negotiation and management, manufacturer or licensee representation, retail programs.

Services:

Clients: 50th Anniversary of Hip-Hop, FUBU, Coogi, Bearpaw, Be Hippy, The Comfy, Gloria Vanderbilt, Laura Ashley, Lifeguard, BUM equipment, LEI, Route 66, American Outdoorsman, Etonic, Felina, YMLA, Debra Messing, Rachel Hunter, Hoonigan, Ken Block, Kevin James, Daymond John, Catherine Zeta-Jones, David Tutera, Christopher Knight, LaurDIY, Dr. Rick Rigsby, Tamar Geller, Kenny Rogers, Farrah Fawcett, Robert Irvine RI Foods, How to Cake It, Mr. Food, Hungry Girl, Eight O'Clock Coffee, Tetley Tea, Fashion Angels, Ninja Life Hacks, Exersaucer, Me & The Bees, Carte Blanche, Me to You and more.

Area of Operation: Global, accent on North America.

Contact: licensing@thebrandliaison.com



855-843-5424

16. Retail Monster

Estimated Sales: \$975 million

Retail Monster LLC is a younger agency than most on this list, but grew quickly after the company was established in 2016.

The company sees itself as a disruptor of the licensing sector, following a retail-first strategy that has led to several very successful product launches over the past seven years. Retail Monster operates extensively in North America and Europe, particularly in the UK. The company was notably a nominee for the first ever 'Global Best Agent Award' in 2020 by Licensing International, despite only having been in business for four years at that point.

Specialties: General, but with a strong accent on retail partnerships and media brands.

Services: Licensing management, marketing, creative services, content creation, international expansion consulting, retail placement.

Clients: Brands include Afro Unicorn, the emoji company, Harlem Globetrotters, Pinata Smashlings, Fall Guys, 5 Minute Crafts, CyberGroup Studios, "Subway Surfers," "Sonic" (RD/ U.K.), Wonderly, Borderlands, Crayola (Retail Development - RD), Hasbro (RD), Moonbug (RD), Activision (RD), "Minecraft" (RD), Youtooz and Surprise Drinks. Retail partners include Amazon, Walmart, and Tesco, etc.

Area of Operation: Global, but most active in North America and Europe. The company has offices in Minneapolis, Los Angeles, Bentonville, Orlando, and London.

Contact: <https://www.retailmonster.com/contact>

Rights & Brands

17. Rights & Brands

Retail Sales: \$900 million

Rights & Brands is one of Europe's largest and most successful licensing and literary agencies, and specializes in representing Scandinavian brands to the rest of the world.

Rights & Brands operates a worldwide network of over 30 sub-agents and 800 clients. R&B is ranked #1 in Europe and #18 worldwide among licensing agencies, with an estimated retail value of 900M Euro. The company helps develop and create collaborations and brand extensions with leading brands such as H&M, Uniqlo, Granit, Happy Socks, Fiskars, Rovio, Frever, Bvlgari and Finnair.

Rights & Brands headquarters is in Stockholm, with local branches in Helsinki, Oslo, Hong Kong, London and Tokyo. R&B was founded in 2016.

Specialties: Art, culture, literature, fashion, design.

Services: Brand and licensing management, strategic consulting, design and artwork, product approvals, marketing and sales, retail collaborations, royalty reports.

Clients: Moomin, Tove Jansson, Astrid Lindgren & Ilon Wikland, Stig Lindberg, Mauri Kunnas, Carl & Karin Larsson, Alfie Atkins, Bamse, Kjell Aukrust, Pettson & Findus, The Beatles, "The Smurfs," Teemu Järvi, Marius of Norway, The JerryMaya Detective Agency, Lollo & Bernie, Mamma Moo and Crow, Hans Arnold, Little Ghost Laba and Pure Norway.

Area of Operation: Global, but clients are primarily or exclusively from Europe.

Contact: licensing@rightsandbrands.com



18. IMC Licensing

Retail Sales: \$836,000,000

IMC Licensing is a full-service agency headed by CEO Stephen Reily, who co-founded IMC in 1997 and positioned it as a global licensing specialist that nurtures long-term relationships with companies.

IMC has worked with many of the largest corporations in the world, including Dole, Valvoline, Kraft Foods, Tabasco, Southern Comfort and SC Johnson, but also works with quality smaller brands as well.

The company works on the basis of building and nurturing long-term relationships with clients and partners, and as Reily was trained in law, the company is a fierce protector of its clients' brands.

Services: Strategy development, licensee prospecting, deal negotiation/contract execution and program management (including contract compliance and royalty accounting).

Specialties: Corporate, Lifestyle, Food & Beverage, Nonprofit, Toys and Games, Corporate Trademark, Food & Beverage, Lifestyle

Areas of Operation: Global

Contact: <https://imclicensing.com/contact>



19. Redibra

Retail Sales: \$576,000,000 (estimated)

Redibra is a pioneering licensing company in Brazil, and was founded in 1963 as the agent of the Walt Disney Company in that country. That relationship ended in 1994, but Redibra returned as a more general licensing agency, and now represents top brands in the region.

Specialties: General, with clients in a wide variety of categories.

Services: Brand and licensing management, consulting, retail activations.

Clients: Netflix, Coca-Cola, General Motors, Nintendo, CloudCo, Moonbug, Now United, Paul Frank, Galinha Pintadinha, Artestar, Nintendo, and Luccas Neto.

Area of Operation: Brazil

Contact: redibra@redibra.com.br



20. Compañía Panamericana de Licencias (CPL)

Estimated Sales: Approx. \$650 Million

Compañía Panamericana de Licencias (CPL) is a leading Latin American licensing agency with over 40 years of experience in marketing advisory services. Headquartered in Lima, Peru, CPL operates across 12 countries in the region.

The company has offices in Colombia, Peru, Ecuador, Chile, Brazil, Argentina, Central America, Mexico and Venezuela.

CPL offers a comprehensive suite of services, including:

- **Licensing:** Facilitating the acquisition and utilization of licenses for products to ensure sustainable success in the competitive consumer market.
- **Promotions:** Collaborating with well-known brands to enhance product appeal and reinforce perceptions of quality and reliability.
- **Below-the-Line (BTL) Marketing:** Implementing targeted marketing strategies that leverage iconic characters and brands to establish emotional connections with the target audience, and enhance sales conversion rates.

The company's portfolio features collaborations with prominent clients, notably Warner Bros., managing popular properties such as Batman, Superman, and the Looney Tunes franchise.

CPL's mission is to lead in the commercialization of licenses and promotional concepts by delivering superior service, fostering teamwork, and ensuring sustained growth and profitability for clients, shareholders, and employees.

CPL is particularly strong in its focus area of entertainment and character licensing, representing global brands like SEGA, Paul Frank, Ubisoft, and MGA Entertainment, among others.

Licensing Agencies

In this year's Licensing Agency Guide, The Licensing Letter has worked with our members and key sponsors to put together a verified list of licensing agencies that operate in a wide variety of categories and regions.

Our thinking is that, while large agencies may be perfect for large companies, sometimes it's the smaller, boutique agency you don't know that is the perfect fit for your company. We also focused on finding top agencies specializing in regional licensing across Latin America, Asia, Europe and the Middle East.

This project was made possible thanks to our sponsors Beanstalk, Broad Street Licensing Group, Brand Central and Compañía Panamericana de Licencias.

For sponsorships or advertising, contact ingrid@thelicensingletter.com.

If your agency has a great story to tell, contact our editor, Gary Symons, gary@thelicensingletter.com.



A Weird Movie, Inc.

A Weird Movie is the leading licensing agency for all things Meme. When it comes to viral internet properties, no one works with more of the top Memes in web history.

Services

Meme management, licensing

Typical Clientele

Clients include Grumpy Cat, Nyan Cat, Keyboard Cat, Doge, Disaster Girl, Harambe, and more. We license with the top consumer products companies, entertainment brands, and ad agencies.

Categories

Entertainment and Character
Toys and Games
Fashion
Art & Design
Metaverse
Food & Beverage
Video Games or Software
Lifestyle

Headquarters

United States

Offices

United States

Areas of Operation

Global

Contact:

benlashes@gmail.com
<https://www.aweirdmovie.com/>



ACI Licensing LLC

We represent brands for consumer product licensing and also own the following brands: Rachel Rachel Roy, C&C California and Kay Unger. ACI Licensing is a recognized leader in maximizing and monetizing the long-term name power of brands, designers, celebrities, personalities and TV properties.

Services

ACI finds the right licensees for brands in the desired merchandise categories, assists in the negotiation process and follows up on royalties and payments for the life of the license.

Typical Clientele

Fashion brands, interior designers, lifestyle influencers, chefs, celebrities (including actors, musicians and athletes), TV properties

Categories

Entertainment and Character,
Fashion, Lifestyle

Headquarters

United States

Areas of Operation

Global

Contact

info@acilicensing.com



ADG / Artistic Designs Group

We know that developing great products requires more than great art and design; it requires teamwork, collaboration, and a comprehensive understanding of today's market. For over 15 years in the industry, we have been driven to provide just that. WE DON'T JUST SHOW YOU GREAT ART, WE LISTEN TO YOUR NEEDS. Then we provide artwork and design specifically tailored to those needs. We are proud to represent 17 talented artists and designers who share our commitment to building long-term working relationships with our licensees. PARTNERSHIP, CREATIVITY, INTEGRITY, and LONGEVITY. These are the foundations on which ADG/Artistic Designs Group is built.

Services

Licensed Art, Product Design,
Freelance, Consulting

Typical Clientele

Stationery/Paper Goods, Home Decor, Giftware, Textiles/Softgoods

Categories

Art & Design

Headquarters

United States

Offices

United States, England, Canada,
South Africa

Areas of Operation

Global

Contact:

julie@artsdg.com
<https://artsdg.com/>



Alicom Licensing

Licensing Agency for the Nordic Market. Alicom Licensing represents brands ranging from Art Artists and Designers to Icons and Entertainment Characters for all ages.

Services

Full Licensing and Brand Building Agency Services

Typical Clientele

Artists like Keith Haring and Jean-Michel Basquiat through Artstar NYC, Annie Phillips Art for Living, Belle&Boo

Categories

Entertainment and Character, Fashion, Art & Design, Food & Beverage, Lifestyle

Headquarters

Sweden

Areas of Operation

Europe and the UK

Contact

<https://alicom.se>



AMNCO Co., Ltd.

AMNCO has been established in 2015, as an agency for British Public BBC TV and BBC Worldwide (Asia), and currently, we are the Korean exclusive representative of world's famous brands, such as, PANTONE (U.S.A.), BBC Earth (U.K.), ESCADA (Germany), Pilot Instruments Collection (Switzerland), ALCIONE MILANO-1945 (Italy). We also collaborate with many Korean companies who are under planning the overseas market development. Our core business is the total brand consulting and fashion merchandising as well as licensing.
<http://tbmg.co.kr/>

Services

Licensing Agency

Typical Clientele

Fashion companies

Categories

Fashion
Corporate Trademark

Headquarters

South Korea

Offices

South Korea, Italy, Singapore

Areas of Operation

Europe & UK
Asia

Contact:

<http://tbmg.co.kr/>



Anjar & Becker Associates LLC

New Product Development, Licensing and IP management agency.
<https://becker-associates-llc.myshopify.com/>

Services

Product development, licensing, IP management

Typical Clientele

Toy companies, Pet companies, Inventors, Design Studios
Entertainment and Character

Categories

Toys and Games
Pet Toys

Headquarters

U.S.

Offices

U.S.

Areas of Operation

Global

Contact:

pbecker@beckerassoc.com



Arabella Enterprises

We are a boutique agency specializing in representing both manufacturers and brands for licensing. The founder of the company has been in the industry for 25+ years. We support our clients with our vast knowledge, broad connections in the industry and licensing expertise.

Services

Secure licenses for manufacturers, provide trademark licensing for brand clients, develop and implement the licensing strategy agreed upon by our clients.

Typical Clientele

Manufacturers of merchandise such as golf apparel & accessories, collectibles, toys, and consumables.

Categories

Entertainment and Character
Toys and Games
Fashion
Art & Design
Corporate Trademark
Food & Beverage
Lifestyle

Headquarters

The United States

Offices

The United States

Areas of Operation

North America



Art Ask

An international agency offering full service to licensees and brand owners. Our experience with Lifestyle brands, Culture brands, designers, illustrators, character lines and world class photographers goes well beyond any borders. We create unique concepts together with established or emerging properties. Working with worldwide rights, offering full service, fast turnaround, approvals, feedback, newsletters and advertising. Most importantly, we maintain direct personal relationships with all parties.

Services

We create unique concepts together with established or emerging properties. Working with worldwide rights, offering full service, fast turnaround, approvals, feedback, newsletters and advertising. Most importantly, we maintain direct personal relationships with all parties.

Typical Clientele

Apparel and clothing companies, Gifting, Stationery, Home textile, Back to School, Collectible items, Luggage and travel items, Personal Care, Food & Beverage

Categories

Art & Design, Lifestyle.

Headquarters

Barcelona, Spain

Offices

Berlin, Germany

Areas of Operation

North America, Europe and the UK, Latin America, Australia/NewZealand.

Contact

info@artaskagency.com



Art Brand Studios

With 50+ years of experience, Art Brand Studios is a leading publisher of branded art programs, committed to growing artists' brands with quality and integrity through corporate and independently owned galleries worldwide, strategic art licenses with the likes of Disney and DC Comics, and licensing relationships with more than 70 licensees such as Hallmark and Bradford Exchange. We represent an extensive portfolio of artists, including Thomas Kinkade, Terry Redlin, Eric Dowdle, and Marjolein Bastin, and have just launched Artisan Home, a contemporary art collection that can be tweaked to fit any licensing need.

Services

Art Publishing, Art Licensing, Wholesale, Manufacturing

Typical Clientele

Puzzles & Games, Greeting Cards, Collectibles, Christmas, Stationery, Calendars, Home Decor, Death Services, Artists, Galleries, Online Retailers, Wholesale Manufacturers

Categories

Entertainment and Character, Toys and Games, Art & Design

Headquarters

United States

Offices

Mexico

Areas of Operation

Global

Contact

(408) 201 5000
info@artbrand.com

ARTiSTORY

Artistory Brands

ARTiSTORY stands as a global frontrunner in art and cultural brand licensing, housing the premier licensing programs of the world's leading museums and heritage institutions. Leveraging the unique capability of transforming "Artefacts to Merchandise" and storytelling via a diverse range of content formats, ARTiSTORY, with its global teams, is committed to elevating sales revenues and market awareness in collaboration with top-tier brands and retailers around the world.

Services

Art IP Licensing, Museum IP Licensing, LBE Licensing

Typical Clientele

Museums, galleries, science centers, libraries, and contemporary artists, including the National Gallery (London, UK), Museum of Fine Arts (Boston, USA), Centre Pompidou (Paris, France), and many more. ARTiSTORY also works with 50+ consumer brands and retailers, and many Direct to Consumer brands.

Categories

Art & Design
Museum and Cultural IP

Headquarters

USA, UK, Singapore, China

Offices

USA, UK, Singapore, China

Areas of Operation

Global

Contact:

www.artistorybrands.com/#contact

ATRIBUTE

ATRIBUT

ATRIBUTE is a creative agency connecting brands, retailers, and licensees with talented artists. We specialize in developing unique and impactful collaborations, including limited-edition merchandise, immersive experiences, and engaging content. Our roster includes a diverse range of artists across various disciplines, enabling us to create bespoke solutions for a wide range of brands.

Services

Artist IP/Licensing, Brand Collaborations

Typical Clientele

Licensees, Retailers and Brands

Categories

Art & Design

Headquarters

United States

Offices

United States, the United Kingdom (London)

Areas of Operation

Global

Contact

info@atrbute.com



bCreative Licensing, LLC

bCreative is an experienced full-service licensing agency representing artists, brand owners, and creatives to the licensing industry. We specialize in humor designs & content and original artwork with a unique style and have created thousands of licensed products with manufacturers and publishers in the wall décor, gift, apparel, stationery, home décor, toy, and outdoor markets.

Services

For artists, brand owners, and creatives that we represent, bCreative handles all aspects of the business side of licensing so that they can spend their time and effort creating great content. For the manufacturers, publishers, and retailers that we work with, we provide them with a selection of unique and sales-worthy designs and properties to boost the sales and market visibility of their products.

Categories

Toys and Games, Fashion, Art & Design, Lifestyle

Headquarters

United States

Areas of Operation

Global

Contact

websitecontact@bcreative.com,
tel:4349717700



BBM Licensing

BBM Licensing is a leading brand management agency specializing in helping North American and global brands establish and expand their presence in the dynamic and rapidly evolving markets of the Middle East and Africa.

With a strong focus on the unique influence of Middle Eastern culture and market dynamics, BBM Licensing acts as a bridge between global brand objectives and the specific needs and preferences of regional consumers.

Our on-the-ground presence in multiple key markets enables us to identify and seize growth opportunities while expertly navigating the complexities of these diverse regions.

Services

Brand Representation, Digital Media Representation, Consulting, Cultural Intelligence, Brand Partnerships, Legal & Financial Management, Royalty Auditing, Retail Support, Corporate Brands, Manufacturers.

Categories

Entertainment and Character, Fashion, Art & Design, Sports, Metaverse, Corporate Trademark, Food & Beverage, Lifestyle

Offices

Dubai, Toronto

Areas of Operation

North America, Asia, Middle East, Africa

Contact

<https://bbmlicensing.com>
<https://www.amerbitar.com>
 +971.50.353.1915 Dubai
 +1.416.727.8548 Toronto



Beanstalk

Beanstalk works closely with our clients to unlock brand equity. We help leading brands, celebrities, media properties, manufacturers and retailers creatively find ways to strengthen their relationship with their most important stakeholder – the consumer. Beanstalk offers a breadth of services across our practice areas.

Services

Brand Representation, Digital Media Representation, Manufacturer Representation, Consulting, Legal & Financial Management, Royalty Auditing, Cultural Intelligence, Web3, Brand Partnerships

Typical Clientele

Corporate Brands, Food and Beverage, Hard Goods, Automotive, Lifestyle and Institutions, Art & Design, Fashion, Digital Brands/Video Games

Categories

Toys and Games, Fashion, Art & Design, Sports, Corporate Trademark, Food & Beverage, Video Games or Software, Lifestyle

Headquarters

USA

Offices

US, UK, Mexico, Brazil

Areas of Operation

Global

Contact:

<https://www.beanstalk.com/en/contact>



Big Picture Licensing

Big Picture Licensing is an introducer agent across three main areas: Licensing Agent for global IP to source and secure new licensees, we also support licensees to secure the IP they want for the right terms, Product Distribution Agent for licensees to open new markets and channels of distribution and LBE rights for clients & licensors. Big Picture Licensing operates across all markets with a wide network of contacts across all product categories and all target demos for all types of IP. We operate a results driven approach with a flexible model to suit all partners.

Services

Licensing Agent model, Product Distribution Agent model, LBE Agent model and Loyalty Promotions.

Typical Clientele

Wide range of IP owners incl; Paramount Global, Hasbro, Discovery and ZAG, also various Toy Co's and licensors in Music, Entertainment, Sports, Gaming and Art.

Categories

Entertainment and Character, Toys and Games, Fashion

Headquarters

UK and Japan.

Offices

UK and Japan.

Areas of Operation

Global

Contact:

dan@bigpicturelicensing.com
<https://bigpicturelicensing.com/>



Blonde Sheep Licensing

We work with brands and manufacturers to increase their revenue through strategic licensing partnerships. Whether you are new to licensing, or just want to grow your licensed business, we can help you. For brands, we launch new licensing programmes, expand existing licensing programmes, or compliment your existing team to license certain categories. For manufacturers, we secure the right brands for your products, on a one off or ongoing basis.

Services

Licensing Agency, Licensing Consultancy

Typical Clientele

Food & Beverage, Art, Artist, Entertainment, Sport, Lifestyle

Categories

Entertainment and Character
Toys and Games
Fashion
Art & Design
Metaverse
Food & Beverage
Video Games or Software
Lifestyle

Headquarters

UK

Offices

UK & Spain (covering EU)

Areas of Operation

Europe & UK

Contact:

natasha@blondesheep.co.uk
<https://www.blondesheep.co.uk/>



Brand Activation Consulting (BAC)

BAC is a global brand licensing and development agency with broad experience across corporate, technical, entertainment, and food licensing. Our services include licensing, strategy, marketing, retail development, building brand and especially focused on retail development. We have unparalleled success and are selective about the programs we take in our portfolio. Our clients include Build-A-Bear Workshop, The Hershey Company, Hormel Foods (Skippy, Planters, SPAM, Hormel Chili, etc.), Just Born, Inc (PEEPS), and Revlon.

Services

Full service agency - strategy development, analytics, deal acquisition, retail development, account management and full legal, finance and creative services.

Typical Clientele

Corporate brands, Food & Beverage, Toy, Technical, and Entertainment

Categories

Entertainment and Character, Toys and Games, Corporate Trademark, Food & Beverage, Lifestyle, Technical

Headquarters

United States

Offices

Strategic partners in Mexico, Peru, United Kingdom, China, South Korea, Philippines and Malaysia

Areas of Operation

Global

Contact

info@bac-usa.com
+ 1 (310) 363-1418



Brand & Blend

Brand & Blend is a full-service licensing and partnerships agency specializing in extending consumer facing brands into new areas of the greater marketplace.

Services

We offer a range of services including licensing brand representation, licensing acquisition for manufacturers, consulting, brand partnerships, product development, legal and financial services, and royalty auditing.

Typical Clientele

Our licensing clients cross many industries such as Automotive, Lifestyle, Entertainment, and Tourism.

Categories

Toys and Games, Fashion, Art & Design, Metaverse, Corporate Trademark, Food & Beverage, Video Games or Software, Lifestyle

Headquarters

United States

Offices

United States

Areas of Operation

Global

Contact

hello@brandandblend.com



Brand Central LLC

Brand Central is an award-winning, global licensing agency and brand consultancy headquartered in Los Angeles with 6 offices around the U.S. We provide comprehensive business solutions in the areas of brand extensions, trend intelligence, and manufacturer representation to some of the world's most recognized brands including Mars Wrigley, Kraft Heinz, J.M. Smucker Company, Bimbo Bakeries, and Dominos – just to name a few. Our mission is to help clients unlock the full potential of their brands to enhance value, build brand love, and drive their core business while generating substantial revenue.

Services

Brand Extension, Manufacturer Representation, Trend Intelligence, Creative Services and E-Commerce Solutions.

Typical Clientele

We work with brands that are entrenched in pop culture from beloved lifestyle and corporate brands to iconic food and beverage companies.

Categories

Entertainment and character, toys and games, fashion, metaverse, corporate trademark, food & beverage, video games and software, lifestyle.

Headquarters

United States

Areas of Operation

Global

Contact

Ross Misher at 310-268-1231 or visit www.brandcentralgroup.com.



Brandgenuity

Brandgenuity is a leading global independent brand licensing agency that extends iconic brands into products, services and experiences that delight consumers, raise brand awareness, and generate revenue. Brandgenuity has won numerous industry awards.

Services

Turnkey licensing development and program management. Strategic licensing planning, program tools development, licensee prospecting and partner recommendation, legal support and license agreement negotiation, licensee on ramping and education, trafficking of approvals, retail development, facilitation of marketing activation, royalty collection and administration, program analysis

Typical Clientele

Brandgenuity has a robust client portfolio, ranging from food and CPG brands to lifestyle brands (Nissan, BMW, The Sims) and many more.

Categories

Entertainment and Character, Toys and Games, Fashion, Corporate Trademark, Food & Beverage, Video Games or Software, Lifestyle

Headquarters

United States

Offices

US, UK, Germany, Hong Kong, and soon in Japan.

Areas of Operation

Global

Contact

<http://brandgenuity.com> or contact info@brandgenuity.com.



Brand Licensing Team, LLC

Brand Licensing Team has deep expertise and hands-on experience in the merchandise, beverage, food, and environmental space. We have direct experience bringing products to market supported with rich due diligence and strategic thought from the brand owner's perspective.

Services

Brand Licensing Team provides strategic thought leadership and development. Product development, retail execution and product approval. Supported by financial and analytical experts.

Typical Clientele

Iconic Evergreen Bands Food and Beverage Mission and Cause Brands

Categories

Corporate Trademark, Food & Beverage

Headquarters

United States

Areas of Operation

North America

Contact

<https://blteam.com/contact-us/>

Brentwood Licensing, LLC

Brentwood Licensing LLC

Brentwood Licensing, LLC is both a licensing agency and consulting company. We represent both brands as well as manufacturers looking to acquire brands.

Brentwood was established in 2006 and has been successful building and licensing brands around the world but specializing in North America. We have also helped many companies acquire brands to build their companies position in the market place, expand distribution, or launch new products.

Services

Brand, licensing and manufacturer representation.

Categories

Toys & Games, Lifestyle, Entertainment, Food & Beverage, etc.

Headquarters

South Florida, United States

Areas of Operation

Primarily United States

Contact

310-720-3285

JoelB@BrentwoodLicensing.com



Brevettar

Brevettar represents the most popular sports brands and athletes in the world for numerous categories. Intellectual properties rights offered include name, image and facsimile signatures. Properties include the players of the U.S. and Canadian Men's National Soccer Teams, and Upper Deck spokespeople which include Michael Jordan, Tiger Woods and Wayne Gretzky for collectible categories. Additionally, we are the exclusive agency for the U.S. and Canadian National Soccer Team Players Associations as well as the North American agency of West Ham United.

Services

Licensing and sponsorship agency for brands, sports teams and associations.

Typical Clientele

Companies that offer sports-licensed merchandise.

Categories

Toys and Games
Sports
Video Games or Software

Headquarters

United States

Offices

United States

Areas of Operation

North America

Contact:

licensing@brevettar.com

<https://www.brevettar.com/>



Broad Street Licensing Group

As a full-service food & beverage brand licensing agency, we're the seasoned experts who'll transform your retail aspirations into marketplace reality. Our recipe for success? A dash of creativity, a pinch of market insight, and a heaping scoop of industry connections. We don't just create brand extensions; we forge award-winning retail programs.

Services

We work with brand owners looking to enter or extend their reach in the retail food & beverage categories. In addition, we work with manufacturers in partnering with brand names that elevate their products, ignite sales and command retail shelf space.

Typical Clientele

We work with brand owners across all categories looking to enter or extend their reach in the retail food & beverage categories. Our clients also include manufacturers looking to partner with brand names to gain more shelf attention and ignite consumer sales.

Categories

Food & Beverage

Headquarters

USA

Offices

USA

Areas of Operation

Global

Contact:

bslg.com/contact/



Browne, Gordon & Van Raalte, LLC

Browne, Gordon & Van Raalte is a consulting group providing analysis, strategic planning, and go-to-market solutions for licensors, licensees, and service providers. With over 100 combined years of industry leading experience, BG&VR assists consumer brands increase their shelf presence and sell through in today's rapidly changing retail landscape. The company has worked on projects for property owners, studios, inventors and manufacturers in a variety of industries; all focused-on marketing, licensing, and developing "best practice" foundations. Clients appreciate the three perspectives and value the fact that the trio has hands-on experience and problem-solving solutions. <http://bgvrllc.com>

Typical Clientele

Property Owners, Licensors, Manufacturers who need creative solutions to their licensing & marketing problems.

Headquarters

United States

Areas of Operation

Global

Contact

<https://bgvrllc.com/contact-us/>



**BULLDOG
LICENSING**
BRANDS WITH PEDIGREE

Bulldog Licensing Limited

Bulldog is a full service agency providing a route to market for some of the world's leading brands <https://www.bulldog-licensing.com/>

Services

We are a full service agency managing the whole of the licensing process from contract negotiation to product development, finance and retail communications

Typical Clientele

Bulldog works with a diverse portfolio of clients from sectors including film and TV, major toy and videogame companies, FMCG partners, sports brands and major publishers.

Categories

Entertainment and Character
Toys and Games
Fashion
Art & Design
Sports
Metaverse
Corporate Trademark
Food & Beverage
Video Games or Software
Lifestyle
All

Headquarters

United Kingdom

Offices

United Kingdom

Areas of Operation

Global

Contact:

<https://www.bulldog-licensing.com>
0-794-688-7153



CAA Brand Management

CAA Brand Management is the licensing and consumer products division of Creative Artists Agency (CAA). Distinguished by its culture of collaboration and exceptional service, CAA identifies, innovates and amplifies opportunities for the people and organizations that shape culture and inspire the world.

Services

CAA Brand Management supports brands with expansion into new categories. We partner clients with leading manufacturers, wholesalers, retailers and operators.

Typical Clientele

Corporate, automotive, fashion, food and beverage, sports and gaming brands and talent in music, sports and entertainment

Categories

Entertainment, Toys, Fashion, Art & Design, Sports, Corporate Trademark, Food & Beverage, Video Games or Software, Lifestyle

Headquarters

Los Angeles, Miami, New York, London, Hong Kong, Shanghai, Mexico City

Offices

We have 23 offices in 20 countries Australia, Brazil, Chile, China, France, Germany, India, Indonesia, Italy, Japan, Malaysia, Mexico, Philippines, Singapore, South Korea, Spain, Taiwan, Thailand, UK, USA

Areas of Operation

Global

Contact

brandmanagementinfo@info.com
1 424 288 2000



Caravanserai Partners SL

Caravanserai, based in Barcelona, is a team of experts with over 40 years of experience in licensing, retail, and marketing. Operating internationally and working with a network of top independent agents, Caravanserai represents some of the most well-known licensors in the world, such as King Features, Sogex, Mercis, the SoulPublishing and Penguin ventures among others. They offer a fresh approach to the licensing industry, tackling the challenges of the market with a unique perspective.

Services

We are a licensing agency offering all kind of services around licensing.

Typical Clientele

Specialised in classical properties and apparel licensees.

Categories

Entertainment and Character
Art & Design
Lifestyle

Headquarters

Spain

Offices

Spain, Portugal and Andorra

Areas of Operation

Europe & UK

Contact:

cp@caravanserai.eu
<https://caravanserai.eu/>



Championship Marketing Group LLC

Headed by CEO Ed Schauder, the former General Counsel of 4 Kids Entertainment and former EVP of Licensing and General Counsel at Steiner Sports, who has worked with high-profile stars, like Tom Brady, Mariano Rivera, Mike Tyson, Mark Messier and Derek Jeter, and the estates of Yogi Berra and Josh Gibson. Also major deals with Arnold Schwarzenegger, Tiger Woods, the Cleveland Cavaliers, the Manchester City Football Club, the New York Yankees and Madison Square Garden.

Services

Licensing agent for athletes and estates. Experienced lawyer with significant experience in drafting and negotiating licensing, sponsorship and other intellectual property agreements.

Typical Clientele

Championship's focus is on top sports teams, athletes, and estates, including the 1969 Mets, 1977 Yankees, the 1980 U.S. Olympic Hockey Team, the National Basketball Retired Players Association, the 2011 World Police & Fire Games. In 1990 Schauder co-founded the Negro League Baseball Players Association.

Categories

Toys and games, sports, food & beverage

Headquarters

United States

Areas of Operation

North America

Contact

eschauder@icloud.com



Compañía Panamericana de Licencias (CPL)

We are a promotions and licensing agency with more than 45 years of experience; we represent some of the largest entertainment companies in the world. Specialists in the development of marketing concepts and strategies for the growth of each business with a complete service.

Services

Licensing and promotions programs

Typical Clientele

Products manufacturing, specialized stores, department stores, shopping centers, events producers, sport teams, artists, among others

Categories

All, with a focus on Entertainment and Character, Toys and Games, Video Games and Software, Fashion, Art & Design, Sports, Metaverse, Corporate, Food & Beverage, Lifestyle.

Headquarters

Peru

Offices

Argentina, Brazil, Colombia, Chile, Ecuador, Perú, México, Venezuela, El Salvador, Costa Rica, Guatemala, Panamá, Honduras, Dominican, Caribbean

Areas of Operation

Latin America

Contact

liliana.carranza@cpl.com.pe in Peru,
andrea.nossa@cplcolombia.com in Colombia



Creatif License

Representing Artists since 1975.

Services

Representation includes securing prospective Licensees, negotiations and account management.

Typical Clientele

Artists looking for licensees in textile, hard goods, home decor, stationery, table top, greeting cards and wall decor.

Categories

Art & Design

Headquarters

United States

Areas of Operation

North America

Contact

<https://www.creatiflicensing.com/contact-us/>



Cronus Global

A boutique agency specializing in inbound and outbound licensing. The company brings a new level of service to the industry, delivering business materials like customized product pitches and tapping into white-space categories to increase licensing opportunities. Through a mix of collaborations, product licensing, brand partnerships, and direct-to-retail initiatives, clients achieve optimal exposure while maximizing consumer touchpoints. The company's tag line: "It's About TIME" speaks also to Cronus' focus on creating time-saving brand management solutions for its clients.

Services

Inbound & Outbound Licensing Representation, Licensing Consulting, Strategic Planning, IP Advisory, Brand Partnerships, Collaborations, New Business Development, Brand Material Creation, License Negotiations, Prospecting, Marketing & Business Plan Execution.

Categories

Entertainment and Character, Toys and Games, Corporate Trademark, Food & Beverage, Video Games or Software, Lifestyle

Headquarters

Los Angeles, US

Areas of Operation

North America, Australia, New Zealand

Contact

kristin@cronusglobal.com
323-948-TIME (8463)



Design Plus

Design Plus is a boutique agency, specializing in brand building, with headquarters in the USA and partners in the UK, Europe, Mexico and Japan. Design Plus connects brands with their targeted consumers by developing lifestyle merchandise that provoke, engage and motivate. Design Plus is a proud Licensing International member since 1997.

Services

Inbound licensing, outbound licensing and acquisitions

Typical Clientele

Food and Beverage, Lifestyle.

Categories

Corporate Trademark, Food & Beverage

Headquarters

United States

Offices

UK and Europe, Mexico, Japan and Australia.

Areas of Operation

Global

Contact

carol@dplicensing.com



Dimensional Branding Group

A boutique licensing agency and that utilizes licensing, business development, and promotion to take brands into new markets. We deliver comprehensive licensing management services that leverage and grow brand equity. We represent toy and character brands like Skee-Ball, Tasty Peach, and more, providing customized solutions that drive results. Our team has a passion for helping our clients succeed and thrive in today's competitive marketplace. We're always looking for new partners to join our roster of successful brands.

Services

Our services encompass the development and implementation of licensing and promotional strategies on behalf of our clients. We handle all aspects of contract management, provide detailed royalty reports and forecasts. Additionally, we offer support in brand maintenance, crafting infringement letters, trademark protection, or assisting in infringement protection software implementation. We collaborate on cross-licensed marketing plans to maximize brand exposure, and represent our clients at trade shows.

Categories

Entertainment and Character, Toys and Games, Arcade Games

Headquarters

United States

Areas of Operation

Global

Contact

hello@dimensionalbranding.com
920-822-3951 x 1608



Empire Multimedia Corporation (EMC)

EMC Empire Multimedia Corporation is the leading marketing/licensing company in Asia specializing in character licensing and content brand management. A company that started in the Philippines, Empire has been in the licensing business for more than 30 years, making it one of the pioneers of the industry in the country.

Services

Licensing Agency

Typical Clientele

Licensees / Manufacturers of Consumer Products

Categories

Apparel & Accessories
Bags & Notebooks/Stationery
Gifts & Novelties
Footwear
Food & Beverage
Home
Toys & Games
Promotions

Headquarters

United States

Offices

Philippines

Areas of Operation

Southeast Asia, Greater China

Contact:

licensing@empiremultimedia.com
<https://empiremultimedia.com/>



Evolution USA, LLC

A leading brand monetization agency, we offer turn-key solutions for licensors and manufacturers. Evolution monetizes and enhances brand value via licensing, direct-to-retail partnerships, collaborations, experiential retail, D2C sales and location-based entertainment.

Services

Brand/IP representation, Manufacturer/Licensee IP acquisitions, licensing, direct to retail, brand collaborations and partnership contract negotiations, strategic brand planning, retail development, legal and contract compliance, finance and royalty reporting & collections, style guide/creative services project management, and e-commerce operational solutions.

Typical Clientele

We service the pop culture, media, gaming, toy, personality, celebrity, character, publishing and lifestyle industry verticals. We also represent both licensors and licensees.

Categories

Entertainment and Character, Toys and Games, Fashion, Art & Design, Sports, Food & Beverage, Video Games or Software, Lifestyle, Celebrity/Estates

Headquarters

California

Offices

United States, Australia, New Zealand, South Africa

Areas of Operation

Global

Contact

<https://evomgt.com/>



Exemplar Associates

Selective and boutique firm that places college and university partners at the center of their licensing programs.

Services

Full-service

Typical Clientele

Colleges & Universities (as of October 2023, clients include Boston College, Columbia University, Cornell University, George Washington University, Washington University, and the University of Pennsylvania).

Categories

Colleges & Universities

Headquarters

United States

Offices

United States

Areas of Operation

North America

Contact:

<http://www.exemplarassociates.com/>



Fama Licensing

Fama Licensing Agency stands at the forefront of brand enhancement, deploying intelligent strategies that unlock the full potential of brands. By utilizing impact licensing, they drive exponential and recurring royalty revenues, ensuring brands not only resonate but also generate consistent returns. Their innovative approach positions them as a pivotal player in the dynamic landscape of brand licensing.

Services

Licensing Impact = To think out of the box

Typical Clientele

manufatures, retailers, TV Broadcasting, Sports teams, Football, Soccer and others

Categories

Entertainment and Character
Fashion
Sports
Corporate Trademark
Celebreties

Headquarters

Brazil

Offices

USA, England, Portugal, Spanish

Areas of Operation

Global

Contact:

<https://famamarcas.com.br/#contato>



Firefly Brand Management

Firefly Brand Management is a full-service global brand management and licensing agency specializing in entertainment, interactive, technology, art and lifestyle properties. The company provides domestic and international licensing programs, product development, and offers dedicated marketing and business management services.

Services

We assist in entertainment development and wide scale merchandise programs

Typical Clientele

We work with celebrities and highly recognized IP such as Bob Ross, Emily The Strange, Bozo the Clown and many more

Categories

Entertainment and Character, Fashion, Art & Design, Corporate Trademark, Food & Beverage, Lifestyle

Headquarters

United States

Offices

United States

Areas of Operation

Global

Contact

cynthia@fireflybrandmanagement.com, (818) 209-2678



Global Licensing, Inc.

An intellectual property and brand licensing agency, founded in 1994, that works with both manufacturers that wish to identify and acquire appropriate brand names for their products, and with companies/brands and personalities that want to leverage their brand equity and expand their reach and revenue by licensing out into new product categories, services, or partnerships.

Services

Developing positioning and marketing strategies for licensing and co-branding. Assessing licensing potential and market segments. Identifying possible licensing partners and negotiating strong, mutually-beneficial agreements. Evaluating and analyzing licensing proposals. Structuring and finalizing co-branded and hybrid licensing agreements. Managing and monitoring licensing and co-branding programs, including product strategy, approval, rollout and sales, and royalty tracking.

Typical Clientele

Furniture manufacturers, Textile manufacturers, Bedding/Mattress manufacturers, Tool manufacturers, Small appliance manufacturers

Categories

Corporate Trademark, Home furnishings and bedding
Headquarters
United States

Offices

United States

Areas of Operation

North America

Contact

1.800.871.4623



Good Happens

Agency with expertise in Branding & Licensing, Social Media Management and Green Marketing Activations.

Services

Branding & Licensing, Social Media & Campaigns Management and Execution
Entertainment and Character

Categories

Toys and Games
Fashion
Art & Design
Sports
Corporate Trademark
Food & Beverage
Video Games or Software
Lifestyle
NGOs

Headquarters

Brazil

Areas of Operation

Latin America



ideaologie, LLC

Providing the best in Art licensing, Agreement negotiation, Business operations and Consulting

Services

Agent, Agreement Negotiations, Consulting, Business Operations

Typical Clientele

Artists and Manufacturers

Categories

Art & Design
Lifestyle

Headquarters

United States

Offices

United States

Areas of Operation

North America

Contact:

www.ideaologie.com/contact
812-320-2882



IMC Licensing

For over 25 years, we have used our focused expertise in corporate brands to develop partnerships and products that serve our clients' long-term goals. We believe that licensing is a relationship not merely between brands, but among people. At IMC, we build and nurture both of those relationships while delivering top-notch customer care that treats — and protects — your brand as if it were our own.

Services

Our services include strategy development, licensee prospecting, deal negotiation/contract execution and program management (including contract compliance and royalty accounting)

Typical Clientele

Corporate, Lifestyle, Food & Beverage, Nonprofit

Categories

Toys and Games, Corporate Trademark, Food & Beverage, Lifestyle

Headquarters

United States

Areas of Operation

Global

Contact

<https://imclicensing.com/contact/>
(502) 589-7655



The Intermarketing Group LLC

The Intermarketing Group LLC is an internationally known and well established art licensing agency representing licensed artists and licensed photographers. Our clients works are licensed widely for application to consumer products across a wide range of merchandise including but not limited to home decor, tabletop, Christmas ornaments, stationery, calendars, paper products, giftware, needlecraft, greeting cards, books puzzles and more. Please contact us to learn how our licensed properties and personal service can enhance your companies product lines and sales.

Services

The Intermarketing Group LLC offers a full spectrum of strategic marketing consulting services as well as License Agency representation to our Licensor(intellectual property owner) clientele.

Typical Clientele

Illustrators, artists, photographers, designers.

Categories

Art & Design, Photography

Headquarters

United States

Areas of Operation

Global

Contact

lgerson@theintermarketinggroup.com



JAM Brands Inc.

JAM Brands is a licensing consultancy that focuses on the development and management of lifestyle licensing programs. We bring our in-depth understanding of intellectual property, marketing, and product development, to effectively join brand owners with licensees to build successful licensing strategies, programs, and product extensions. <https://www.jam-brands.com/>

Services

Design and management of licensing programs, licensing consulting and negotiation, IP and branding development.

Categories

Fashion
Corporate Trademark
Food & Beverage
Lifestyle

Headquarters

Canada

Offices

Canada

Areas of Operation

North America

Contact:

www.jam-brands.com/get-in-touch



Jenerosity Marketing LLC

Consulting firm with over 27 years of experience in the partnership marketing arena. As digital marketing becomes ubiquitous and traditional forms of marketing and media become less impactful, the goal at Jenerosity Marketing is to help Clients develop licensing, promotional and entertainment-based programs and expose them to consumers via digital marketing methods.

Services

Licensing and promotions consulting

Typical Clientele

Toy companies, entertainment companies, publishing houses, food and beverage companies and QSRs

Categories

Entertainment and Character
Toys and Games
Metaverse

Corporate Trademark

Food & Beverage

Headquarters

United States

Offices

United States

Areas of Operation

Global

Contact:

info@jenerositymarketing.com

323-397-3334

<https://www.jenerositymarketing.com/>



Jewel Branding and Licensing

Jewel is an award-winning agency specializing in licensing, branding and creative services. We represent a diverse portfolio of designers, artists, lifestyle & fashion, cultural institutions and cause-related brands. Jewel develops and manages strategic licensing programs across a wide array of product categories at all levels of retail around the globe. The Creative Services division provides manufacturers, retailers, and brands with a suite of services and assets to streamline the design, development, and go-to-market processes.

Services

Jewel is known for Artist and Brand representation, as well as Creative Services. We are an extensive design resource representing a talented and diverse portfolio of designers from around the globe.

Typical Clientele

Jewel works with established and new artists, lifestyle brands, retailers, and manufacturers to build programs that offer the best product collections possible.

Categories

Art & Design

Lifestyle

Cultural Institutions

Headquarters

United States

Areas of Operation

Global

Contact:

jewelbranding.com/contact/



KOPA

We help businesses grow by creatively connecting brands with its customers and... fans!

Services

We go beyond and above representation. Working alongside our clients and licensees we create products and experiences that engage people and generate royalties. Our portfolio is the result of years of dedication and continuing learning. There is a profound reason behind every brand that we represent, therefore, the commitment to each and every single one is invariable.

Typical Clientele

Music artists, gaming and entertainment companies.

Categories

Video Games or Software
Lifestyle
Music

Headquarters

Colombia

Offices

Mexico, Central America, Colombia, Ecuador, Peru, Chile

Areas of Operation

Latin America

Contact:

kopa.com.co/contact.php



Licensing Haus

Licensing Haus is a white-glove agency offering a full-service platform to seamlessly grow and support brand licensing programs on a world-class scale. We believe that growth in today's market depends on a holistic integration of licensing, marketing, PR and e-commerce strategy. Our practice is dedicated to assisting brands ready to set new standards for thoughtful brand expansion.

Services

Brand Licensing, Infringement Monitoring & Takedowns, E-Commerce Development, Amazon Management

Typical Clientele

Corporate Trademarks, Character Trademarks & Copyrights, Celebrity Estates

Categories

Entertainment and Character
Fashion
Corporate Trademark
Food & Beverage
Lifestyle

Headquarters

USA

Offices

USA

Areas of Operation

Global

Contact:

hello@licensinghaus.com
www.licensinghaus.com



Licensing Management International UK

Established in 1982, Licensing Management International (LMI) is a multifaceted licensing agency. The Company has had a long and successful trading history and the marketing team have represented some of the world's most recognisable and highly successful Brand names and products, including Star Wars, NFL, FIFA, British Motor Heritage including MG, Austin and Morris, BSA Motorcycles, Game of Thrones, Royal Mail, Pepsi and the Davis Cup.

Services

LMI has an established portfolio of Heritage and Entertainment Properties that it represents, normally on a global basis, to both promote and protect the Brands and also to produce revenue for the Brand owners.

Typical Clientele

Manufacturers and distributors, plus direct to retail.

Categories

Entertainment and Character, Art & Design, Metaverse, Corporate Trademark, Lifestyle

Headquarters

United Kingdom

Offices

UK, Europe, Asia, Australia/
New Zealand, United States

Areas of Operation

Global

Contact

enquiries@lmiuk.com
+44 (0)1425 403430



Licensing Works, LLC, dba Licensing Works!®

Licensing Works!® strives to increase brand awareness and valuation for our client's brands by creating and growing new revenue streams. We work to deliver the brand essence in every license product translation for our clients, while protecting the intellectual property. We are proud to represent Kewpie®, Moulin Rouge®, Tarzan and Jane®, Tarzanimals™, Le Petit Prince® / The Little Prince®, The Little Prince and Friends™, Zorro®, The Valentines™, Fun With Spot™, The Snowman™, Winchester Mystery House® and Puppy In My Pocket®.

Services

Merchandise Licensing, Promotion, Product Placement, Entertainment, LBE

Typical Clientele

Estates, Beneficiaries, Entertainment, CPG, Publishing and Toy Companies

Categories

Entertainment and Character

Headquarters

United States

Offices

United States

Areas of Operation

Global

Contact:

licensingworks.us/contact/



Lime Licensing Group

A UK based team of 10 consultants providing a full service for licensed and franchised brands.

Services

Lime are an outsourced licensing department that manages the design of licensing propositions and the sales effort to establish licensed partners

Typical Clientele

Lime manages around 50 brands split between B2B and B2C

Categories

Entertainment and Character
Toys and Games
Fashion
Art & Design
Sports
Metaverse
Corporate Trademark
Food & Beverage
Video Games or Software
Lifestyle
All

Headquarters

England, UK

Offices

All UK

Areas of Operation

Europe & UK

Contact:

limelicensinggroup.co.uk/contact/
+44 (0) 1274 662001



Lisa Marks Associates, Inc. (LMA)

A creative, full-service Licensing and Marketing Agency, focusing on strategic brand building, long-term equity enhancement and revenue generation. LMA is unique in bringing clients ground-breaking licensing expertise from the world's leading entertainment and toy companies to develop turnkey licensing programs. Based in New York, LMA consists of a coalition of experts and industry leaders in the fields of Licensing and Merchandising, Creative Development and Design, Product Development, Retail Business Development and Multimedia Brand Extensions.

Services

Licensing, Retail, Marketing, Product Development, Promotions, Public Relations, Royalty Accounting, International, Legal, Entertainment, Design

Typical Clientele

Food and Beverage companies, Brands, Toy companies, Entertainment companies, Consumer Packaged Goods companies, Greeting card companies, Artists

Categories

All, especially Entertainment and Character, Toys and Games, Fashion, Art & Design, Sports, Corporate Trademark, Food & Beverage, Lifestyle

Headquarters

United States

Areas of Operation

Global

Contact

info@lma-inc.com
914 933 3900



LMCA

LMCA is a global brand extension agency dedicated to building transformative licensing partnerships that add value, create revenue, and support our clients' overall strategy and purpose. For 37 years, we have planned and managed brand licensing programs across a wide range of industries and markets, creating relevant and meaningful brand products and experiences that deliver impactful results.

Services

Brand Representation (Licensing Strategy Development, Brand Material Creation, Target Prioritization and Prospecting, Licensee Business Plan Execution

Typical Clientele

Corporate brands (automotive, media, technology, electronics), Celebrity / Influencer / Fashion / Home Designer Brands, Art / Design / Museum Brands, and Food / Beverage / Restaurant Brands.

Categories

Fashion
Art & Design
Corporate Trademark
Food & Beverage
Lifestyle

Headquarters

Headquartered in NYC

Offices

USA, LATAM, Europe, APAC

Areas of Operation

Global

Contact:

lmca.net/contact
212-265-7474



Marathon Projects Inc.

Marathon Projects Inc. is a full service licensing firm that specializes in corporate licensing.

Services

We enrich companies' brand equity by creating important strategic partnerships.

Typical Clientele

Fortune 500 Brands, Celebrities
Categories
Corporate Trademark

Headquarters

United States

Areas of Operation

Global

Contact

mplcraig@aol.com



Merchantwise

Merchantwise is a leading brand licensing and merchandising agency in Australia and New Zealand. We represent some of the world's best loved brands across digital and gaming, children's entertainment, film & television, music, icons and legends. Merchantwise takes brands further by developing unique brand partnerships across all consumer touchpoints, including merchandise, services, promotions, digital and live entertainment.

Services

Brand licensing representation, promotions and consumer products

Typical Clientele

All categories of consumer products, retail, film and TV production and distribution, video games and other IP creators.

Categories

Entertainment and Character
Toys and Games
Sports
Metaverse
Video Games or Software

Headquarters

Australia

Offices

Australia, New Zealand

Areas of Operation

Global

Contact:

info@merchantwise.com
+61 3 9520 1000
<https://merchantwise.com/>



MGL Licensing

MGL is one of the world's leading art licensing companies. We represent the work of over 70 artists and have a growing archive of over 30,000 images and branded graphic properties.

Services

Art licensing

Typical Clientele

Jigsaw Puzzle, Homeware, Stationery, Giftware, Apparel, Wall Art, Diamond Art are a few examples of companies that we work with.

Categories

Entertainment and Character, Toys and Games, Fashion, Art & Design, Sports, Food & Beverage, Lifestyle

Headquarters

United Kingdom

Areas of Operation

Global

Contact

info@mglart.com
+44 (0) 208 392 8010



MHS Licensing + Consulting

We specialize in representing popular artists and brands, as well as advising manufacturers in the search, evaluation, and acquisition of licensed properties.

Services

Art & Brand Licensing, Licensing Consulting, Product Development

Typical Clientele

Consumer Products Manufacturers, International Artists

Categories

Entertainment and Character, Art & Design, Corporate Trademark

Headquarters

United States

Offices

United States

Areas of Operation

Global

Contact

hello@mhslicensing.com
952-544-1377



Mix Licensing Group

At Mix, we specialize in representing leading licensees across multiple categories to make connections and create new partnerships that ultimately deliver impactful licensed programs at retail. With 20+ combined years of licensing experience, unparalleled industry relationships, and a proven track record of building \$100M+ licensing programs, we don't just sit on the sidelines; we make magic happen!

Typical Clientele

We work exclusively with manufacturers to grow their licensing portfolios.

Categories

Entertainment and Character, Toys and Games, Fashion, Sports, Video Games or Software

Headquarters

United States

Offices

United States

Areas of Operation

Global

Contact

<https://www.mixlicensing.com>
(contact form)



Moxie & Company

Moxie & Company provides a range of services, including brand management, licensing negotiations, retail management, and strategic planning and vision.

Services

The Moxie team is expert at creating and strategizing licensing and promotional solutions in response to the many challenges unique to each individual client. We're proud of our expertise, innovations and contributions to the licensing and promotion of a wide range of brands — including some of the world's best known and most beloved.

Typical Clientele

Moxie works with an ever-changing group of brand owners including corporations, designers, artists, publishers, characters, tv/streaming, games, fashion, and government agencies.

Categories

Entertainment and Character, Fashion, Art & Design, Corporate Trademark, Lifestyle

Headquarters

United States

Offices

Worldwide

Areas of Operation

Global

Contact:

North America:
jhallisey@moxieco.com

International:
Dkhalikova@moxieco.com
<https://moxieco.com/>



Nordic Licensing Company A/S

A full-service agency, NLC covers the Nordic and Benelux regions with expert market knowledge, building strong collaborations with global companies. NLC is the official licensing agency for Warner Bros Discovery, Sanrio, CloudCo and top European Sports brands.

Services

Exceptional service for select licensors and licensees. NLC is specialized in building superior brand extensions with local and global industry leaders. NLC provides category, retail, and brand management, product development, contract administration and royalty financing.

Typical Clientele

NLC works with best in class licensees, retailers and fashion brands across the Nordic and Benelux regions. They cover all licensing categories, such as Toys, Games, Fashion, Apparel, Home Textiles, Hardlines, Food and Beverage, Health and Beauty, Publishing and more.

Categories

Entertainment and Character, Toys and Games, Fashion, Sports, Food & Beverage, Lifestyle

Headquarters

Copenhagen, Denmark

Offices

Denmark, Sweden, Norway, Finland, the Netherlands, Belgium

Areas of Operation

Nordic and Benelux regions.

Contact

kg@nordiclicensing.com
+45 3288 0000



OUT OF THE BLUE LICENSING

Out of the Blue Licensing LLC

We are a small specialist agency representing a number of international artists and photographers. We essentially service the wall decor industry, murals, jigsaw and paper product manufacturers.

Services

Once a manufacturer/publisher is a client you have access to thousands of new designs which are regularly added to on a weekly basis.

Typical Clientele

Fine Art Publishers, Online specialist canvas wall decor portals, Framers, Manufacturers of stationery, home accessories and gift products

Categories

Art & Design

Headquarters

USA

Offices

USA and Portugal

Areas of Operation

Global

Contact:

ootblicensing@gmail.com
941 966 4042
<http://www.ootblicensing.com/>



Perpetual Licensing

Perpetual Licensing

Founded in 2004 and celebrating its 20th year in business, Perpetual Licensing is a leading licensing agency dedicated to helping clients leverage brand equity by creating strategic product extensions.

Perpetual's team is comprised solely of licensing professionals, each with more than 25 years' experience. Perpetual's brand licensing experts build merchandise licensing programs for forward-thinking brand owners seeking to license-out their brands and trademarks, as well as for category-leading manufacturers looking to license-in or acquire brand licenses. For more information, please visit www.perpetuallicensing.com

Services

Perpetual builds strategic licensing programs for both Brand Owners and Manufacturers

Typical Clientele

Brand Owners and Manufacturers

Categories

Corporate Trademark, and all categories

Headquarters

United States

Areas of Operation

North America

Contact

info@perpetuallicensing.com
212.585.2500



Pink Key Licensing

We develop long term branded licensing programmes for food and corporate brands. We develop and execute strategies that fit with the brands personalities, values and work around any restrictions they might have. We have successfully developed food and non food programmes for each of the brands we represent across Europe but are able to expand these globally if necessary working through our partners.

Services

Development and execution of licensing programmes

Typical Clientele

Licensees across all categories depending on the brands focus.

Categories

Corporate, Food & Beverage, Lifestyle.

Headquarters

UK

Areas of Operation

Europe and UK

Contact

richard@pinkkey.co.uk



Pizzatoon

Pizzatoon is a licensing agency covering North & West Africa markets. It also help entertainment companies find distribution platforms.

Services

Help licensees acquire licenses but also provide maintenance and marketing, distribution support.

Categories

Entertainment & Character, Toys & Games, Fashion, Sports, Food & Beverage, Lifestyle.

Headquarters

Casablanca, Morocco

Areas of Operation

North Africa

Contact

<https://www.facebook.com/Pizzatoon.Licensing/>



Playlife Co., LLC

Playlife Co. represents premier sports, game, and entertainment brands, interactive game developers, merchandise manufacturers, and distribution publishing platforms. Playlife identifies lifestyle trends in sports, entertainment and technology; and then negotiates and oversees their evolution across game platforms and merchandise categories.

Services

Long-standing relationships. Strategic market planning. Category development planning. Solicit developers and merchandise manufacturers, and obtain proposals. Collaborations and Co-branding.

Typical Clientele

A variety of premier properties, digital developers, manufacturers, and distribution solutions, including Dorna Sports' MotoGP; Play Mechanix' Big Buck Hunter; premier Mexican wrestling, Masked Republic; Major League Wrestling (MLW); Bruce Lee's Masters of One; KESS Co.; Pure Imagination; game distributors, in China; and more.

Categories

Entertainment and Character, Toys and Games, Sports, Video Games or Software, Lifestyle

Headquarters

United States

Offices

North America and China

Areas of Operation

Global

Contact

info@playlifeco.com,
818-585-7086

PRODUCT LOUNGE

Product Lounge

The Home Furnishings Licensing Agency

Services

Full service licensing agency for the Home Furnishings sector.

Typical Clientele

Home furnishings brands, interior designers, product designers, and archives.

Categories

Art & Design
Home

Headquarters

USA

Offices

USA

Areas of Operation

North America

Contact:

info@productlounge.com

718.246.9600

<https://www.productlounge.com/>



Remarkable Brands

Remarkable Brands is a full-service New York City-based licensing and branding agency founded in 2014 by Stacey Reiner, an industry veteran with more than 20 years of experience in the business. Reiner honed her considerable skills at industry-leading companies such as HIT Entertainment, a division of Mattel, Inc., as well as Ragdoll Worldwide, Commonwealth Toy & Novelty, and Toymax, Inc. Reiner is committed to achieving superior results for her clients and helping them to build enduring brands for consumers around the world.

Services

Remarkable Brands will work closely with clients to help develop their corporate and brand strategies, consumer products campaigns and effective licensing partnerships. Our experience spans across a wide variety of product categories and across various retail channels.

Typical Clientele

Entertainment, toys and games brands.

Categories

Entertainment, Toys & Games

Headquarters

New York City, USA

Areas of Operation

Global

Contact

646-717-2606

stacey@remarkablebrandsinc.com



Renaissance Licensing

We are brand building, product licensing, and music clearance experts with decades of experience across nearly all product categories and retail distribution. We specialize in representing both living and deceased celebrities, artists, and musicians. Through our network of global partners, we offer our clients an international presence and access to all major markets.

Services

We offer both full service representation to those seeking a wholistic approach to their brand management, in addition to bespoke product licensing, music clearance, and IP management on a contract basis.

Typical Clientele

The Renaissance team has deep connectivity in the apparel, accessory, and home categories across the North American and European markets. We leverage our network to support our roster of iconic celebrities, artists, and musicians.

Categories

Entertainment and Character, Fashion, Art & Design, Lifestyle

Headquarters

United States

Areas of Operation

Global

Contact

renaissancelicensing.com/contact/



Retail Monster LLC

Retail Monster LLC. is a global brand extension and licensing company that develops and delivers family brands to retail for Intellectual Property Holders, Retailers, and Product Suppliers alike, through our best-in-class retail relationships, and extensive expertise and capabilities within Licensing, Creative, Marketing, IP Advisory, and Sales.

Services

Retail Development, IP Advisory, Licensing, Creative, and Marketing

Typical Clientele

IP Owners, Film and TV, Video Games, Lifestyle, and Fashion

Categories

Entertainment and Character
Toys and Games
Fashion
Art & Design
Metaverse
Corporate Trademark
Video Games or Software
Lifestyle

Headquarters

US

Offices

US, Canada, UK, and EU

Areas of Operation

Global

Contact:

<https://retailmonster.com/contact>
<https://www.retailmonster.com/>



Seltzer Licensing Group

A full-service global brand licensing agency and marketing consulting firm founded in 1998 and based in New York City. Focus on on revenue growth for its clients through strategic partnerships. Services include strategic licensing plans; license acquisition; market entry analysis, brand valuation and other executions of brand extension strategies. Seltzer represents clients across corporate, food & beverage, media entertainment and non-profit sectors, and Fortune 500 manufacturers.

Services

Implementation of strategic licensing plans; Brand Representation; Manufacturer Representation; Brand Valuation Analysis; Licensing Admin Services (Approvals, Royalty Collection, etc.)

Typical Clientele

Corporate Brands (Scotts Miracle-Gro, Rust-Oleum); Media Entertainment (NBC, Bravo); Food/Beverage (Breyers, California Pizza Kitchen); Non-Profit/Government (American Red Cross).

Categories

Toys & Games, Corporate, Food & Beverage, Video Games and Software, Non-Profits.

Headquarters

USA

Offices

Los Angeles, New York

Areas of Operation

North America

Contact

info@seltzerlicensing.com



Spotlight Licensing and Brand Management, Inc.

Spotlight Licensing and Brand Management, Inc. is a NYC-based boutique licensing agency specializing in representation of Entertainment, Art/Design, Digital, and Character Brands for merchandise licensing.

Services

Spotlight Licensing is a full-service agency offering strategic and innovative approaches to product licensing.

Typical Clientele

Spotlight clients include movie/tv production companies, artists/designers, book and comic publishers, digital celebrities, and more.

Categories

Entertainment and Character
Art & Design

Headquarters

United States of America

Offices

USA

Areas of Operation

Global

Contact:

carole@spotlightlicensing.com
<https://spotlightlicensing.com/>

STARWOOD BRANDS

License Brand Advisory & Management.

Starwood Brands

Representing 100+ industry leaders across multiple categories. Starwood's clients are recognized and respected manufacturers that are committed to innovation and pushing boundaries. Starwood brokers

Services

Brokering brand licensing deals for wholesalers, manufacturers, and brands

Typical Clientele

Apparel, Fashion Accessories, Home Goods, Sporting Goods, Children's Products, Everyday Essentials, and more

Categories

Entertainment and Character, Toys and Games, Fashion, Sports, Food & Beverage, Lifestyle

Headquarters

United States

Offices

United States, Canada, Mexico, Europe, Middle East, China

Areas of Operation

Global

Contact

Licensing@starwoodbrands.com

STRIKER

Striker Entertainment, LLC

Striker Entertainment is a cutting edge entertainment marketing agency specializing in the extension of pop culturally relevant brands into powerful and profitable consumer products and media programs.

Services

Striker provides a full suite of sales and administrative services providing a turnkey solution for right's holders. Sales, strategy, retail development, trade show participation, trendspotting, contract administration, brand assurance/approvals, and royalty collection and management are fundamental services that are part of our representation relationships.

Typical Clientele

Striker represents several film, television, and video game producers, networks, and developer/publishers. Our sweet spot are first time licensors that have created IP value in their vertical and are looking to build a derivative business and profit center supporting a double bottom line strategy without requiring investment or increased staffing.

Categories

Entertainment and Character, Toys and Games, Art & Design, Video Games or Software

Headquarters

United States

Areas of Operation

Global

Contact

info@strikerent.com, 818-225-9355



Suzan Lind Art Licensing and Design

We are committed to empowering manufacturers by elevating their brands and widening their customer base with exceptional, engaging art. Our curated portfolios boast a wide array of marketable artworks, aimed at captivating your audience. Our mission is to harness the transformative power of art to build connections, spark inspiration, and spread joy. Collaborating with us brings a blend of creativity and sharp business insight, essential for distinguishing your products in a bustling market. We pride ourselves on delivering customized solutions that resonate with your unique business needs, ensuring your brand's success in the vibrant intersection of art and commerce.

Services

We license art, photography, design and design services to manufacturers.

Typical Clientele

Categories include gift, home decor, stationery, toys, tech, craft, publishing, textile, accessories, novelties, fashion and more.

Categories

Art & Design

Headquarters

United States

Areas of Operation

Global

Contact

suzan@suzanlindartlicensing.com
203.273.3148



Synchronicity

Synchronicity is a boutique licensing agency founded by Cynthia Hall Domine, a 36-year licensing veteran. Synchronicity's unique roster includes the Tootsie Roll Candy Brands; the Concord Candy Brands; Jay@ Play's Happy Nappers and FlipaZoo; Mr. Puppy; Museum of Bad Art (MOBA); Sign of the Apocalypse; the ecommerce platform Merchmake.com; and many more.

Services

A strategic marketing partner and advisor, managing all aspects of licensing intellectual property including developing your pitch materials; selling IP to third parties; contract negotiations; art approvals, royalty reporting and collections; managing international agents. We also assist companies in identifying and securing licenses.

Typical Clientele

Iconic candy and toy brands, entertainment properties, humor, art, and cultural institutions such as the Museum of Bad Art (MOBA).

Categories

Entertainment and Character, Toys and Games, Art & Design, Corporate Trademark, Food & Beverage, E-commerce

Headquarters

United States

Areas of Operation

North America

Contact

info@synclicensing.com
207.985.8815



Team Entertainment

An independent brand management company, and active player in TV Distribution, Co-productions, and Productions for web and TV, as well as working in Licensing & Merchandising.

As of this year we have become partners of Toonz Entertainment, a leading global company in distribution, production and co-production.

Services

Licensing & Merchandise, TV & Film Distribution, direct to retail, promotion activities.

Typical Clientele

Toy Companies, Publishing Companies, Food Companies, Apparel Companies, Houseware Companies, Tech Companies, Back-to-school Companies, Accessories' Companies, Film & TV Production Companies.

Categories

Entertainment and Character, Toys and Games, Fashion, Corporate Trademark, Food & Beverage Lifestyle

Headquarters

Italy

Offices

Italy

Areas of Operation

Global

Contact:

info@teamentertainment.eu
<https://www.teamentertainment.eu/>



The Blake Project

Services

To develop deeper levels of consumer engagement, TBP is a strategic brand consultancy helping brands accelerate growth through brand research, education, strategy & defense, and licensing. From foundational strategy and workshops to helping brands extend reach, building loyalty with a new income stream, every decision is rooted in strategy.

Typical Clientele

Currently for licensing we are focused on country music lifestyle brands and artists, including Opry Entertainment Group and country music girl-group Chapel Hart.

Categories

Corporate trademark, Lifestyle, Music (country), Art and Design

Headquarters

United States

Offices

Ecuador, Dubai, Riyadh

Areas of Operation

Global

Contact

info@theblakeproject.com

**The Brand Liaison, LLC**

The Brand Liaison is an award winning, top-tier licensing and brand management agency focused on creating new revenue streams for our clients through licensing, strategic partnerships and other brand extension opportunities. Representing both Licensors and Licensees, our team of seasoned "liaisons" has 200 years of experience in developing successful brand extension and licensing programs.

Typical Clientele

Fashion, character & entertainment, celebrity, childrens, sports, gaming and lifestyle brands.

Categories

Entertainment and Character
Toys and Games
Fashion
Art & Design
Sports
Corporate Trademark
Food & Beverage
Lifestyle

Headquarters

USA

Offices

USA, Canada and various agents throughout the world

Areas of Operation

North America
Australia/New Zealand

Contact:

Licensing@TheBrandLiaison.com
<https://thebrandliaison.com/>

**The Point.1888**

The Point.1888 is leading the next generation of brand licensing. We match brands with retailers and manufacturers to create powerful new products, boosting client revenue, brand awareness, consumer engagement and brand love. We donate 11% of our profits each year to charities that have an emotional connection to each collaboration. Born from Joseph Miller & Sons Ltd, The Point.1888 is a fifth-generation family company with 130 years of experience in bringing products to market. We believe that making more money and getting closer to customers is easy when you have the right partner.

Services

Strategy, Full service Brand Extension agency, Retail activation

Typical Clientele

Toy companies, production companys, food brands, designers, charities and lifestyle brands.

Categories

Entertainment and Character, Toys and Games, Fashion, Art & Design, Sports, Food & Beverage, Lifestyle

Headquarters

UK

Offices

UK

Areas of Operation

Global

Contact:

helloyou@thepoint1888.com
<https://thepoint1888.com/>

**Tom Binder Fine Arts**

Licensing the Art of popular commercial artists such as Alexander Chen, Ken Shotwell, Su Liao, Elaine Binde and others.

Services

Help in finding Licensees.

Typical Clientele

Novelty Companies, Puzzle Manufacturers,

Categories

Art & Design

Headquarters

United States

Offices

United States

Areas of Operation

Global

Contact:

info@artman.net
<https://www.artman.net/>



Tycoon Enterprises

We are the most important brand licensing company in Latin America. With more than 30 years of representing the most prestigious brands, materializing, and monetizing their potential to its highest level. At Tycoon, we offer an extensive portfolio of entertaining, corporate, fashion, and lifestyle brands. We were born in Mexico and have offices with local talent in Brazil, Chile, Colombia, Peru, Costa Rica, Ecuador, and Argentina.

Services

Tycoon Enterprises offers L&M services and have strong retail focus and support.

Typical Clientele

Videogames, Film and TV production, Streaming, Toy companies, Manga & Anime, Lifestyle & Fashion Brands, Food & Beverages, Sport teams, leagues and associations.

Categories

Entertainment and Character, Toys and Games, Fashion, Sports, Corporate Trademark, Food & Beverage, Video Games or Software Lifestyle

Headquarters

Mexico

Offices

Mexico, Brazil, Chile, Colombia, Peru, Costa Rica, Ecuador, and Argentina.

Areas of Operation

North America
Latin America

Contact:

contacto@tycoon.mx
<https://tycoon.mx/en/>



Vertical Licensing

Vertical Licensing in every stage of licensing, from brand planning and positioning to product development and launch. The team is composed of seasoned professionals from diverse backgrounds, with decades of experience in licensing, who excel at building meaningful and long-lasting relationships. Vertical goes beyond the traditional client-agency dynamic, acting as a true steward and an extension of the licensors' team.

Services

Vertical Licensing creates consumer product programs and brand extension partnerships for IPs in the LATAM market. The agency offers tailored marketing activations, legal and financial assistance.

Typical Clientele

We connect licensors from industries such as video games, film & TV productions, music, animated series, comics, and art & design with licensees across all categories: toys, food & beverage, personal care, fashion, back-to-school, location-based entertainment, publishing, and home & décor.

Categories

Entertainment & Character, Art & Design, Video Games and Software.

Headquarters

Brazil

Offices

Brazil, Mexico, Argentina, Paraguay, Uruguay

Areas of Operation

Latin America

Contact

contato@verticallicensing.com.br



Warrington Management Inc.

Services

Full service licensing agency managing all aspects of our client's licensing programs: Strategic support; 'best in Class' Network; Contract negotiation and administration; Royalty Management; Quality Control; Legal Protection; Audits and Compliance.

Typical Clientele

Our typical clients are brands that wish to expand their licensing programs in the Canadian and Japanese markets.

Categories

Entertainment and Character
Fashion
Art & Design
Sports
Corporate Trademark
Lifestyle

Headquarters

CANADA

Offices

Canada, JAPAN

Areas of Operation

Global

Contact:

dw@wmgi.com
<http://www.wmgi.com/>



ZenWorks

ZenWorks is a Tokyo IP licensing and marketing solutions specialist delivering license agency, consultancy, and marketing support services to brand owners, studios, and content creators in Japan, East Asia and worldwide. We focus on helping our agency and consulting clients build sustainable businesses for their brands through a highly focused, hands-on approach customized to clients' goals, needs, and circumstances. We represent leading licensing solution providers including Total Licensing B2B media (advertising), Informa Markets (licensing trade events), Kilogrammedia (PR), New Alchemy Solutions (anti-counterfeiting), Kidz Global (market research), and Hal Creative Studio (design).

Typical Clientele

Kikoman Corporation, Benesse Corporation

Categories

Entertainment and Character, Toys and Games, Fashion, Art & Design, Sports, Corporate Trademark, Food & Beverage, Lifestyle

Headquarters

Japan

Areas of Operation

Global

Contact

info@zenworks.jp



ZOLAN
LICENSING AGENCY

Zolan Licensing Agency

A boutique Art and Design licensing agency of emerging and diverse young art brands and globally acclaimed heritage brands inspired by artistry, creativity, originality, and passion.

Services

Licensing, Product Design and Application, and Consulting

Typical Clientele

Work with clients in all categories and sectors of the market who have a focus on art and design and interest in emerging and diverse artists.

Categories

Fashion, Art & Design, Lifestyle

Headquarters

United States

Areas of Operation

Global

Contact

<https://zolanagency.com/contact/>