

APRIL 2009 VOLUME 12 NUMBER 3

# License! GLOBAL!

LICENSEMAG.COM

THE SOURCE FOR LICENSING INTELLIGENCE

TOP

# 100

GLOBAL LICENSORS

**This year's exclusive list of the Top 100 Licensors and Top 20 Agencies has one thing in common—the ability to grow the bottom line and capture consumer interest.**

**Plus:**

- **Marvel Debuts Fashion Line**
- **News from Cartoon Movie**

AN ADVANSTAR PUBLICATION

License! Global

TOP 100 LICENSORS

APRIL 2009



p19



p42



p47

## TOP 100

## GLOBAL LICENSORS

### 19 **Top 100 Licensors**

This year's list of Top 100 licensors from *License! Global* runs the gamut from traditional evergreen properties to new brands creating buzz in the industry. But one thing they all have in common is the ability to grow the bottom line and capture consumer interest.

### 42 **Top 20 Agencies**

*License! Global* examines the top players among agencies and reveals some of the successful programs from 2008 and names the brands that will be driving success this year and beyond.

### 47 **Cartoon Crazy**

This year's Cartoon Movie brought into sharp focus the biggest strategies in European feature-length animation—taking books and television series to the big screen.



p47



p19



p42

p19



## consumer & retail trends

8 **editor'snote**

17 **bizbriefs**

Retail news, deals and more

12 **europeanperspective**

50 **lastword**

Top of the Pops: the Best Retail Brands

Rocket Licensing's Rob Wijeratna and Charlie Donaldson



## editorial department

### group publisher

Steven Ekstract **212.951.6684** sekstract@advanstar.com

### global editorial director

Tony Lisanti **212.951.6740** tlisanti@advanstar.com

### executive editor

Bernadette Casey **212.951.6695** bcasey@advanstar.com

### european editor

Josephine Collins **+44 (0) 7957 546 448** josephine.collins@mac.com

### web editor

Danielle Drolet **212.951.6741** ddrolet@advanstar.com

### contributing editors

Bob Jenkins (int'l) **+44 (0) 203 22 00 188** bobjenkins7@btinternet.com

Mike Hartnett **845.278.4748** cross-hart@comcast.net

Laura Heller **312.498.9043** lheller@gmail.com

Nancy Jeffries **212.982.3918** BNJcasa@aol.com

### art director

Jean Kirwan **218.740.6482** jkirwan@advanstar.com

### senior production manager

Karen Lenzen **218.740.6371** klenzen@advanstar.com

## advertising department

### european advertising manager

René Simpson **+44 (0) 208 95 62 669** rsimpson@advanstar.com

### advertising sales account executive

Chris Chevront **440 891 2705** cchevront@advanstar.com

### account executive

Sharon Weisman **212.951.6637** sweisman@advanstar.com

### reprints

Nick Thome **440.891.2761** or **800.225.4569** ext 2761

Fax: **440-826-2865** nthome@advanstar.com

### circulation director

Ronda Hughes **218.740.6526** rhughes@advanstar.com

### circulation manager

Keith Easty **218.740.9511** keasty@advanstar.com

### ceo

Joseph Loggia

### cfo

Theodore S. Alpert

### evps

Georgiann DeCenzo,

Steve Morris, Daniel M. Phillips

### evp, corporate development

Eric I. Lisman

### vp, media operations

Francis Heid

### vp, electronic media group

Mike Alic

### vp, human resources

Nancy Nugent

### vp, general counsel

Ward D. Hewins



### vp, gm

Georgiann DeCenzo



*License! Global* does not verify any claims or other information appearing in any of the advertisements contained in the publication, and cannot take any responsibility for any losses or other damages incurred by readers in reliance on such content. License! Global welcomes unsolicited articles, manuscripts, photographs, illustrations and other materials but cannot be held responsible for their safekeeping or return.

Advanstar Communications provides certain customer contact data (such as customers' names, addresses, phone numbers, and e-mail addresses) to third parties who wish to promote relevant products, services, and other opportunities that may be of interest to you. If you do not want Advanstar Communications to make your contact information available to third parties for marketing purposes, simply call toll-free 866.529.2922 at any time, or fax us at 218.740.6417. Outside the U.S., please phone 218.740.6395. Contact us by mail at Advanstar Communications Inc., 131 West First St., Duluth, MN 55802-2065, USA.

# Behind the Numbers

***License! Global* ranks the top licensors and agencies shaping the industry and building the bottom line.**



**Tony Lisanti**  
Editor-in-Chief

In the spirit of how Walmart perennially tops the list of the world's largest retailers, Disney Consumer Products once again tops the exclusive annual ranking of Top 100 Global Licensors.

Oftentimes, however, the story of these two companies, and other companies that top their respective industry rankings, is not just about the growth in sales, but the strategies that define that company as an industry leader and the trends it shapes for other companies in retailing and brand licensing.

DCP, which topped the list at \$30 billion in retail sales of licensed products, continued to focus on its portfolio of franchise properties including High School Musical, Hannah Montana and Jonas Brothers in the tween sector; Princess and Fairies in the young girls group; and the expansion of lifestyle collections in nontraditional product categories.

But it's the role of classic properties over the next few years, especially in the current economic environment, that will help keep the Disney portfolio strong and diverse. Joining the new Princess Tiana later this year is Sleeping Beauty who is coming out of the vault, while the licensing programs for *Toy Story 3* in June 2010 are being developed and will be a key part of DCP's focus for Licensing International Expo June 2-4 in Las Vegas, and then there's the buzz about *Cars 2* in 2011, the property which currently represents \$2 billion in retail sales for DCP.

While the licensing industry will experience growth and interest in classic properties, new and unproven properties always emerge every year. In 2008, one of the most successful licensing programs was Twilight. Twilight came from two smaller companies that didn't even make the Top 100 licensors or Top 20 agents. Summit Entertainment is already planning the next theatrical release for *Twilight: New Moon* scheduled for fall and boutique licensing agent Striker Entertainment is developing an expanded licensing program.

The property, which was originally exclusive to Hot Topic, was credited as a key reason the specialty retailer had a strong fourth quarter. Walmart also recognized Twilight's popularity with an exclusive

promotion recently tied to the DVD release in March.

Add the supernatural phenomenon to the list of trends for 2009, as other properties will look to capitalize on the popularity of Twilight.

Iconix made its way to the No. 2 spot at \$6.5 billion in worldwide retail sales based on its mega DTR apparel deals that included Walmart with its OP, Starter and Danskin brands and Kohl's with Mudd.

This trend will continue for several years as retailers like the strategy of having a strong brand that minimizes the risk associated with product development, design and sourcing while it maximizes the return on investment.

At No. 3 and 4, respectively, are Warner Bros. Consumer Products and Marvel which have a huge stake in the superhero/supernatural space.

WBCP has a major licensing commitment to the Harry Potter franchise. Three more theatrical releases are planned with *Harry Potter and Half-Blood Prince* in July and two theatrical releases based on the final novel, "Harry Potter and the Deathly Hallows," scheduled for November 2010 and 2011.

Marvel is focused on *Marvel Super Hero Squad* and *X-Men Origins: Wolverine* this year and already planning for *Iron Man 2* in 2010 and *Thor* and *Captain America* in 2011.

But it's not all about entertainment properties as more than two-thirds of the Top 100 is comprised of sports, automotive and consumer products, apparel and art brands.

For example, while the automotive industry has been impacted by the economic crisis, the luxury automakers continue to expand. Ferrari, for example, recently introduced a new fragrance at Harrods and is opening a new retail store in London this spring. In addition, Ducati, the legendary motorcycle producer, although it didn't make the Top 100 with about \$50 million in retail sales of licensed product, is bullish about growth of licensing and recently opened its first Ducati Café in Rome with plans to open in other cities worldwide.

So the key message with the *License! Global* Top 100 Global Licensors is threefold: watch the big guys, follow the trends and remain positive. ©

# Top of the Pops: the Best Retail Brands

By **Josephine Collins**



International consultancy Interbrand has just published its annual Best Retail Brands lists, naming the top 50 retail brands in Europe and the U.S. by brand value. And it makes interesting reading—especially this month, as we publish our own annual Top 100 licensors, ranked by retail sales values. We all love lists.

Interbrand makes a complex calculation based on the value that can be attributed to the brand itself, as well as the financial results of the company, to give each retailer its brand value. But the lists are not as obvious as you might think; they include own-label and branded retailers, supermarkets, fashion stores and general retailers. While all at the top of the lists are major operators, they are very different culturally and have honed their brand value.

For comparison, the top 10 European and U.S. retailers are listed here. And please note, while Walmart is the highest-valued U.S. retail brand, the U.K.'s Asda does not even make it into the top 10—it just misses, ranking No. 11 on the list.

The power of the retail brand seems very obvious to us now, but there was a time when retailers themselves undervalued their own worth. For so long, retailers saw their strength in the brands they sold. Today, own-label and brand-selling retailers

## Europe Top 10 Brands

1. H&M, Sweden
2. Carrefour, France
3. Ikea, Sweden
4. Tesco, U.K.
5. Zara, Spain
6. Marks & Spencer, U.K.
7. Aldo, Germany
8. Boots, U.K.
9. Auchen, France
10. El Corte Inglés, Spain

know what they have and make the most of it. An own-brand retailer will always give dominance to its brand over any other consumer brand. For retailers selling branded product, they depend on consumers choosing to shop in their stores over their competitors—price is of course a big factor here, but so is trust in the brand and differentiation. And it is this latter point that

## U.S. Top 10 Brands

1. Walmart
2. Best Buy
3. The Home Depot
4. Target
5. CVS/Pharmacy
6. Dell
7. Walgreens
8. Sam's Club
9. Coach
10. Staples

Interbrand highlights.

Launching the report, Jez Frampton, global chief executive officer of Interbrand, said: "Retailers have the most expansive opportunity to connect with consumers. Through interactions inside and outside of the store, they can create a unique brand experience for their shoppers. The secret to future success will depend upon managing the brand as an asset, understanding the role of the brand in demand creation and focusing on uniqueness—not discounting."

Frampton added: "Retailers are now recognizing the ability of their brands to drive demand and create true business value. In comparison to other sectors, retailers have a broader opportunity to use their brands to

create connections with their customers. Everything should add substance and reality to the brands' promise to shoppers. Discounting may be part of the brand's story, particularly at this time, but it cannot become the brand's only source of attraction."

And those are comforting words to the brand-led licensing industry. ©

Source: Interbrand Best Retail Brands 2009

# Marvel Debuts Fashion Line



Marvel Entertainment has launched a line of apparel called Marvel Juniors for tweens, teens and young women based on its library of 5,000 characters.

The female-targeted licensing program will span such categories as lifestyle apparel and accessories featuring the entertainment company's popular superheroes and villains. Merchandise will be sold at mass market, mid-tier, department stores and boutiques.

Deals already secured include Junk Food for fashion tops (The Gap and department and specialty stores); Mighty

Fine for fashion tops (mid-tier, department and specialty stores); Fortune Fashions for fashion tops (mass market); Freeze for fashion tops (mass market and mid-tier); Biodome for hats, bags and small leather goods; H.E.R. Accessories for jewelry; Jakks Pacific/Disguise for costumes; Lotta Luv for cosmetics and bags; and iScream/Mines Press for journals, notebooks and paper products. Some of the line is currently in stores, including fashion tops at The Gap and Hot Topic, and jewelry from H.E.R. Accessories at Claire's. Further rollouts are expected for the holiday season and spring 2010.



"The Marvel Juniors program is an exciting new lifestyle brand that taps into our tremendous artwork vault to create merchandise that combines great art, fashion and nostalgia with trend-right style," says Paul Gitter, president of consumer products for North America at Marvel Entertainment. "This licensing program reinforces our ability to collaborate with licensees to create fashion-forward lines utilizing high-end art and designs, tailored to their specific audiences, and helps underpin our overall strategy to elevate the stature of our brands."

## BLE Launches Three Product Showcases

Advanstar's Brand Licensing Europe, which takes place in London in September, is launching three product showcase areas for 2009 designed to highlight how licensing opportunities can translate into merchandising programs.

The exhibition also is introducing a Property Finder, after research revealed that visitors want more help identifying the rights' owners of the properties.

The Toy Store, Salon and House & Home showcases will display licensed products for the first time at BLE. Each area aims to give retailers, licensees and sales promotion agents an insight into the innovative

licensed products that hit the market each year and a taste

of the new properties that are launching during the exhibition. Each product will be labeled to identify the brand owner and its booth number.

"We've chosen to launch with the Toy Store, Salon and House & Home in 2009 because these categories are acknowledged as key to the licensing industry in Europe and are likely to increase in prominence over the next year or two. Our aim is to make it as easy as possible for retailers, licensees and sales promotion agents to visualize exactly how properties available for license in these sectors can translate into future products," explains event director Jessica Blue.

"The three new showcase areas have the potential to really bring to life what Brand Licensing Europe and our exhibitors are all about: providing inspirational properties that can be transformed into innovative, creative and exciting product ranges," Blue says.

Brand Licensing Europe 2009 takes place on Sept. 30 and Oct. 1 at Olympia's Grand Hall in London.

## executivemoves

- **Alan Seiffert** will join Sci Fi in May in the newly created role of senior vice president of Sci Fi Ventures, reporting to Dave Howe, president. Seiffert is charged with assessing, developing and implementing new business strategies and partnerships.
- Echo Bridge Entertainment has named **Melissa Caron** to the newly created position of vice president of international sales, reporting to Dan March, executive vice president. Caron will be responsible for managing programming sales across all platforms throughout Europe. She also will handle sales for new programming.
- Bensussen Deutsch & Associates has promoted **Lucky Evani** to vice president of sales of consumer products. Evani will direct all aspects of sales strategic planning, licensing and channel management, business development and the worldwide launch of consumer electronics accessories products.









# License! GLOBAL

TOP

100

GLOBAL LICENSORS

**This year's list of Top 100 licensors runs the gamut from traditional evergreen properties to new brands creating buzz in the industry, but one thing they all have in common is the ability to grow the bottom line and capture consumer interest.**

**T**he *License! Global* Top 100 licensing companies accounted for almost \$160 billion in retail sales of licensed products out of the total market of almost \$192 billion worldwide.

In a tough economy, strong licensing partners are more critical than ever. For retailers, licensed product can be the reason a shopper picks one store over another. For consumers, it means opening their wallets because a product combines value and trend-right positioning.

Disney Consumer Products once again topped the list with \$30 billion in retail sales. Iconix Brand Group jumped into the No. 2 spot with \$6.5 billion in retail

sales, followed by Warner Bros. Consumer Products with \$6 billion in retail sales, Marvel Entertainment with \$5.7 billion, and Nickelodeon's sales of \$5.5 billion rounded out the top five licensors.

This year, *License! Global* has also expanded its listing of the top agencies to 20, adding names such as Bradford Licensing.

These lists reflect the brands and companies that will build strategic partnerships, keeping the licensing business strong and growing in the years ahead.

All the licensors submitted retail sales figures in USD. As a result, figures may be affected by recent changes in currency exchange rates.

# TOP 100

# GLOBAL LICENSORS

## DISNEY CONSUMER PRODUCTS

\$30B (PUBLIC)

JESSICA DUNNE, EXECUTIVE VICE PRESIDENT OF GLOBAL LICENSING, +1.818.544.0000

# 1

During the 2008 fiscal year, key Disney Consumer Products properties such as Hannah Montana and High School Musical, Disney Fairies, Disney Princess and Disney Pixar's Cars showed remarkable growth.

Retail sales of tween products mushroomed from \$400 million in 2007 to \$2.7 billion for High School Musical and Hannah Montana combined. The theatrical release of *High School Musical 3: Senior Year* drove additional interest and demand, along with new programming such as Camp Rock. DCP's girls' franchises Disney Princess and Disney Fairies showed combined global retail sales surpassing the \$5 billion mark. Both franchises offer experiences online with DisneyPrincess.com, DisneyFairies.com and PixieHollow.com counting millions of visitors each month, in addition to a wide variety of licensed product across multiple categories and millions of magazines and books sold worldwide. Disney Pixar's Cars generated \$2.5 billion in global retail sales, and the fall debut of Cars Toons drew a global audience of millions. Sales of die-cast toy cars and books have exceeded \$100 million and \$25 million, respectively. In 2009, the Disney Princess franchise

will welcome its newest princess, Princess Tiana, from Walt Disney Pictures' animated theatrical film, *The Princess and the Frog*, releasing late this year. As evidenced by the enormous success of the "Tinker Bell" DVD and nearly 10 million Fairy avatars created at DisneyFairies.com to date, the Disney Fairies franchise will continue to grow in 2009 with the release of the second film in a series of four, *Tinker Bell and The Lost Treasure*. In addition to the theatrical releases of *Hannah Montana: The Movie*, Disney Channel will serve up original series and movies, including *J.O.N.A.S.*, *Wizards of Waverly Place* and *Sonny with a Chance*. Disney's 2009 film slate offers an array of movies: *The Princess and the Frog*, *G-Force*, *Up* and *A Christmas Carol*. In preschool, new products will support Mickey Mouse Clubhouse and Handy Manny. For the future, DCP will continue to expand its licensing for Toy Story in conjunction with the third movie in 2010. In addition, DCP continues to expand its lifestyle products across a variety of categories. DCP's key retail partners in its global success include Walmart, with its support of the Hannah Montana franchise, Target with Camp Rock, and Toys "R" Us with the Club Penguin toys, along with other strategic partners, such as Carrefour and Tesco.

## ICONIX

\$6.5B (PUBLIC)

YEHUDA SHMIDMAN, SENIOR VICE PRESIDENT OF BUSINESS DEVELOPMENT, +1.212.730.0030

Key sales drivers during 2008 included Iconix's direct-to-retail licenses, including 13 partnerships: 11 domestic and two international. These DTR partners include Walmart, Kohl's, Target, Sears Holdings and Lowe's. In addition, Iconix purchased the Waverly brand in 2008, expanding its home business and adding multiple DTR deals that included one for Mudd at Kohl's. Iconix's 17 brands are distributed throughout the retail spectrum. Of special note is its Walmart partnership, in which the licensor currently has three DTR brands: OP, Starter and Danskin, which are expected to drive sales growth in 2009 and beyond.

# 2

## Warner Bros. Consumer Products

\$6B (PUBLIC)

KAREN MCTIER, EXECUTIVE VICE PRESIDENT OF DOMESTIC LICENSING AND WORLDWIDE MARKETING, +1.818.954.3008; JORDAN SOLLITTO, EXECUTIVE VICE PRESIDENT OF NEW BUSINESS INITIATIVES AND INTERNATIONAL LICENSING, +1.818.954.7807

WBCP was led in its 2008 sales charge by the DC Comics superhero Batman at the forefront, thanks to the theatrical release of *The Dark Knight*, which set a record-breaking opening weekend at the box office. The Dark Knight licensed product spanned multiple categories such as toys, kids' apparel, costumes, bedding and accessories and men's apparel and was sold at a variety of retailers including Kmart, which opened in-store boutiques and called itself the Official Batman Headquarters. Other licensing programs featured DC characters Wonder Woman and Supergirl, along with Looney Tunes, Harry Potter and Scooby-Doo. WBCP's program with Safeway includes Looney Tunes characters with the Eating Right Kids food and beverage line. A partnership with Diane von Furstenberg for a Wonder Woman-inspired collection launched in fall 2008. In 2009, WBCP will have several major events driving licensing, merchandising and retail business around the 70th anniversary of *The Wizard of Oz*, the March debut of *Watchmen* and the sixth Harry Potter film, *Harry Potter and the Half-Blood Prince*, this summer. This spring, master toy licensee Mattel will launch a new line of toys supporting the new animated television series "Batman: The Brave and the Bold," airing on the Cartoon Network. In addition, WBCP will debut the museum exhibit for Harry Potter, and a theme park ride, in conjunction with Universal Orlando, is under development.

# National Football League

\$3.4B (E) (PRIVATE)

SUSAN ROTHMAN, VICE PRESIDENT OF CONSUMER PRODUCTS, APPAREL, +1.212.450.2770

# 12

The NFL continued to entice fans with team-licensed consumer products across a multitude of categories, such as apparel, collectibles, video games, toy and DVDs, with the addition last month of a limited-edition commemorative logo of the 2008 NFL Champion Pittsburgh Steelers from Fathead. WowWee Group was granted worldwide rights to market the FOX Sports Robot, which appears during NFL on FOX game broadcasts. Through

a licensing agreement with Twentieth Century Fox Licensing and Merchandising, WowWee will develop and market robotic figures and electronic accessories based upon the FOX Sports Robot and will launch merchandise in 2009. Over the last few months, the league has taken steps to offer more to its female fans by adding Touch—Alyssa Milano, a line that met with earlier success for the NBA and NHL. Milano and NFL partnered with G-III Apparel Group to design and distribute the line of juniors' ladies apparel and jewelry with prices that range from \$16.99 to \$89.99. In recent league news, NFL Commissioner Roger Goodell is considering extending the NFL season to 17 or 18 weeks, possibly starting in the 2011 season.

# Pentland Brands

\$3B (PRIVATE)

EAN BROWN, EXECUTIVE DIRECTOR,  
+44 (0) 20 8346 2600

Important licensing properties for Pentland Brands in 2008 were Speedo, Berghaus, Red or Dead, Ellesse, Brasher, KangaROOS, Mitre, Boxfresh, Gio Goi and Hunter. Upcoming initiatives include extending the key Speedo lines, developing Berghaus into accessories and further developing the Red or Dead licensing model. Key retail partners are Specsavers, which is driving international eyewear sales, and jewelry and watches retailer H.Samuel.

# 13 Mattel Brands Consumer Products

\$3+B (PUBLIC)

NEIL FRIEDMAN, PRESIDENT, +1.310.252.2000

Mattel's licensing portfolio based on theatrical blockbusters and TV properties is bulging, with The Dark Knight, Disney's High School Musical, Disney's Princesses, Disney Pixar's Cars, DreamWorks' Kung Fu Panda, Scene It? series of DVD-based games and Fisher-Price toys based on classic kids' TV properties. In addition, Mattel's own Barbie is enjoying her 50th anniversary year with a variety of innovative merchandising programs, including various collections of

designer apparel. During 2008, more than 65 million Barbie units were sold worldwide. Hot Wheels celebrated its 40th anniversary last year with the launch of several line extensions and a highly successful *Hot Wheels* magazine. This year, Mattel will release its first-ever Hot Wheels CGI-animated series, "Hot Wheels Battle Force 5," with 26x22-minute episodes airing this fall on the Cartoon Network in the U.S. and Teletoon in Canada.



# WESTINGHOUSE

\$2.8B (E) (PUBLIC)

ALLAN FELDMAN, CHIEF EXECUTIVE OFFICER,  
LMCA, +1.212.265.7474

The Westinghouse brand is focused on consumer and commercial categories, including LCD TVs and monitors, laptop computers, light bulbs, consumer and business lighting, solar outdoor lighting, small kitchen appliances, air care, heating/cooling, intercoms and electrical and computer accessories. Future growth will come from continued gains in market share, global expansion and new consumer and B-to-B categories.

# 14 NATIONAL BASKETBALL ASSOCIATION

\$3B (PRIVATE)

VICKY PICCA, SENIOR VICE PRESIDENT OF LICENSING AND BUSINESS AFFAIRS, +1.212.407.8000

Key retail drivers in 2008 included the NBA Adidas On-Court Collection, which provides fans with the same performance products that players wear on the court, such as T-shirts, hooded sweatshirts, shooting shirts, official caps and pre-game shorts; Kobe Bryant 2008 MVP T-shirts, the top selling MVP T-shirts in the history of the NBA store in New York City, as well as the NBAStore.com; and the 12 Days of Deals discounts for fans who shopped the NBAStore.com Web site during the holiday season. For 2009 and beyond, the NBA will focus globally on an Adidas program of new On-Court shooting shorts that will hit retail shelves during this year's holiday season; trading cards from Panini, which signed on to be the NBA's exclusive trading card company; programs that engage fans, such as the game-worn jersey auction for the NBA T-Mobile Rookie Challenge and Youth Jam and the 2009 NBA All-Star game. Key retail partners that helped drive sales include Champs Sports, Dick's Sporting Goods, Foot Locker, Walmart and GSI Commerce.

# 16

# 22 TWENTIETH CENTURY FOX LICENSING & MERCHANDISING

\$1.75B (PUBLIC)

ELIE DEKEL, EXECUTIVE VICE PRESIDENT OF LICENSING AND MERCHANDISING, +1.310.369.2207

Fox L&M is celebrating the 20th anniversary of The Simpsons with new product introductions and promotional partnerships and will feature merchandising programs for "Family Guy," "24" and a new animated series from Seth McFarlane, "The Cleveland Show." For the big screen, Fox L&M will support the third installment of the Ice Age franchise, *Ice Age: Dawn of the Dinosaurs*, with HarperCollins story and puzzle books and Hallmark cards and party

goods. Programs for *Avatar*, a new James Cameron film, will include master toy partner Mattel, interactive giant Ubisoft, apparel and accessories. Also coming up are two family-friendly sequels, *Night at the Museum: Battle of the Smithsonian* and *Alvin and The Chipmunks: The Squeakquel*. Also this year, the company will deliver a full line of consumer products for the latest installment of Microsoft's Halo franchise, "Halo Wars."

## CARTOON NETWORK ENTERPRISES

\$1.7B (PUBLIC)

CHRISTINA MILLER, VICE PRESIDENT, +1.212.275.6693

23

CNE's dramatic growth during 2008 was led by the strong position it gained in the boys' action segment, led by its top-rated animated series, "Ben 10: Alien Force." Top-selling Ben 10 toys from Bandai have become a global phenomenon, along with the interactive franchise from D3 Publisher. CNE also debuted as a third party licensing agent with Nelvana and Spin Master's Bakugan. On the adult swim side was the success of the "Robot Chicken Star Wars" DVD. In 2009, the company is poised for additional growth in the boys' action market, plans to launch a full line of products for Bakugan and expects a strong launch for the network's newest original series, "The Secret Saturdays."

## 24 Ferrari

\$1.5B (PRIVATE, 85 PERCENT OWNED BY FIAT GROUP)

MASSIMILIANO FERRARI, LICENSING AND RETAIL DIRECTOR, +39 053 6949109

Ferrari has focused on premium licensing deals for its Ferrari Logotype, Prancing Horse and Scuderia Ferrari Shield rights, using the chain of Ferrari stores as a significant retail partner. Consumer products bearing the Ferrari name range from eyewear, perfume, clothing and mobile phones to laptop computers. A new upscale

fragrance was launched this spring at Harrods in London. And the auto producer is developing products for its new California model. In addition, the company continues to expand its retail stores with a new London location opening this spring on Regent Street.

## Giochi Preziosi Group

\$1.5B (PRIVATE)

GRAZIANO DEL MAESTRO, LICENSING DIRECTOR, +39 02 96 47 51

26

Gormiti remains the driver for the Preziosi Group's growth in 2009, thanks to the new TV series co-produced with Marathon Media, which is set to be broadcast in multiple territories in fall 2009. The expanding licensing program is based both on the classic Gormiti toy property and the new television series property. This year also sees the launch of Gormiti in the U.S. market. Product hit U.S. stores in February, backed by a substantial advertising and marketing campaign.

# 25 Ford Motor Co.

\$1.5B (PUBLIC)

JOHN NENS, DIRECTOR OF GLOBAL BRAND LICENSING, +1.313.248.6994

Sales of Ford-licensed products were driven in 2008 by continued success in the toy and collectibles category, expansion of the Mustang lifestyle program and international expansion, especially in Europe. Sales of die-cast and radio-controlled replicas for Ford's key vehicles remained strong. A second Mustang fragrance, Mustang Blue, had a successful launch at retail into

more than 24,000 doors, while partners were added for other Mustang-branded lifestyle products,

including watches and eyewear. The Ford licensing program also grew internationally with new partners in key apparel, publishing and toy categories in Western Europe. During 2009, the licensing program will grow through aggressive international expansion and by leveraging new key vehicles, such as the 2010 Mustang. New licensing partners

in new markets in Central and South America and East Asia, where Ford has a strong presence, will be pursued. The new 2010 Mustang is expected to generate consumer pull for new products, especially in the toy, collectibles and apparel categories. In addition, new style guides targeting children and tweens will capture new partners and will generate new programs at retail. Ford-licensed products continue to sell across all major channels of distribution, including mass, mid-tier, specialty stores, big-box stores, drugstores, convenience stores, catalog, online, trackside and in Ford dealerships. Ford products are well represented in Walmart and Sears, and additional sales growth is expected through international retailers and underleveraged channels, such as drugstores and grocery stores, in 2009.

# Sesame Workshop

\$1.5B (NONPROFIT)

MAURA REGAN, VICE PRESIDENT AND GENERAL MANAGER OF GLOBAL CONSUMER PRODUCTS, +1.212.875.6416

# 27

Fisher-Price's Elmo Live and Learn to Fly Abby Cadabby were Sesame Workshop's top-selling featured plush during 2008. Throughout 2009, Sesame Street will celebrate its 40th anniversary with products and activities based on Sesame segments like "What's the Word on The Street" and programs like Healthy Habits for Life will be introduced to fans. Earlier this year, the nonprofit company turned the power back on to its classic series "The Electric Company," with a new cast and format aimed at tackling the literacy crisis facing today's second graders. Sesame Workshop's key retail partners include Walmart, Target, JCPenney and Best Buy, among others.



# 28 Kathy Ireland Worldwide

\$1.4B (E) (PRIVATE)

ROCCO INGEMI, VICE PRESIDENT OF BRAND MANAGEMENT; CLAUDE ERGAS, INTERNATIONAL BUSINESS CONSULTANT; STEPHEN ROSEBERRY, PRESIDENT AND CHIEF OPERATING OFFICER, +1.310.557.2700

Key sales drivers during 2008 were a broad range of product categories including flooring, furniture, window coverings, lighting, candles, potpourri, diffusers, herbal sachets and fragrance sprays, permanent botanical florals, fresh-cut flowers, wall coverings, bath accessories, socks, publishing, DVDs and bedroom linens for youngsters and infants. During 2009, key categories expected to drive growth will be flooring, home furnishings and frequently purchased continuous items, such as candles and skin care. Key retail partners during 2008 and this year continue to be independent retailers.

# Pokémon USA

\$1.4B (E) (PRIVATE)

CARYL LIEBMANN, DIRECTOR OF RETAIL DEVELOPMENT AND PROMOTIONS, +1.917.369.2011

Continuing strong demand for all things Pokémon is driving new products and programs with Jakks Pacific's 2009 lineup offering more than 80 new action figures, interactive playsets, plush and electronics. And early this year, Pokémon USA announced it will have an increased presence for Pokémon in Toys "R" Us stores nationwide. Dedicated space will showcase the Pokémon Trading Card Game, TV and movie DVDs, select Tomy products and a full range of Pokémon toys from Jakks Pacific. Stores also will feature a broad selection of TCG expansion sets for the Pokémon: Diamond & Pearl series and the newest Pokémon TCG Platinum expansion. Helping to sustain the strong connection between Pokémon products and its customers is the relationship between Pokémon and the Cartoon Network, which is now in its fourth year.

# 31 SUNKIST GROWERS

\$1.4B (PRIVATE)

MARK MADDEN, MANAGING DIRECTOR OF GLOBAL LICENSING, +1.818.379.7262

With the largest product segment in the Sunkist licensing portfolio being the fast-changing beverage category, success continues to be driven by new product lines, new flavor ranges, conversion of existing brands to Sunkist and expansion of global territories of existing licensees. Sunkist also continues to pursue new licensee opportunities around the world. The newest addition within U.S. and Canadian markets in 2008 was the introduction of Sunkist Naturals, a range of 100 percent premium juices and smoothies with licensee Maverick Brands. Sunkist-licensed products are available in more than 45 countries, and the program has a 50-year history that includes 35 licensees in North America, Asia, Europe, Australia and the Middle East. The Sunkist brand can be found on products ranging from juice, soda and other fruit and citrus beverages to fruit snacks, confectionery items, baking mixes, ice cream, pistachios and vitamins.

# PERRY ELLIS INTERNATIONAL

\$1.4B (PUBLIC)

ANN BUKAWYN, PRESIDENT OF LICENSING, +1.212.536.5665

# 29

During 2008, Perry Ellis International increased penetration in licensed categories for brands

such as Perry Ellis, Original Penguin, Gotcha,

Cubavera, Havenera and Centro while also introducing additional classifications. This year, the company will emphasize continued expansion of its international distribution for portfolio brands Perry Ellis, Original

Penguin, Jantzen, C&C California, Laundry by Shelli Segal, Manhattan, John Henry, Gotcha, Cubavera and many others. Key retail partners this year and last are Macy's, Dillard's, Belk's, Kohl's, JCPenney and Sears.

# 32 Chorion

\$1.3B (PRIVATE)

ERIC KARP, EXECUTIVE VICE PRESIDENT OF GLOBAL LICENSING AND MERCHANDISING, +1.212.973.4700

Key licensing properties in 2008 included Mr Men, Little Miss, Noddy, Beatrix Potter, Paddington and the World of Eric Carle. The content development group at Chorion continues to be robust with new series coming out this year. More than 20 broadcasters will air the new "Olivia" television series in 2009. To celebrate Noddy's 60th anniversary, a new television series, "Noddy in Toyland," debuts this spring on Five in the U.K. This year also sees the delivery of the second season of "The Mr Men Show." The 40th anniversary of "The Very Hungry Caterpillar," Eric Carle's picture book, is being backed by events, promotional programs and consumer products lined up in key markets during 2009.

Retail partners in 2008 included Zara, H&M, Gap, Bossini, Target and Walmart. The aim also is to further develop business with online retailers in 2009.

# 34 Peanuts

\$1.2B (PUBLICALLY OWNED BY UNITED MEDIA)

JOSHUA KISLEVITZ, SENIOR VICE PRESIDENT OF DOMESTIC LICENSING, +1.212.293.8522; SHAWN LAWSON-CUMMINGS, SENIOR VICE PRESIDENT OF INTERNATIONAL LICENSING, +1.212.293.8521

Peanuts will celebrate its diamond anniversary this year, with retailers, licensees and promotional partners around the globe participating in 60th anniversary programs in 2009 and 2010. From a strip published in just seven U.S. newspapers in October 1950, Peanuts is now seen in more than 2,200 newspapers, on iTunes, through wireless and online channels, in 75 countries and 25 languages. Peanuts television specials are a holiday tradition, and hundreds of consumer products are offered through virtually every retail channel.

# 35 FremantleMedia Enterprises

\$1.1B (PUBLIC—PART OF RTL GROUP)

DAVID ELLENDER, CHIEF EXECUTIVE OFFICER, +44 20 7691 6775

FremantleMedia Enterprises has positioned itself as the leading independent one-stop shop for international program distribution, home entertainment licensing and new media for FremantleMedia. Globally, FME represents major properties such as the Idols brand, with "American Idol" a top-rated program in the United States. FME has developed Idols-related sponsorships and licensing programs in more than 20 international markets. The company also has a full slate of popular game-show brands that have been adapted for international formats, including Price Is Right, Family Feud, Match Game, Password, Card Sharks and others. FME will build upon its successful merchandising formula responsible for top-selling apparel, accessories, games and toys, while expanding further into live-show production and interactive, mobile and online space. Current partnerships with MySpace and DAVE.TV are leading the charge in this space.

# MGM Consumer Products and Location Based Entertainment

\$1.2B (PRIVATE)

PAUL FLETT, SENIOR VICE PRESIDENT OF WORLDWIDE MARKETING AND PROMOTIONS, +1.310.449-3000



MGM Consumer Products generated lots of excitement in 2008, drawing on the strengths of properties that included Pink Panther, Legally Blonde, Pinkitude, Stargate, Fame, Some Like It Hot and the MGM brand. New big-screen projects for 2009 include the Zookeeper, Fame, new Hobbit movies, the new Pink Panther movie and, for the small screen, the "Pink Panther & Pals" television series. MGM Consumer Products will continue to reach out to every retail segment this year to continue driving sales growth.

33

# COOKIE JAR CONSUMER PRODUCTS

\$1+B (PRIVATE)

KIRK BLOOMGARDEN, EXECUTIVE VICE PRESIDENT OF WORLDWIDE CONSUMER PRODUCTS AND MARKETING, +1.818.955.5400

**36** Cookie Jar Entertainment made some dramatic moves in 2008, shooting higher on the list of top licensors following its merger with DIC in July 2008. Cookie Jars' efforts to acquire American Greetings' evergreen properties Strawberry Shortcake, Care Bears and Sushi Pack continue while it represents the properties. Hasbro will debut a new line of toys featuring the brand's new look, and Fox Home entertainment will release a CGI movie and DVD. Cookie Jar also has appointed a new master apparel partner and has signed a host of new licensees. The company's evergreen property Caillou continues to enjoy strong success around the world, in broadcast, on stage and in retail. It also is building licensing programs around its properties Metajets, Noonbury and Richard Scarry. Cookie Jar also acquired European licensing agency CPLG in 2008, which is listed in the Top 20 Licensing Agents.

37

WWE

(World Wrestling Entertainment)

\$1+B (PUBLIC)

FLORENCE DIGIORGIO, SENIOR DIRECTOR OF GLOBAL LICENSING, +1.203.359.5136

The driving forces behind 2008 retail sales growth for World Wrestling Entertainment were its superstars and its divas. In 2009, WWE will support retail sell-in and sell-through and will maintain retail shelf space through promotional programs with key retail partners Walmart in the U.S., Woolworth and Tesco in the U.K. and Kmart in Australia and New Zealand. The company will develop emerging markets in Latin America, India and China and will re-energize existing markets such as Japan and those in Southeast Asia. WWE will continue to maintain its strong B-2-B relationships to inform licensees continually of its brand, enabling them to achieve product sales with their respective retail partners.

## 38 Caterpillar

\$1B (PUBLIC)

LINDA STOKES, RETAIL BUSINESS DEVELOPMENT, +1.309.675.4563

Retail sales growth during 2008 was generated through footwear, apparel and accessories (eyewear, bags and watches), along with the continued popularity of the scale model replica line. This year, Caterpillar will launch the pilot Cat retail lifestyle store in Dubai, the first of several planned stores in test markets around the world over the next two years. This first store marks the culmination of efforts between two of Caterpillar's largest trademark merchandise licensees. To build on that success, the licensor plans to continue working with current licensees to develop exciting new styles and products that reflect the Cat brand attributes.

## 39 Harley-Davidson

\$1B (E) (PUBLIC)

JOANNE BISCHMANN, VICE PRESIDENT OF LICENSING, +1.414.343.7713

Harley-Davidson's key sales drivers during 2008 included its exclusive apparel programs, along with accessories, automotive and youth programs. In 2009, the company will focus on its international and outreach programs for incremental growth. Key retail partnerships continue to be authorized Harley-Davidson dealerships and select retailers.

## 40 JARDEN CORP.

\$1B (PUBLIC)

CARLOS A. COROALLES, VICE PRESIDENT OF LICENSING, JARDEN CONSUMER SOLUTIONS, +1.561.912.4511; ROBERT MARCOVITCH, PRESIDENT, K2 SPORTS AND JARDEN OUTDOOR SOLUTIONS, +1.914.967.9400; PHIL DOLCI, CO-PRESIDENT, JARDEN BRANDED CONSUMABLES, +1.914.967.9400

With Jarden's operations divided into branded solutions, consumer solutions and outdoor solutions, the company controls scores of top brands ranging from Ball, Crawford, Dicon and First Alert in branded, to Crock-Pot, FoodSaver, Mr. Coffee, Oster and Sunbeam in consumer, and Coleman, K2, Penn, Rawlings and Shakespeare in outdoor. Key initiatives during 2008 included the launch of Crock-Pot, Mr. Coffee and Oster recipe books; Sunbeam floor care, blankets and outdoor solar lighting; and Oster brand cookware, dinnerware, flatware and cutlery. The Coleman brand was extended to holiday watch gift sets, which gained placement at Target and Walmart, and outdoor retail sales were driven by Rawlings Japan and Rawlings cleated footwear, as well as K2 Sports' introduction of UV protection products, hosiery, packs, bags and ice skates.



## Universal Studios Consumer Products Group

\$1B (PUBLIC)

CINDY CHANG, VICE PRESIDENT OF GLOBAL BUSINESS DEVELOPMENT, +1.818.777.2067; ADAM RYMER, SENIOR VICE PRESIDENT OF DIGITAL PLATFORMS, +1.818.777.7487

**42** Curious George maintained its top ranking as the preschool television favorite during 2008, which complemented the toys and top-selling apparel from SaraMax, Kids Headquarters and NTD. Curious George also is the new themed attraction at Universal Studios Hollywood and will star in a new DVD original movie. A new line

of games from I Can Do That! Games will launch exclusively at Target. Scarface continues to be a top lifestyle brand, one that gained additional exposure through a licensing agreement with Dolce & Gabbana to produce men's T-shirts for the designer's boutiques worldwide. During 2009, the classic

television series, "Land of the Lost" will debut as a major motion picture event starring Will Ferrell. Oscar winner Benicio Del Toro will star in *The Wolfman*. The film adaption of *Cirque Du Freak* will premier this year, as well. Next year, Universal will release *Despicable Me*, the studio's first film from billion-dollar animation producer Chris Meledandri, and *Scott Pilgrim vs. The World*, which is based on the critically acclaimed graphic novels by Bryan Lee O'Malley.

## SONY PICTURES CONSUMER PRODUCTS

\$1B (PUBLIC)

JULIE BOYLAN, SENIOR VICE PRESIDENT OF WORLDWIDE CONSUMER PRODUCTS, +1.310.244.4155

The Smurfs (U.S. and Canada), Ghostbusters, "The Spectacular Spider-Man" TV series and *Spider-Man 3* were Sony Pictures' key sales drivers during 2008. For Ghostbusters, there was the first-time release on high-definition Blu-ray and the debut of Atari's Ghostbusters: The Video Game, which marks the film's 25th anniversary. "The Spectacular Spider-Man" animated series returned in March, at its new home on Disney XD. And the *Cloudy with a Chance of Meatballs* animated comedy will debut this September. *The Green Hornet*, an action film starring Seth Rogen, is scheduled to debut in June 2010, and *The Smurfs*, a hybrid feature film, will release later that same year during the holidays.

# 43 THE COCA-COLA CO.

\$850M (PUBLIC)

KATE DWYER, GROUP DIRECTOR OF WORLDWIDE LICENSING, +1.404.676.7478

Several key initiatives for Coca-Cola merchandise generated growth during 2008. Individual elements included leveraging existing momentum and relationships in the mass channel to expand product placement and increase category penetration; the launch of innovative product in the drinkware category to create news at retail; the expanded placement of Coca-Cola recycled and repurposed merchandise; and leveraging heritage and design to deliver strong seasonal items, including ornaments and trim-a-tree. Coca-Cola merchandise generated significant growth in the company's top 10 accounts, across all channels, with total business up 64 percent. During 2009, the emphasis will be on executing against the same retail strategy to gain incremental placement.

## FRIGIDAIRE

\$850M (E) (PUBLIC)

PHILIP RAIA, EXECUTIVE VICE PRESIDENT, LMCA, +1.212.265.7474

**44** Frigidaire has built its licensee program around key categories such as central heating and air-conditioning. Longtime licensee Nordyne has

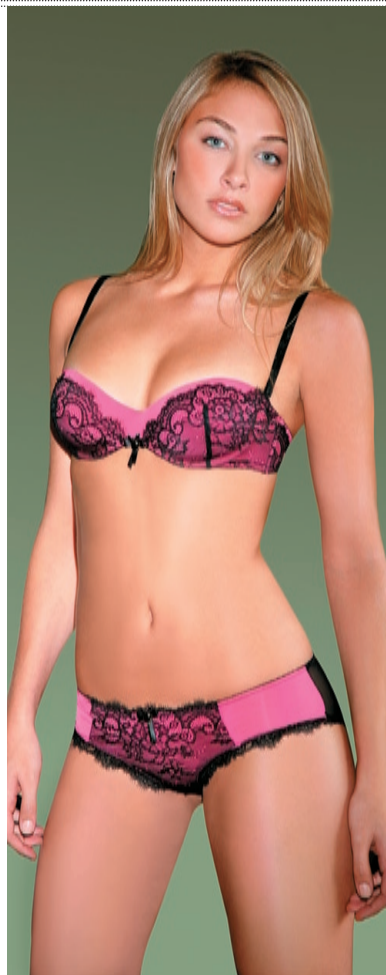
successfully established a nationwide network of dedicated distributors, dealers, installers and after-sale service organizations. Frigidaire brand sales continue to far outpace the industry.

## 45 Playboy Enterprises International

\$800+M (PUBLIC)

ADRIANNA CHINNICI, VICE PRESIDENT OF LICENSING, +1 212.261.4914

This year will see expansion into new territories, including in the E.U., U.S. and Australia, for The Bunny Bra and Rock the Rabbit. Playboy Men's Fragrance is being developed at retail, and Playboy energy drinks will be distributed internationally. Playboy Golf and custom T-shirts are new in 2009. Co-branding initiatives include a recently signed deal for a limited-edition collection with Marc Echo for men's T-shirts and hoodies; Playboy Physical by Invicta, a ski accessories collection for the E.U. and a wine collection from Pervino. Latin America will be a huge growth market for Playboy in 2009. New territories signed include Chile, Paraguay, Uruguay and Mexico, and new products include color cosmetics with La Bomba. A direct-to-retail deal has been signed with Bras N Things in Australia and New Zealand for lingerie, loungewear, swimwear and men's underwear. Key retail partners are Argos, Asos, Bloomingdales, Bras N Things, Colette, eFashion Solutions, Hot Topic, Karstadt, Manor, Littlewoods, Republic, Superdrug, Topman and Wet Seal. Playboy also will continue its DTR activity throughout 2009.



## Carte Blanche Greetings

\$800M (PRIVATE)

RICHARD EDMONDSON, COMMERCIAL DIRECTOR, +44 (0) 1243 792600

Initially launched as a greeting cards collection, Me To You has since grown to encompass proprietary and licensed products in gift wrap, accessories, jewelry, plush toys, collectible figurines, lifestyle products, car and phone accessories, toiletries, confectionery and cakes, crafting, party ware, posters and prints and stationery. In 2009, the aim is to continue to develop products within existing categories while targeting new geographies and retailers in new categories. Key retail partners during 2008 were with major U.K. clothing retailers, including Marks and Spencer, Next and New Look. This continues into 2009 with the addition of new strategic partnerships with Harper-Collins, Interflora and Raleigh.

46

## 47 Kellwood

\$800M (E) (PRIVATE)

BRENDA PALMER, VICE PRESIDENT OF LICENSING, +1.212.329.8065

Kellwood's emphasis last year was in the key categories of sportswear and accessories. For 2009, the company will build upon that strategy by pursuing licensing efforts across a broad spectrum of its Kellwood-owned brands to extend its global reach. The company will continue to cultivate its partnerships with retailers that include Macy's, JCPenney, Kohl's and Sears.



## 48 AMERICAN GREETINGS PROPERTIES

\$750M (PUBLIC)

CARLA SILVA, VICE PRESIDENT OF GLOBAL LICENSING, +1.212.386.7355

Sales growth during 2008 was driven by the Madballs Sick Series I from Basic Fun, as well as Strawberry Shortcake dolls, toys and figures from Playmates Toys, Strawberry Shortcake DVDs from Fox, Care Bears Power of Pink Bears (which promote breast cancer awareness) and Care Bears DVDs from Fox Home Entertainment. Key initiatives expected to drive sales this year include a focus on classic, evergreen properties including a relaunch of Strawberry Shortcake with an all-new look, reaching out to the teen and tween demographic with Maryoku Yummy consumer products and new product from Twisted Whiskers. International growth took the form of a successful Care Bears launch by licensee Mindworks in Japan and Italian licensing agent Starbright's Holly Hobbie classic program. Key retail partners for American Greetings Properties continue to be Walmart, Target, Toys "R" Us, specialty stores, food and drugstores, international retail chains and an expansion of its online activities.



## 49 WHIRLPOOL

\$656M (E) (PUBLIC)

DANA SMITH, PRESIDENT AND CHIEF OPERATING OFFICER, EQUITY MANAGEMENT INC., +1.858.558.2500

Whirlpool Corp. is the world's leading manufacturer and marketer of major home appliances, with annual sales of \$19 billion, 70,000 employees and 69 facilities around the world. The company's brands, in addition to Whirlpool, include Maytag, KitchenAid, Jenn-Air, Amana, Brastemp, Consul and Bauknecht. Recent product innovations range from energy-efficient refrigerators under multiple brands, Whirlpool's new French door refrigerator and energy-efficient washers, KitchenAid's energy-efficient dishwashers and energy-efficient Whirlpool and Maytag top-load washers, among others.

## Chrysler LLC

\$625M (E) (PRIVATE)

DEBRA JOESTER, PRESIDENT; JOANNE LORIA, EXECUTIVE VICE PRESIDENT, THE JOESTER LORIA GROUP, +1.212.683.5150

The Jeep licensing program surpassed \$550 million sales in 2008 with lifestyle products being distributed around the globe. Distribution continued to expand in all retail channels with particular growth in luggage, bicycles, strollers and apparel throughout Asia, Australia and South Africa in the 400-plus dedicated Jeep shop-in-shops and 80 Jeep free-standing stores. Initiatives for 2009 will include 50 new stores in South Korea, expansion in key categories of outdoor and travel gear, juvenile products and sporting goods as well as continuing international growth in markets

such as Latin America. Marketing support, which drove more than 1 billion global impressions in 2008, continues in 2009, along with new retail promotions in Babies "R" Us and other key retailers. Chrysler licensed revenue in 2008 resulted primarily from sales of toys, replicas and video games, including joint licensing with Disney's *Cars* movie merchandise. Plans for 2009 include the launch of a Chrysler-dedicated video game and a focus on building the program in overseas markets, including the expansion of men's accessories in China.

## 51 Hewlett-Packard

\$600M (E) (PUBLIC)

MARIANNE CALI, DIRECTOR OF BRAND LICENSING, +1.650.857.4806

HP continued to grow its brand licensing program in 2008 by retaining its position as the world's largest technology company and by selling more PCs and printers than any competitor. HP's key retail sales drivers last year included the strength of its brand and its status as one of the world's most valuable global brands. For 2009, the company

expects continued brand licensing growth to come from new consumer electronics products and accessories for the computer, printing, photography and gaming markets. Key retail partnerships from last year and this year span several channels, from consumer electronics, mass merchandise and office supply stores to department stores and specialty retailers.

# Nelvana Enterprises

\$560M (PUBLIC)

MARK NORTHWOOD, VICE PRESIDENT OF WORLDWIDE LICENSING, +1.416.588.5571

# 52

included Bakugan, The Backyardigans and

During 2008, Nelvana generated dramatic retail sales gains from key licensing properties that

The Fairly OddParents. For this year, the licensor sees its key licensing initiatives being focused on Bakugan, The Backyardigans and Ruby Gloom. Important contributors to the company's sales growth last year, which are expected to provide similar support this year, were Walmart and Toys "R" Us.

## BEVERLY HILLS POLO CLUB

\$500+M (PRIVATE)

MICHAEL HADDAD, CHIEF EXECUTIVE OFFICER AND PRESIDENT, +1.212.947.2223

Beverly Hills Polo Club's broad assortment of apparel and accessories brings classic and contemporary styling, combining casual elegance with comfort and quality. Key licensed properties that drove retail sales in 2008 included men's, women's and children's apparel, underwear, socks, handbags and accessories, headwear, loungewear and watches. During 2009, strategic initiatives will be directed at catering to retail partners' specific needs in the marketplace.

# 53

# 54 JOHN DEERE

\$460M (E) (PUBLIC)

JEFFREY T. GREDVIG, DIRECTOR OF BRAND LICENSING AND JDM, +1.919.804.2725

The company's winning strategy in 2008 will be repeated this year, with a focus on categories that include: toys, apparel, footwear and lawn and garden products. This breadth of merchandise is a continuation of John Deere's strategy to enter multiple categories, including its recent entry into apparel with jeans, jackets and shirts.

# FIFA

\$400M (E) (ASSOCIATION)

MARK MATHENY, GLOBAL BRANDS GROUP, +65 6622 8100

With its mission to "develop the game, touch the world, build a better future," Fifa's merchandise and retail program, which crosses multiple product categories through various events and retail channels, is being built toward the 2010 World Cup to be held in South Africa.



## 56 HEARST BRAND DEVELOPMENT

\$400M (PRIVATE)

GLEN ELLEN BROWN, VICE PRESIDENT OF BRAND DEVELOPMENT, +1.212.492.1301

The licensed extensions of Hearst's leading brands, Country Living, Seventeen, Good Housekeeping and Town & Country, continue to be key retail drivers, along with strategic partnerships with top-tier manufacturers and retailers to create innovative products. During 2009, Hearst Brand Development will be focused on expanding existing programs and building new licenses in new categories and channels of distribution, including a Country Living program spanning home, food, crafts and outdoor; growth of Seventeen home and jewelry/accessories; and new launches with Good Housekeeping, Esquire, Popular Mechanics and Town & Country. Hearst attributes its success to its direct-to-retail partnerships and long-standing, brand-specific relationships with key retailers. Sales this year are expected to be driven by mass distribution and grocery as consumers emphasize value and quality in their brand choices.

# 32 Chorion

\$1.3B (PRIVATE)

ERIC KARP, EXECUTIVE VICE PRESIDENT OF GLOBAL LICENSING AND MERCHANDISING, +1.212.973.4700

Key licensing properties in 2008 included Mr Men, Little Miss, Noddy, Beatrix Potter, Paddington and the World of Eric Carle. The content development group at Chorion continues to be robust with new series coming out this year. More than 20 broadcasters will air the new "Olivia" television series in 2009. To celebrate Noddy's 60th anniversary, a new television series, "Noddy in Toyland," debuts this spring on Five in the U.K. This year also sees the delivery of the second season of "The Mr Men Show." The 40th anniversary of "The Very Hungry Caterpillar," Eric Carle's picture book, is being backed by events, promotional programs and consumer products lined up in key markets during 2009.

Retail partners in 2008 included Zara, H&M, Gap, Bossini, Target and Walmart. The aim also is to further develop business with online retailers in 2009.

# 34 Peanuts

\$1.2B (PUBLICALLY OWNED BY UNITED MEDIA)

JOSHUA KISLEVITZ, SENIOR VICE PRESIDENT OF DOMESTIC LICENSING, +1.212.293.8522; SHAWN LAWSON-CUMMINGS, SENIOR VICE PRESIDENT OF INTERNATIONAL LICENSING, +1.212.293.8521

Peanuts will celebrate its diamond anniversary this year, with retailers, licensees and promotional partners around the globe participating in 60th anniversary programs in 2009 and 2010. From a strip published in just seven U.S. newspapers in October 1950, Peanuts is now seen in more than 2,200 newspapers, on iTunes, through wireless and online channels, in 75 countries and 25 languages. Peanuts television specials are a holiday tradition, and hundreds of consumer products are offered through virtually every retail channel.

# 35 FremantleMedia Enterprises

\$1.1B (PUBLIC—PART OF RTL GROUP)

DAVID ELLENDER, CHIEF EXECUTIVE OFFICER, +44 (0) 20 7691 6775

FremantleMedia Enterprises has positioned itself as the leading independent one-stop shop for international program distribution, home entertainment licensing and new media for FremantleMedia. Globally, FME represents major properties such as the Idols brand, with "American Idol" a top-rated program in the United States. FME has developed Idols-related sponsorships and licensing programs in more than 20 international markets. The company also has a full slate of popular game-show brands that have been adapted for international formats, including Price Is Right, Family Feud, Match Game, Password, Card Sharks and others. FME will build upon its successful merchandising formula responsible for top-selling apparel, accessories, games and toys, while expanding further into live-show production and interactive, mobile and online space. Current partnerships with MySpace and DAVE.TV are leading the charge in this space.

# MGM Consumer Products and Location Based Entertainment

\$1.2B (PRIVATE)

PAUL FLETT, SENIOR VICE PRESIDENT OF WORLDWIDE MARKETING AND PROMOTIONS, +1.310.449.3000

33



MGM Consumer Products generated lots of excitement in 2008, drawing on the strengths of properties that included Pink Panther, Legally Blonde, Pinkitude, Stargate, Fame, Some Like It Hot and the MGM brand. New big-screen projects for 2009 include the Zookeeper, Fame, new Hobbit movies, the new Pink Panther movie and, for the small screen, the "Pink Panther & Pals" television series. MGM Consumer Products will continue to reach out to every retail segment this year to continue driving sales growth.

# COOKIE JAR CONSUMER PRODUCTS

\$1+B (PRIVATE)

KIRK BLOOMGARDEN, EXECUTIVE VICE PRESIDENT OF WORLDWIDE CONSUMER PRODUCTS AND MARKETING, +1.818.955.5400

**36** Cookie Jar Entertainment made some dramatic moves in 2008, shooting higher on the list of top licensors following its merger with DIC in July 2008. At press time, Cookie Jar was in a bidding war with Moonscoop to acquire American Greetings' Strawberry Shortcake and Care Bears properties. Hasbro will debut a new line of toys featuring Strawberry Shortcake's new look, and Fox Home entertainment will release a CGI movie and DVD. Cookie Jar also has appointed a new master apparel partner and has signed a host of new licensees. The company's evergreen property Caillou continues to enjoy strong success around the world, in broadcast, on stage and in retail. It also is building licensing programs around its properties Metajets, Noonbury and Richard Scarry. Cookie Jar also acquired European licensing agency CPLG in 2008, which is listed in the Top 20 Licensing Agents.

## Thomas Kinkade Co.

\$400M (PRIVATE)

LINDA MARIANO, VICE PRESIDENT OF LICENSING AND MARKETING, +1.408.201.5210

During 2008, the company expanded its reach with Thomas Kinkade's commemorative images, such as Yankee Stadium, Fenway Park, NASCAR Thunder—The 50th Anniversary of the Daytona 500, Elegant Evening at Biltmore, Christmas at Graceland and Snow White Discovers the Cottage. The company is exploring opportunities for a media and entertainment segment of the brand, with its first foray being the direct-to-video movie, Thomas Kinkade's Christmas Cottage, which Lionsgate released late last year. This first in a planned series of home entertainment releases is based on Kinkade's career as an artist. The movie ranked No. 13 in the 2008 Nielsen DTV drama ranking. In 2009, Thomas Kinkade is celebrating his 25th anniversary as a published artist and as one of the first art brands in the licensing industry. He has licensed his art for nearly 20 years to include an assortment of products and categories ranging from collectibles and home furnishings to crafts and art for walls. This year, the company will expand its domestic and international programs with new licensing partners and categories, including co-branded and commemorative artwork with such partners as NASCAR, Indianapolis Motor Speedway, Elvis Presley Enterprises and Disney Consumer Products.

## 58 The Goodyear Tire & Rubber Co.

\$375M (PUBLIC)

GLEN KONKLE, CHIEF EXECUTIVE OFFICER, EQUITY MANAGEMENT, +1.858.55.2500

The Goodyear licensing program generated significant growth in 2008 from numerous licenses in a variety of consumer product categories as well as growth from existing licenses. Successful programs and categories included expansion within the core automotive category and the development of new licenses in sporting goods, travel accessories and Goodyear Racing-related products. Sales within the lawn and garden category continued to show strong results from Goodyear-branded products, as did the adidas-Goodyear athletic shoe license, which continues its high level of sales performance in better retailers and department stores. This year, the overall Goodyear program is expected to see continued, aggressive growth from a variety of strategic, equity-driven licenses in automotive, do-it-yourself, lawn and garden, home/garage and lifestyle-oriented products.

## 59 MICHELIN

\$360M (PUBLIC)

DANIELA GOULD, HEAD OF MARKETING AND COMMUNICATIONS, +44 (0) 1782 402082

This year will see the further growth of the Michelin automotive accessories program with new products launched and the expansion of the ranges into new channels of distribution and new territories worldwide. The Michelin footwear program will be developed further in terms of Michelin-branded footwear and footwear developed through technical collaborations with sports brands, where Michelin's tire-related technology is incorporated with the footwear outsoles to deliver superior grip and durability performance to consumers. Key retail partners during 2008 were the major international retailers carrying the automotive accessories program. The same retailers will help drive sales growth in 2009 and beyond. In North America, these include Walmart, Costco, Sam's Club and Canadian Tire Co. In Europe, these include Halfords, Feu Vert, Norauto and Carrefour. Other countries typically include the leading retailers of automotive accessories. In Australia, for example, this includes Supercheap and Big W. In South Africa this includes Midas.

## 61 ITV GLOBAL ENTERTAINMENT

\$310M (PUBLIC)

STEVE GALLANT, DIRECTOR OF HOME ENTERTAINMENT AND DIGITAL; AYSHA KIDWAI, DIRECTOR OF LICENSING, +44 (0) 7157 6250

Key licensing properties for 2008 for ITV DVD include Coronation Street, Out of Africa, Harry Hill TV Burp and The Shawshank Redemption. For merchandising and licensing, key brands include Coronation Street, Britannia High and Bella Sara.

Licensing initiatives driving sales in 2009 are, for ITV DVD, the remake of iconic series, "The Prisoner" and ITV Icons from the property catalog. In merchandising and licensing, the focus for the children's market is on Bella Sara, Pocoyó and Coronation Street and Dancing on Ice for the family market. Key international retail partners driving sales for ITVGE are Walmart, Tesco, Sainsbury's, HMV, WH Smith, Amazon and iTunes.



## 60

## ENTERTAINMENT RIGHTS

\$318M (PRIVATE)

ANDREW KERR, EXECUTIVE DIRECTOR, CONSUMER PRODUCTS AND MARKETING, INTERNATIONAL, + 44 (0) 20 8762 6200; NICOLE BLAKE, SENIOR VICE PRESIDENT OF MARKETING, NORTH AMERICA, +1.212.659.1959

Key licensing properties for Entertainment Rights, which was bought out of administration by Boomerang Media and private equity firm GTCR earlier this month, in 2008 included Postman Pat SDS, classic Postman Pat and infant Postman Pat; Rupert Bear; Where's Wally?; Casper; Gumby; She-Ra; and Lassie—plus Little Golden Books, Casper, Santa Claus is Comin' to Town and VeggieTales. In 2009, Postman Pat SDS kicks into higher gear in the U.K., across Europe and the Far East. Two new preschool television series "Tinga Tinga Tales" and "Guess with Jess" will launch. Tinga Tinga Tales will be fully licensed in North America and the U.K., with key international broadcast signed, including CBeebies in the U.K.

and Playhouse Disney in North America. "Guess with Jess" is due to air in the U.K. in fourth quarter 2009 with a complete consumer products program in development and new Where's Wally? Video game/mobile deals, publishing titles and cross-promotional partnership with Let's Go! student travel guides to debut globally. In the U.S., there will be new promotional partnerships and expansion of seasonal offerings with new categories for Casper, Peter Cottontail and Santa Claus is Comin' to Town; and Little Golden Books portfolio will build beyond classic publishing to a full brand experience by expanding a licensing program across key categories, including apparel, toys and social expressions.

## 1 IMG

\$7B (PRIVATE)

TIM ROTHWELL, EXECUTIVE VICE PRESIDENT/CO-MANAGING DIRECTOR OF WORLDWIDE LICENSING, +1.424.653.1660; BRUNO MAGLIONE, EXECUTIVE VICE PRESIDENT/CO-MANAGING DIRECTOR OF WORLDWIDE LICENSING, +44 (0) 20 8233 6668

Key licensing properties for retail sales in 2008 were EA Sports, Wimbledon, Ferrari, Cesar Milan, Chicken Soup for the Soul, Manchester United, Arnold Palmer, NCAA, Rose Bowl, University of Texas, University of Notre Dame, The Goodyear Tire and Rubber Co.; for international markets, Chevron, Churchill Downs, Pele and Le Mans. IMG acquired Collegiate Licensing Company in May 2007. In 2009, IMG will focus on global development to drive growth. Strong retail channels in 2008 and 2009 include specialty retailers, mass market retail, sports chains, franchising, department stores and e-commerce.

EQUITY  
MANAGEMENT  
INC.

\$5.2B (E) (PRIVATE)

GLEN KONKLE, CHIEF EXECUTIVE OFFICER, +1.858.558.2500

EMI's experience and proven success formula currently is being applied to the licensing programs of clients such as General Motors Corp., General Electric, Kawasaki, The Goodyear Tire and Rubber Co., Hefty, American Airlines, Lockheed Martin, Nissan Motor Co., Whirlpool/Maytag Corp., and La-Z-Boy. EMI's client roster continued to grow in 2008 with the addition of French's from Reckitt-Benckiser, and Soft Scrub, Renuzit, Combat and Purex from The Dial Corp. Strategic initiatives for 2009 will maintain an emphasis on innovative brand extension licenses in packaged consumer goods, automotive, food and beverage and consumer electronics. Efforts are also under way to advance brand opportunities within the apparel, gift and novelty, home décor, toy and software categories.

**License! Global** takes a comprehensive look at the top licensing agencies representing some of the biggest brands and creating industry buzz.

3 Leveraged Marketing Corporation  
of America

\$4.25B (PRIVATE)

ALLAN FELDMAN, CHIEF EXECUTIVE OFFICER, +1.212.265.7474; PHILIP RAIA, EXECUTIVE VICE PRESIDENT, +1.212.265.7474

LMCA specializes in building brand extension licensing programs for U.S. and multinational clients including Agfa, American Dental Association, Arm & Hammer, Black Flag, Congoleum, Eastman Kodak, Easter Seals, Eddie Bauer, Frigidaire, Hachette Filipacchi Publications, Heifer International, Honeywell, Mack Truck, Melitta, Mensa, Mobil, Mott's, New York Philharmonic, Playtex, Red Wing Shoes, Roto-Rooter, San Diego Zoo, Singer, The "21" Club, United Airlines, Winchester and Westinghouse. In its 23 years, LCMA has engineered more than 400 license agreements. LMCA has offices in New York, Atlanta, Boston, St. Louis and Shanghai and affiliates in the U.K. and Switzerland.

## THE BEANSTALK GROUP

4

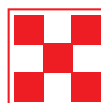
\$2.6B (E)(PUBLIC)

MICHAEL STONE, PRESIDENT AND CHIEF EXECUTIVE OFFICER, +1.212.421.6060

The Beanstalk Group develops and manages licensing programs for corporate clients such as The Ford Motor Co., AT&T, The Stanley Works, Purina, HGTV, Jaguar, Land Rover and the U.S. Army, as well as celebrities such as Paris Hilton, Salma Hayek and Mary-Kate and Ashley Olsen. During 2008, sales growth was driven by innovative programs including the second Mustang for Men fragrance, Mustang Blue, by Estee Lauder; international growth for The Ford licensing program, with new partners in apparel, publishing and toy categories in Western Europe; the opening of Jaguar's first lifestyle store in Shanghai, as well as 30 additional Jaguar luggage and accessory stores across China; the Land Rover licensing program's growth with new categories such as apparel, eyewear, footwear, luggage, sporting goods and beverages; expanded distribution of Stanley's licensed products in hardware and club accounts, along with new licensees bringing new products in multiple categories across the

U.S. and in Europe; and hundreds of SKUs within the AT&T licensing program that complement the brand's existing telecommunications services.

During 2009, The Beanstalk Group will develop programs for P&G brands Pampers and Always, Samsonite, American Tourister, and Johnson Publishing Co.'s *Ebony*, *Jet* and Fashion Fair brands. The agency also will be working with HGTV, the home and lifestyle television network, to develop a line of solution- and style-based products for multiple retail channels. New client programs will feature the launch of Purina Pet Gear pet accessories into retail, along with several new products for retail as part of the World Wildlife Fund licensing program. Beanstalk also is leveraging Vespa's Italian heritage and design through an apparel, footwear and accessories licensing program with lead licensee, Adidas.



PURINA®

# THE LICENSING COMPANY

# 5

\$2.5B (PRIVATE)

ANGELA FARRUGIA, GROUP MANAGING DIRECTOR, +1.212.413.0874

The Licensing Co.'s key clients include food and beverage brands, Jim Beam, Malibu, Kalhua, Jelly Belly and Coca-Cola; household brands such as Airwick, Lysol, Woolite, Veet and Resolve; and sports/lifestyle brands, Umbro, Jane Packer, *Cosmopolitan*, National Trust, Puffa and Jeep. In 2009, TLC will launch its Coca-Cola brand extension initiative in Europe and its BIC brand licensing campaign. In the U.S., TLC will work with Reckitt Benckiser to grow the Airwick brand extension program, to introduce new Woolite SKUs and to launch the Lysol everyday cleaning tool range. Jelly Belly continues to grow across the world, and with 33 licensees in North America, the program will expand even further, with the launches of gelatin, puddings and freezer pops. The agency also will launch the Sauza Margarita program in the food arena. Key retail partners last year and this year are: Walmart, Kroger, Walgreens, Target, Carrefour, Auchan, Tesco, Sainsbury's, Toys "R" Us and Debenhams.



# 6 UNITED MEDIA

\$2.1B (PUBLIC)

JOSHUA KISLEVITZ, SENIOR VICE PRESIDENT OF DOMESTIC LICENSING, +1.212.293.8522; SHAWN LAWSON-CUMMINGS, SENIOR VICE PRESIDENT OF INTERNATIONAL LICENSING, +1.212.293.8521

United Media added the Rainbow Brite franchise to its existing relationship with Hallmark last year, which also includes hoops&yoyo and Maxine brands. Playmates, the master toy licensee, will introduce a line of fashion dolls later this year. UM also partnered with the creators of "Babymouse," the children's series from Random House, with licensing opportunities available in girls' apparel, accessories, stationery, gift, BTS, interactive, toys and crafts. The Fancy Nancy program is showing strong results after

its launch at Target. And the 20th anniversary of Dilbert, marked by the launch of Andrew McMeel's "Dilbert 2.0: 20 Years of Dilbert," is exceeding retail expectations. Fundex, El Chavo's master toy licensee, has launched a line in Target and expanded its Best Buy program. Iron Chef America: Supreme Cuisine from Destineer launched at retail late last year for the Wii and Nintendo DS. "Deadliest Catch," now in its fifth season, signed Arctic Circle and Andrews McMeel as new licensees.

# 7 Brand Sense Partners

\$1.5B (PRIVATE)

RAMEZ S. TOUBASSY, PRESIDENT, +1.310.867.7222

Brand Sense Partners has an extensive client list that ranges from consumer products, media and technology companies to major players in the celebrity and fashion worlds. Current clients include Dodge, MGM, Sci Fi Channel, Travel Channel, Kingsford, Armor All, Halle Berry, Sheryl Crow, Hamilton Beach and *Maxim*.

# Copyright Promotions Licensing Group

\$1.5B (PRIVATE)

KATARINA DIETRICH, CHIEF EXECUTIVE OFFICER, +44 (0) 208 563 6400

# 8

Key licensing properties for 2008 were Strawberry Shortcake, Dora the Explorer, *Spiderman Movie 3*, The Simpsons and the Peanuts. CPGL's main focus in 2009 will be to strengthen and grow its retail relationships for this year and beyond. Ensuring shelf space for its existing brands, as well as investigating new and innovative ways to ensure retail exposure for all of its licensors remains a priority. Strong retail partnerships exist with Blokker, Auchan, Tesco, Marks and Spencer, El Cortes Ingles and the Metro Group.

# 9 The Joester Loria Group

\$1.3B (PRIVATE)

DEBRA JOESTER, PRESIDENT, +1.212.683.5150; JOANNE LORIA, EXECUTIVE VICE PRESIDENT, +1.683.5150

The Joester Loria Group's client list includes Jeep, Chrysler, Pepsi, Mountain Dew, Aquafina, AMP, Discovery Communication brands (Discovery Channel, Animal Planet and Planet Green), Entenmann's and BBC Worldwide series Planet Earth and Baby Genius. Key initiatives in 2009 include

the launch of Animal Planet pet products, toys and video games; the introduction of Discovery Expedition electronics and outdoor gear; the launch of new Pepsi and Mountain Dew graphic programs in soft goods; extension of AMP into energy-related consumables; new health and beauty initiatives for Aquafina; expansion of Entenmann's coffee and ice cream brand; Eco-friendly health and beauty, home furnishings and fashion accessories from Planet Green; and ongoing expansion of Jeep in key categories and international free-standing stores. Retail initiatives include Earth Day for Planet Earth products and the launch of Baby Genius toys with a strategic retail partner.



# 4Kids Entertainment

\$900M (PUBLIC)

AL KAHN, CHAIRMAN AND CHIEF EXECUTIVE OFFICER; CARLIN WEST, EXECUTIVE VICE PRESIDENT; ROZ NOWICKI, EXECUTIVE VICE PRESIDENT, +1.212.758.7666

# 10

Last year's full-fledged rollout of the Chaotic trading card game in the U.S. and Canada produced strong results, with distribution in more

than 30,000 outlets such as 7-Eleven, Walgreens and Best Buy. A similar launch this year will bring Chaotic to the U.K., France, Italy and Spain, along with the unveiling of a 2.0 version of the www.chaoticgame.com Web site and the signing of Spin Master as Chaotic master toy licensee. Momentum for Yu-Gi-Oh! continues in 2009. Dinosaur King is enjoying strong sales growth in France. Celebrations of the Cabbage Patch Kids' 25th birthday last year continue this year with a Burger King promotion, and Teenage Mutant Ninja Turtles kicks off its 25th anniversary with a "shell-ebration." Key properties driving sales this year include Monster Jam, led by master licensee Mattel; American Kennel Club; The Cat Fanciers' Association; Jim Henson's Pajanimals; The Kookys; Gogoriki; and Rollbots. 4Kids Entertainment continues to support these brands through a five-hour block of children's TV on Saturday mornings on The CW Television Network in the U.S.

# 11 Brand Central

\$850M (E) (PRIVATE)

ROSS MISHER, CHIEF EXECUTIVE OFFICER, +1.310.268.1231

Brand Central activity during 2008 included the expansion of the Kellogg and Keebler programs, the launch of a wellness division featuring Gaiam and Dr. Andrew Weil and the continuing success of Mark Burnett's, "Are you Smarter Than a 5th Grader?" For 2009, the agency has expanded its portfolio to include Dr Pepper Snapple Group, Jarden outdoor solutions and branded consumables and HIT Entertainment. In addition, Brand Central is now representing specialty retailer Brookstone. Mark Burnett Productions will launch new programming, and Quincy Jones will launch a new line of personal electronics.

# IMC LICENSING

\$725M (PRIVATE)

EMILY WICKERHAM, PRODUCT DEVELOPMENT AND ACCOUNT MANAGER, +1.502.589.7655

# 12

IMC Licensing clients past and present include SC Johnson, Kraft Foods, Valvoline, Wm. Wrigley Jr. Co., General Mills, Borghese, Tabasco and Chiquita. During 2008, key retail properties were Life Savers, A.1., Tabasco and Planter's. In 2009, licensing initiatives will focus on SC Johnson's portfolio of brands, Crystal Light, Chiquita, Fresh Express, Wrangler and the Pinnacle Foods portfolio of brands. Also fueling IMC Licensing's growth is the launch of its license acquisition division and the development of an international division. Key retail partners are Walmart, Kroger and Giant Eagle.

# Moda International Marketing

\$550M (E) (PRIVATE)

MICHELLE ALFANDARI, PRESIDENT, +1.212.687.7640

In 2008, Moda International Marketing's client roster expanded to include America's VetDogs, The Veteran's K-9 Corps and Sgt. Vetdogs. Licensed brand extension programs included Le Tour de France, The Henry Ford, Bushnell, Audiovox, *The New York Times* and the National Trust for Historic Preservation. Key growth initiatives for Moda this year focus on the

addition of new clients nationally and globally, new licensees on behalf of existing clients and new channels of distribution and territories. New clients include Lycra (Invista), Bollé, Bushnell, Hoppes and Tasco, Greenfield Village, the Dakar Rally, Advent, Acoustic Research, Jensen, Terk, Unipal Corrugated Pallets and Prism Industries.

# 14

# BRANDGENUITY

\$350M (PRIVATE)

ANDREW TOPKINS, MANAGING DIRECTOR, +1.212.925.0730

Key achievements during 2008 included the expansion of the Food Network-branded housewares program, along with the launch of a sub-line of Bobby Flay grilling products to more than 500 products sold exclusively at Kohl's. The World Poker Tour had another strong year, as did the LeapFrog licensing program.

The Cadbury Adams licensing program showed strong growth from the Sour Patch brand and the launch of its seasonal candy business from Frankford Candy, as did the Mott's brand, with its fruit snacks lines by Brach's and CH Robinson. The Verizon program showed good growth, driven by Verizon-branded gateways from Actiontec and the launch of Verizon-branded telephones from Siemens. Brandgenuity also benefited from a full year of managing properties from MGM Studios, including Legally Blond, Pink Panther, Fame, Robocop and Stargate franchises. The agency also signed new clients including Church & Dwight and Atari. Key retail partners, in addition to Kohl's, are Walmart, Target, Sam's Club and Costco.



# 15 Global Brands Group

\$350M (PRIVATE)

MARK MATHENY, CHIEF EXECUTIVE OFFICER, +65 6622 8149

FIFA (master licensee), PGA Tour (master licensee and agent) and Warner Bros. Consumer Products Properties (agent) were key licensing properties in 2008. Initiatives in 2009 are superior product development and sourcing targeted for specific

channel partners, retail promotional activations and development of branded/dedicated retail spaces for FIFA and PGA Tour. GBG aims to maximize its recent investment of resources in staff and worldwide coverage at its network of 16 international offices.

# 16 Bradford Licensing

\$235M (PRIVATE)

MICHELLE MINIERI, PRESIDENT,  
+1.973.509.0200

Key licensing properties for retail sales in 2008 were Pepsi-Cola, 7UP, Mountain Dew, Marilyn Monroe by Sam Shaw and Aspen. This year will see the development of a new international style guide for Pepsi brands, which will be launched at this year's Licensing International Expo in Las Vegas. Growth will stem from the worldwide launch of luxury products including Aspen One timepieces—launched in February with the first watch presented to Elle Macpherson and donated to Challenge America and Aspen Valley Ski and Snowboard Club; Beverly Hills Shield and Love, Beverly Hills Fragrance line, to be launched at LIE; significant expansion of Pepsi stand-alone stores throughout Asia; and the development of new brands, also to be released at LIE. Key retail partners for Bradford Licensing were mass, mid-tier/specialty and high-end retailers, including Target, Walmart, Carrefour, H&M, C&A, Daslu, Top Shop, Zara, Urban Outfitters and New Look. In 2009, growth is being fueled by mass retailers, as well as significant expansion of the Pepsi stand-alone stores.

## BRAND LICENSING TEAM

\$120M (E) (PRIVATE)

CINDY BIRDSONG AND JOHN SHERO, MANAGING PARTNERS, 1.678.324.3250

Brand Licensing Team was set up earlier this year by former Coca-Cola worldwide licensing and retail department executives Cindy Birdsong and John Shero to handle The Coca-Cola Co.'s licensing program in North America, effective March 1. BLT is focusing on Coca-Cola's environmental line of repurposed, reclaimed merchandise including merchandise made from recycled PET bottles, young adult and junior apparel, tabletop, holiday/seasonal and collectible programs. Licensed Coca-Cola product has distribution in mass retailers Walmart and Target, as well as specialty retailers.

# 18 BROAD STREET LICENSING GROUP

\$93+M (PRIVATE)

CAROLE FRANCESCA, PRESIDENT,  
+1.973.655.0598

Broad Street Licensing Group's portfolio of clients has grown to include Burger King, The Culinary Institute of America, Unilever, BIC USA, Cutty Sark, Rich Foods, Bruegger's Bagels, Helene Curtis, Elizabeth Arden, Breyers Ice Cream, Popsicle and Faberge. Key achievements include the Burger King salty snacks line, sold in the U.S. through vending, club, mass, drug, c-stores and grocery, and now in distribution in Asia, South America, Europe and the Middle East. During 2008, The Culinary Institute of America achieved record sales with its CIA Masters Collection of cookware, bakeware and cutlery from Robinson Home Products, as well as expanded product lines such as the Instant Gourmet Kitchen Sets and the Professional Series food processors. BSLG also expanded BIC USA's leadership in disposable lighters with a line of NASCAR drivers, such as Dale Earnhardt Jr., Jeff Gordon, Kasey Kahne and Tony Stewart. For 2009, the agency will continue to build strategic and innovative brand extension opportunities for current and new clients in the U.S. and international markets.

# SIGNATURES NETWORK

\$75M (PUBLIC)

STEVE GLASENK, VICE PRESIDENT OF LICENSING, +1.415.247.7467

**20** Last year was a busy year for Signatures Network after being acquired by Live Nation in November 2007 for \$79 million. Key 2008 sales drivers for Signatures Network were The Beatles, Kiss, John Lennon, Lynyrd Skynyrd, Motley Crue, Ozzy Osbourne, The Who, Kelley/ Mouse and the continuing, strong demand for all things rock and roll, especially classic rock. For 2009, sales will be driven by the continued popularity of classic performers such as Madonna, The Beatles, Kiss, Bruce Springsteen, U2 and The Who, as well as newer artists like Cold Play and Kings of Leon. In addition, Signatures Network will launch a major new program with Target as part of the 40th anniversary of Woodstock.



## Kidz Entertainment/EEMC

\$75M (PRIVATE)

KJ ISTOK, INTERIM CHIEF EXECUTIVE OFFICER, +45 (33) 556 100

# 19

Top brands that drove sales in 2008 were Bob the Builder, Bratz, Care Bears, The Dog/The Cat, Fifi and the Flowertots, Ice Age, Lego, My Little Pony, Postman Pat, The Simpsons, Teenage Mutant Ninja Turtles, Thomas the Tank Engine and Transformers. Initiatives for 2009 include the recent addition of hit brands such as Beverly Hills 90210, In the Night Garden, Little Princess, Kamen Rider, Miffy, Star Trek, Terminator Salvation and Timmy Time to the portfolio, while promotional and direct-to-retail opportunities are opening with new players entering the Eastern Europe market. Key retail partners are Auchon, Carrefour, Detsky Mir, H&M, Kap Ahl, Magma, One2Play, Smyk, Sparkys and Tesco.



# cartoon CRAZY

By Josephine Collins



## This year's Cartoon Movie brought into sharp focus the main planks of European feature-length animation—taking books and television series to the big screen.

“Lola & Virginia,” “Skunk Fu!,” “Totally Spies,” “The Sandman” and the “Lost Sand of Dreams” were just four of the well-known television animations being given the full-length movie treatment by European animators.

Presented at Cartoon Movie in Lyon in France last month, television series were joined by book-to-animation projects such as Gabrielle Vincent’s “Ernest & Celestine,” a new version of the German comic strip “Fix and Foxi,” the French “Lou Lou” and Norway’s “The Mischievous Fox & the Straight-Tailed Pig.”

Cartoon Movie showcased movie concepts and projects in development, with producers looking to put together finance and distribution deals with other E.U.-based companies.

Completed films also were shown at Cartoon Movie, with the aim of expanding international distribution. Last month’s Lyon event attracted more than 600 participants—an increase of 20 percent over 2008—and more than 50 film projects were shown.

Still in the concept stage, *Skunk Fu! The Movie—Exit the Dragon* is a co-production between the Irish Cartoon Saloon and the U.K.’s Cake Entertainment. The adventure story sees Skunk and his friend Panda struggle to keep the dragon in his frozen prison.

Spanish Imira Entertainment’s *Lola & Virginia—The Violet Star*, is a movie in development, conceived as a prequel to the television series. The television series, aired in 100 territories

and translated into 23 languages, is already backed by a licensing program and is supported by a Web site.

Television-to-movie animations in production include Scopas Medien’s *The Sandman and the Lost Sand*



of *Dreams* and Marathon Media’s *Totally Spies!—The Movie*.

*Sandman* is based on the traditional German children’s story and updates the classic German television series. A release date is expected next winter. Scopas has already partnered with German broadcaster Kika on the movie.

*Totally Spies!—The Movie* is another prequel plot to Marathon’s television series, which has been on the air for eight years and is broadcast in 120 countries. The theatrical release in France is set for July 22 and is already backed by a licensing program that includes a McDonald’s promotion.

The most notable book

property with a movie in production is Ernest & Celestine, the classic French story by Gabrielle Vincent, which is being brought to life in a French, Belgian and Luxembourg co-production deal among Les Armateurs, Mélusine Productions/Studio 352, La Parti and Studio Canal. A new book to accompany the film is being written by French author Daniel Pennac, described as the start of a merchandise operation for the characters. ©

### The ones to watch

Original movie projects to watch

#### Occhi Kochoi

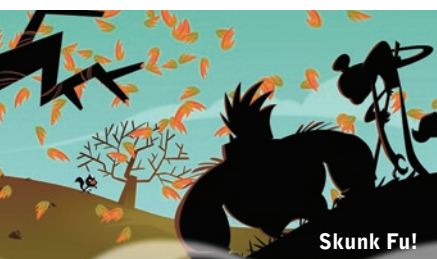
Soft 3-D stereoscopic bird migration adventure that parodies human characteristics, from TeamTo

#### Overtime

Family adventure journey as a group of puppets come to life after the death of their puppet master to fulfil his dream, from Acme

#### Thieves

Family fun among thieves, with references to classic movie *To Catch a Thief*, from Pictorion Magma animation and Ulysses Filmproduction



# products & services showcase

## Apparel Licensee

**drive [drīv]**  
*v* (past **drove** [drōv], past participle **driv-en** [drivvən], present participle **driv-ing**, 3rd person present singular **drives**) *vt* **steer**  
**progress of something:** to provide momentum toward the successful operation or functioning of something *This company is driven by a concern for quality.*

**Drivers wanted.  
 License required.**

**FOR LICENSING INQUIRIES,**  
 please contact Original fbb at: 1-888-590-8965  
 or teamfbb@originalfbb.info  
 www.originalfbb.com

## Entertainment

# Angie the Ant™

**For Licensing Opportunities Contact:**  
 licensing@susibmarketing.com | 843.822.7676

**AngieTheAnt.com**

© 2005 Susi B. Marketing, Inc. All rights reserved

## Entertainment

# OLU'S DREAM

A Harper Collins Book.  
 From the creator of  
 "The Shanna Show"

©2008 Shane W. Evans

Visit us at booth 1603  
 For licensing opportunities: [www.olusdream.com](http://www.olusdream.com)  
[info@shaneevans.com](mailto:info@shaneevans.com) or 816.304.9513

# SHOWCASE

*your brand*

in our exclusive **NEW** section  
 with Charter Pricing

**Smarter Marketing Approach**  
 Generate high-quality leads and  
 increase your brand's awareness even  
 with a limited marketing budget.

Contact: Chris Cheuvront  
 (800) 225-4569 ext. 2705  
 Fax: (440-826-2865)  
 E-mail: [ccheuvront@advanstar.com](mailto:ccheuvront@advanstar.com)

Anthony Harris Digital Vision/Getty Images

Place your ad today!

Contact Chris Chevront @  
 (800) 225-4569 ext. 2705  
 Fax: (440-826-2865)  
 E-mail: [ccheuvront@advanstar.com](mailto:ccheuvront@advanstar.com)

License Available

**CHARACTERS READY FOR LICENSING**  
 • Toys • Apparel • Cartoons • and more!!!



**MOTOR TYKES**

[www.motortykes.com](http://www.motortykes.com)  
 610-430-7985

Catalogs on the cutting edge.

**Introducing Advanstar's Custom Digital Solutions.**

Stop spending time and money sending out expensive print catalogs and company brochures that may never be read.



**Open up new markets.**

Place your digital catalog on one of our trusted industry publication's websites and receive monthly impression exposure.

**Go Digital Today!**  
 Contact Your Sales Representative  
 1 (800) 225-4569

**Reach Retailers in a Worldwide Marketplace**

Take advantage of our marketing solutions in Print, Online and Digital formats.

Use the marketing strength of the industry leading publication License!Global to promote your products. Guaranteed, you'll connect with 33,000 readers who move licensed merchandise to retail shelves around the world.\*

Expert, award winning editorial. In depth insight into emerging markets and international properties. It's no wonder that License!Global has been chosen by it's readers to be the #1 publication in the licensing industry.\*\*

\*BPA Statement June 2006

\*\*Publisher's Own Data

License Available

**Healthy Planet, Healthy Kids**

Let the best characters on Earth make you greener!



**PLANETPALS**

Help kids learn to be a PLANETPAL, too!  
 License Planetpals for educational materials, publishing, media, eco friendly products.

Call Planetpals Licensing at (617) 244-7531.  
 Or visit us at [www.planetpals.com](http://www.planetpals.com)

Advertising in License! Global makes sense!

Contact: [Chris Chevront](mailto:Chris.Chevront@advanstar.com) @ (800) 225-4569 ext. 2705

Fax: (440-826-2865) E-mail: [ccheuvront@advanstar.com](mailto:ccheuvront@advanstar.com)