

brand licensing europe 2009

The Grand Hall | Olympia | London

30 September – 1 October 2009

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The Licensing Academy - promoting

As demand is always high, please ensure you arrive at least ten minutes before your session. You must still register for the show. For up-to-date information please visit www.brandlicensing.com

Day 1 – September 30th 2009

09:45 – 10:30

Trend
Tracker

Digital strategies for licensed characters, in an ever-evolving world

Seminar by Gary Pope, Managing Director, Kids Industries Digital

After last year's popular seminar looking at licensed characters in the digital space, Gary Pope is back with fresh research, insight and tips about creating successful digital environments that engage with kids and get the best from licensed characters.

11:00 – 11:45

European
Focus

Cross-border licensing in Europe – managing local culture, retail & design considerations

Seminar leader: Anna Lisa McBride, President and CEO, Kidz Entertainment / EEMC

Through case studies, anecdotes and questions from the floor, an expert panel will highlight cultural, retail, design and other important considerations to take into account when doing cross-border licensing business in Europe, to ensure you get your deal and that your product is successful.

12:15 – 13:00

Knowledge
Builder

How to negotiate a better licensing contract

Seminar leader: John Burns, Partner Halliwells LLP

By commentating on a live role play, John Burns will guide two parties in the advanced stages of negotiating a licensing contract. He will discuss how to resolve conflict and will address contract-based issues of particular interest to retailers and licensees.

13:30 – 14:15

Keynote

Keynote address from a leading figure from the world of children's entertainment

To be announced in August 2009

14:45 – 15:30

Trend
Tracker

Retail Trends and Analysis – A Special Report

Research giant, NPD and Planet Retail, the authority on global retailing, will give an invaluable overview of both the licensing and retail industries. NPD's special report will include data from its License Tracker, analysing key growth categories and areas of greatest potential, while Planet Retail will then give a detailed insight into key Europe-wide retail trends, with best practise examples. This session is essential listening for anyone in the business of making or selling licensed products.

16:00 – 16:45

Trend
Tracker

Licensing in a Recession: The essential ingredients to weathering the economic storm

Seminar Led by Louise French, Associate VP Marketing and Business Development, The Beanstalk Group

How can brands monetise their brand equities and emotional connection with consumers as they face tough economic times and more discerning consumer spending? Discover the current market and consumer trends emerging, how to maximise opportunities in a recession, and the key ingredients brands need to develop robust lifestyle licensing programmes.

g best practice and excellence in licensing

on is due to begin to ensure you get a seat. Although you do not need to register for the Licensing Academy, licensingeurope.com

Day 2 – October 1st 2009

09:30 – 10:15

Breakfast seminar for independent retailers:

How to start, or build, your licensed product offering to gain retail advantage

Knowledge
Builder

Seminar led by: **Karen Addison, Managing Director, Karen Addison Associates**

A discussion by a panel of retail and licensing experts who have specific experience in creating licensed products for small retail chains and independent retailers. They will discuss how to work with brand owners to secure deals, develop successful ranges of product and show how you can use licensing to create a real point of difference in your shop.

10:45 – 11:30

Royalties, pricing and financial know-how

Knowledge
Builder

This session will provide advanced insights into best practise in setting, calculating, reporting and collecting royalties, using case studies to illustrate, and with particular tips for licensors and licensees wanting to increase their know-how in order to maximise their own opportunities and minimise risk.

12:00 – 12:45

Keynote Address and Trends Report from Showcomotion Children's Media Conference

Keynote

Showcomotion children's media conference will deliver a special report on the key trends in children's TV. This will be followed by a keynote presentation from a leading producer, giving attendees rich insight into what gives a winning children's programme its magic, and what makes it a success across all platforms from screen to shop shelf. License Global's European Editor Sam Phillips will lead questions from the floor.

13:15 – 14:00

Cross-border licensing in Europe – managing the legal landscape

European
Focus

Seminar led by **Christian Fortmann, European Trademark Attorney, 24IP Law Group**

Eminent international lawyer, Christian Fortmann, will lead this advanced seminar for those embarking on licensing deals with partners across Europe. He will examine legal and other technical considerations that are vital to achieving successful cross-border licensing in Europe, as well as offering thoughts on conflict resolution, brand protection and best business practise.

14:30 – 15:15

Gaming to win in licensing

Trend
Tracker

Seminar led by **Michael French, Editor in Chief, MCV Magazine**

Michael French, from the gaming industry's leading trade magazine, will lead a panel of experts that span the gaming and licensing worlds to explain how to use licensing to best advantage in games and to discuss how to extend a game brand onto other platforms and products.

15:45 – 16:30

Creating the best products: taking licensed properties from screen to shelf

Knowledge
Builder

Seminar led by: **Oliver Dyer, Managing Director, Skew Studio**

Bringing licensed products to life from a TV series or other licensing concept is a constant challenge for retailers and manufacturers, especially for today's design-savvy consumer. Oliver will lead a panel of creative experts in de-mystifying the design process for licensed products, and explain how to understand the property in order to bring it to life. There will be an opportunity to review, de-construct and discuss a wide selection of actual products during and after the session.

www.brandlicensingeurope.com



Brand Licensing Europe 2009 – Where

Now in its 11th successful year, Brand Licensing Europe 2009 returns to Olympia, London. Each year over 4,000 retailers, licensees, manufacturers and sales promotion professionals attend to meet the brand owners and agents, discover what's hot, network and strike up lucrative partnerships.

Why should you attend?

With over 2,000 worldwide properties on show, Brand Licensing Europe is the only place where you can:

- **Discover** the brands, characters, Hollywood blockbusters or cutting-edge images that will drive sales and create consumer demand over the next 12-36 months.
- **See which properties the big agents are promoting** as a priority.
- **Learn** how to maximise the performance of your existing and future licensing programmes in the free-to-attend Licensing Academy and discover the latest trends.

But that's not all. You will be treated to a host of exciting new show features and services designed to maximise your time at the show and help you grow your business in these challenging times.

What's new for 2009?

Retail Buyers' Centre* - An exclusive new area for retailers offering complimentary and impartial advice, refreshments and cloakroom facilities. Seven licensing industry experts will be on hand to help you, regardless of the nature or complexity of your query or the company you represent.

Led by **Keith Pashley**, *The Keith Pashley Project*

The independent panel consists of **Karen Addison**, *Karen Addison Associates*

• **Fiona Macleod**, *Fred and Ginger* • **Chris Muggleton**, *Licensing Advice.com* • **Richard Pink**, *Pink Key Consulting* • **Gill Thomas**, *Consulting GT* • **Melanie Wood**, *Director of Training, Advanstar Communications*.

Property finder - An essential tool for your license acquisition strategy, this handy pull-out reference guide will allow you to easily identify the property owners and licenses available at a glance. Sorted by property name and product category, there's no easier way to navigate your way round the show.

Product showcases - The Toy Store, Salon and Licensed Lifestyle showcases have been specifically designed to highlight to retailers, licensees and sales promotion agents how today's licensing opportunities can translate into tomorrow's merchandising programmes. Index cards will highlight which companies you can approach for any of the properties on display.

*Available to qualifying retailers only.

the licensing industry does business

And not forgetting the popular returning features:

Screening Suite – Where films become brands. Returning for its 4th year, invited guests will once again be treated to the latest teasers, trailers, promotional and licensing opportunities for upcoming movie properties in a fully working cinema. Movie studios will include:



TV Lounge – Invited guests can come and see an array of sizzles and trailers from the leading broadcasters in a relaxed environment. Up and coming TV shows will be previewed here first so don't miss it!

Screening Suite and TV Lounge attendance is by invite only. Please contact us if you would like further information.

Who should attend?

Anyone involved in the business of brands, licensed product or consumer trends should consider Brand Licensing Europe a must-attend event. Last year's visitors included:

Almedahis • Amazon • ASDA • Auchan • Aykroyd & Sons • Backstage SRL
• Bandai UK • Benetton Group s.p.a. • Bhs • Blueprint Collections • Bon Bon Buddies • Carrefour • Codi srl • C&A Europe • Dorling Kindersley • Dreamland Mavedra • Dunnes • Edison • Egmont UK • El Ocho Licencias Y Promociones SL • Giocattoli SpA • Golden Bear Products • Handelsges • Kaufhof • Smyk and Sonak • C&A • Debenhams • HMV • Sainsbury's • John Lewis Partnership • Macmillan Publishers • Marks & Spencer • Mothercare • NEXT • Play.com • Primark • Russell & Bromley • Tesco • Toys 'R' Us and many more

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Over 200 exhibitors will be displaying 2,000 of the hottest properties:



- 3rd and Bird • A Monster in Paris • Alchemy Gothic • Angel Cat Sugar • Angelina Ballerina™
- The Anne Stokes Collection • Animal Soup • Animals • Ann Edwards Art • Annie Phillips •
- Antony Worrall Thompson • Are You Smarter Than a Ten Year Old ? • Arthur and the Revenge
- of Maltazard • Arthur and the War of the Two Worlds • ATARI • Bad Alice • Bad Cat • Bagpuss •
- Bakugan™ • Ballet Russes costume illustration by Leon Bakst • Barky the Dog Sheep • Batman
- Battle of Britain Memorial Flight • The Beano • Bella Sara • Ben 10 Franchise (Ben 10, Alien
- Force, Alien Swarm movie) • Ben and Holly's Little Kingdom • Betty Boop™ • BEYBLADE: Metal
- Fusion • Big & Small • Big Barn Farm • The Blewbury Flora • Bob the Builder™ • The Bogies •
- Born To Shop • Bridgeman Art Library Advertising Archives • Brit Chiks • British Motor Heritage
- Buff® • CANIMAL • Canvas Nation • Carol Tratt's Kitten Heels • Caroline Gardner • Catalina
- Estrada • CATTITUDES™ • Chaotic™ • Charuca • Chuggington • CliffsNotes® • Coca-Cola • The
- Collection by Marilyn Robertson • Conqueror • Coronation Street • Cosmopolitan • Cyril
- Powell Linocuts • David & Goliath • Dennis the Menace • Diego Y Dolores • Dinosaur King™
- DOGS – KEITH KIMBERLIN • Dora the Explorer • Drop720™ • EyePet • Family Guy™ • The
- Family Pets • Fashionette • Felix the Cat • Fifi and the Flowertots • Fizzy Moon • Flora's Hill
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- Palace • Hanadeka • Harold's Planet® • Harry Potter • Harry Ramsden's • Haynes Publishing
- Heathcliff • Hello Kitty • History • The Hive • The Honours List™ • Hooray for Fizi by Lucy
- Cousins • Hugmeez • HUMF • Hungry Jungle™ • HUNTIK • Huntik – Secrets & Seekers Series 2 •
- iCarly • Ice Age 3™ • In the Night Garden • Janet Reger • Jeli.del™ • JRAFF • Juicy Lucy Designs
- Julie Lavender • The Karate Kid™ • Kensington Palace • KING • Ladies who Lunch • Land
- Rover • Laura Ashley • LazyTown™ • Lee Cooper • Legend of Swordsman • LEGO • Lisa Jane
- Little Big Planet • Little princess • Little Whispers • Local Folk • London Taxis International
- Loralie • Lucky Cookie • Lunartics Collectible Characters • Lunartics Games • Lunartics
- Moonzones • Mabel Lucie Attwell • Maisy by Lucy Cousins • Manchester United • Marilyn
- Monroe • Maui and Sons • Me to you • Miffy • milliontrillion • Miss Little Lizzy • Mister Maker
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- teams • The New Adventures of Babar • Noddy • Non-Solo Piazza • Numberjacks • Olivia •
- Orme • the owl • Pampers • Paramount Classic • Pat & Stan • Paramount Classic • Patchwork
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- & Cuties • Pinky and Perky • Pippi Longstocking • Planet Cook • Poppixie • Postman Pat®
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- Royal Ballet • Royal Botanical Gardens Kew • The Royal Opera House • Royal Navy • Ruby
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- The Secret Saturdays • SecretWings • Shaun the Sheep • Shirtbox • The Simpsons™ • Smiley
- Smiley Collection • Smileyworld • The Smurfs • The Spectacular Spider-Man™ Animated
- Series • Soft Spots • Spider-Man™ 4 • SpongeBob SquarePants • Spooky Skaters • Street
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- Time • Tinga Tinga Tales™ • Top Gear • Tutti Cuti™ • UL13 Alchemy • University of Oxford •
- V&A fashion and costume collections • V&A jewellery collections • V&A textile collections • The
- Vigilantes! • Victoria Francés • Vimrod® • Violent Veg • VIPO • Adventures of the Flying Dog •
- Vivacious Veg • Wag Alley™ • Wallace & Gromit • Waybuloo™ • Whispers on Wings • Winx Club
- Series 4 • The Wiggles • Withit • Woolly • Yu-Gi-Oh! 5D's™ • Yvette Jordan • Yo Gabba Gabba™

List correct at time of going to press

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30 September – 1 October 2009

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Essential information

Venue:

The Grand Hall, Olympia, London

Opening times:

Wednesday 30th September: 09.00 – 18.00

Thursday 1st October: 09.00 – 17.00

For information about getting to Olympia and for hotel accommodation, please visit www.brandlicensingeurope.com.
This is a trade show. Strictly no under 18s or children allowed.

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So much more than an exhibition

brand
Licensing
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The Grand Hall | Olympia | London

30 September – 1 October 2009

Licence! GLOBAL

LICENSING & RETAIL INTELLIGENCE

Licence! Global

BRAND LICENSING EUROPE PREVIEW

AUGUST 2009



The Music Merchant

Dell Furano, president of Live Nation Merchandising, at the Las Vegas Beatles Love store.

Veteran exec Dell Furano reveals why The Beatles 09-09-09 brand blitz is the quintessential example of music merchandising and licensing.

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18 The Music Merchant

Veteran licensing exec Dell Furano, president of Live Nation Merchandising, formerly Signatures Network, discusses The Beatles 09-09-09 megamedia blitz and why it is the quintessential example of music merchandising and licensing and reflects the evolution of the industry.



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34 A New Record

With a brand as recognizable as Guinness World Records, the company is now looking to make a name for itself in the world of licensing. Its first step toward accomplishing that goal was to form a new in-house licensing department with offices in London, New York City and Tokyo.

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24 The Ultimate Collection

Fashion executives successfully maneuvering their way through this economy are finding success with trend-right styles and hot licensing properties. This month's MAGIC in Vegas will highlight some of the latest trends and newest designs in the apparel business.

38 Stars Power Comic-Con

Movie studios and TV networks used Comic-Con International to roll out movie trailers and new licensing deals for high-profile properties including *Avatar* and *Iron Man 2*. The annual pop culture phenomena drew a massive crowd estimated at more than 125,000—thousands of them in costume.

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30 House of Brands

House of Fraser has 62 stores across the U.K. and Ireland and a history that goes back more than 150 years. The retailer is now taking a new route to market: becoming a licensee in a bid to gain differentiation from its rivals in the branded market.



40 Brand Licensing Europe Preview

This BLE preview offers a first look at who will be attending along with a floor plan for the expo that will take place Sept. 30 and Oct. 1 at The Grand Hall, Olympia in London.



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Spain: Licensing Hangs Tough

International Appeal



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FOX BRANDS CONNECT



glee

Far and away the year's most talked-about new TV series, *GLEE* is a music-driven one-hour comedy series that after just one airing spawned the #1 song on iTunes®, the #1 Video on Hulu™ and the #1 ringtone in America.

Critically adored, fans have made *GLEE* #1 in its time period among all key young demographics. And it's the second-highest-rated debut of the season on any network among Adults 18-49, Adults 18-34 and Teens.

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Brand Licensing Key to Retail Recovery

Despite signs that the recession is easing—including the recent headline in *Newsweek* magazine proclaiming “The Recession is Over!”—there remains still a level of uncertainty among consumers amidst some very aggressive marketing efforts by licensors and retailers who keep on trying to spur a recovery.

And this bodes well for brand licensing as retailers worldwide continue to embrace merchandising and promotional efforts to help drive consumer traffic and boost sales.

■ **Summer of blockbusters.** Several huge hits at the box office have helped drive merchandise sales at retail including Hasbro's *Transformers: Revenge of the Fallen* and G.I. Joe: *Rise of the Cobra* and Warner Bros.' *Harry Potter and the Half-Blood Prince*. According to various analysts' reports, sales of Transformers merchandise could range from \$500 million to \$600 million or as much as 25 percent higher than after the first movie in 2007.

Based on its performance last year and after the DVD release in March, the upcoming Twilight sequel *New Moon* from Summit Entertainment, scheduled for release on Nov. 20, will likely be a big hit that will also drive merchandise sales once again at Hot Topic and also at Walmart, which has taken a bigger position with the property. In addition, Nordstrom will also feature a Twilight shop online with an exclusive apparel (from Awake) and jewelry collection launching in October.

■ **Christmas in July.** Several retailers, including Toys“R”Us, Sears and Kmart, ran various holiday promotions last month, which underscored the importance of the holiday season and just how competitive the fourth quarter will be.

■ **Beatlemania redux.** Another major example of brand licensing's impact at retail is The Beatles 09-09-09, the mega marketing and

retail merchandising campaign, launching next month (see cover story page 18). Over 45 years since the band revolutionized rock and roll, The Beatles will be back in the spotlight and on retail shelves with a huge presence among major retailers from Bloomingdale's to 7-Eleven. The huge merchandising effort, spearheaded by Live Nation Merchandising and Apple Corps, will tie in with the launch of The Beatles Rock Band video game and the release of 14 digitally remastered CDs.

■ **Celebrity power.** Target last month launched an exclusive accessories program, called Hollywood-Intuition, based on the specialty boutique Intuition, and its designer/owner Jaye Hersh. The line includes handbags, scarves, bangles, necklaces and sunglasses. Walmart debuted its Miley Cyrus and designer Max Azria collection, which ties in with the retailer's sponsorship of the teen singer's concert tour beginning next month. The line includes tops, pants, tees, shoes and accessories all priced under \$20.

■ **New stores.** JCPenney opened its first store in Manhattan on July 31 near Macy's flagship 34th Street store, while Target opened in a retail complex called Gateway Center near Yankee Stadium in the South Bronx where several other major retailers will also open. In addition, Nordstrom Rack will open its first store in Manhattan next year.

These are just a few of the positive signs in the marketplace that reinforce the power and influence of brand licensing at retail as well as the potential for retail sales growth through the fourth quarter.

Certainly, every licensor and retailer hopes these trends will build momentum and carry through the holiday and into 2010 and beyond. We all want to look back and admit that *Newsweek* was right when it proclaimed last July that the recession was over. ©



Tony Lisanti
Editor-in-Chief

Working a Bit Harder for Every Pound

By **Sam Phillips**



It's been two and a half years since I worked on *License! Europe* magazine. Everything and nothing in the industry seems to have changed. "We are working a bit harder for every pound," is what one licensor told me last week and this seems to ring true across all areas of the business. But it's not necessarily to the detriment of anything, least of all the quality of what's on offer to retailers and consumers. It's a tough climate, but around Europe the tough seem to be getting on with it. Licensing is still, after all, an industry of irrepressible optimists.

Aside from the arrival in London of Banana Republic and some cracking new hand dryers called Airblade, one thing I've found interesting after emerging from rural, parental chaos is a new degree of sophistication in the industry. Flogging a dead-horse property seems to have gone out of fashion. Licensing personnel are more realistic about what they can ask and expect from retail. Companies have changed hands after what must have been testing months for those involved, but the survivors have emerged with an air of strength and optimism. Executives across the spectrum are looking at new business models to hedge against the inherent risk of producing new content. Big companies are putting heads together to make sure they use all the tools in the box to get behind a brand. And more detailed strategies are being declared for expanding into the hungry but complex markets of Russia and Eastern and Central Europe.

I asked one agent in France if it was busy on account of new properties being signed. No, they said, it's busy because there's so much work going on with existing, well-nurtured, favorite brands, which are currently most popular at retail. Another told me, we must keep doing business so there's product in the pipeline when the upturn comes and consumer demand increases. Very significantly, participation in Brand Licensing

Europe, a barometer of the industry in Europe, is up on all fronts. There are more exhibitors and registrations and there are new companies and new sectors (gaming, for example) coming in for the first time.

In the shops, Web sites and malls, things may be slack—most Woolworths stores lie empty and the BRC reports that more than 10 percent of town center shops are vacant, in the U.K. for example. Elsewhere, giants like Carrefour post unremarkable like-for-like sales and the grocers' dominance intensifies. But none of this is very new and is symptomatic of a wider, fundamental shift in shopping habits. Where licensing is concerned there is still room for high-end Barbie handbags in Selfridges, big volume sales for well-priced lines such as Ben 10 toys and for Sportacus to inspire children shopping in ASDA to do exercises and take bags of fruit home with them. The department store chain, John Lewis, had its best week outside of Christmas on account of a spell of good weather. Ah, the weather, I will tell you because I'm English, has been mostly damp.

Almost every company I've visited since coming back is busy on Twitter. I'm not sure if anyone quite knows why they are tweeting, and neither do I, yet, but it's another signal of a more responsive and more in-touch licensing industry. So is the trend for licensors to invest in the design of fully finished lines of clothing to present to retailers. And so is the fact that my very young children play with licensed products even though they have no idea who the character is or what the associated TV show is. It means product development has moved on a long way and is strong.

We'll come back to a number of these topics in forthcoming months. In the meantime, thanks for the warm welcome back and don't forget to send your news, information and ideas for inclusion to phillips.sam@btconnect.com. ©

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Screening Suites Offer Visual Impact



brand
Licensing
europe 2009

Visitors can register for Brand Licensing Europe at www.brandlicensingeurope.com. The exhibition runs Sept. 30 and Oct. 1 in London at The Grand Hall, Olympia.

It all started 32 years ago with the release of a little sci-fi fantasy tale featuring a hunk, a princess, a scary bloke and some very odd creatures in a far away land. Little did we know that Star Wars would become the biggest entertainment property in the world, spanning six episodes, more than 30 years and a multibillion-dollar merchandising program. Or that it would be responsible for kick-starting a global entertainment licensing industry generating more than \$40 billion in annual worldwide retail sales of licensed products, according to the *License! Global Annual Industry Report*.

In the past, film-based licensing opportunities largely consisted of toys and kids' apparel, with a bit of promotional marketing. Today, studios develop a wide range of sophisticated and comprehensive merchandising programs and work with retailers who understand that hot entertainment properties drive in-store traffic and translate into strong sales.

LucasFilm, Marvel Entertainment, Paramount, Sony Pictures, Twentieth Century Fox and Warner Bros. are among those at the forefront of movie merchandising. In 2007, Sony struck gold with *Spider-Man*. Last year, Warner Bros. claimed the box office crown with *Dark Knight*, though Marvel scored a hit with *Iron Man*. And this year, Warner Bros. could take a top spot with last month's release of *Harry Potter and the Half Blood Prince*.

All six studios will be exhibiting at Brand Licensing Europe and will take advantage of the exhibition's unique Screening Suite to bring to life forthcoming entertainment blockbusters including: *Clone Wars'* second season from LucasFilm; *Tin Tin*, *Footloose 2* and *Rango* from Paramount; *Spider-Man 4* (2011), "Spectacular Spider-Man," *Karate Kid*, *The Green Hornet*, *Ghostbusters* and *The Smurfs* from Sony; *Ice Age 3*, *Alvin and The Chipmunks—The Squeakqueal*, "Family Guy" and "The Simpsons" from Fox; and Harry Potter, DC Comics' 75th anniversary (including Batman and Superman), Looney Tunes, Scooby-Doo and Tom and Jerry from Warner Bros.



Lisa Shapiro



Carl Lumbar

The Screening Suite at Brand Licensing Europe is an invitation-only fully working cinema with everything from tiered seating to usherettes and popcorn.

"From the licensee and retail buyer perspective, seeing a full-screen presentation of sizzles and trailers is immeasurably better than watching the same content on a TV screen or laptop. It gives the viewers a genuine feel for the project as well as the chance to gauge an audience's reaction, which is also vital for the presenter," explains event director Jessica Blue.

An instant hit when first launched four years ago, the Screening Suite continues to receive acclaim with retailers and exhibitors. Lisa Shapiro, managing director of TLC's entertainment division, which is representing LucasFilm, Paramount and Sony at Brand Licensing Europe 2009, explains: "The Screening Suite is an invaluable part of Brand Licensing Europe. We're in the entertainment business, so we need to be able to show our properties on the big screen. Given the quality of visitors that Brand Licensing Europe now attracts—across the board retail, licensees and promotional partners—it's an excellent way to communicate our properties to them visually. It adds an essential dimension to the show."

Carl Lumbar, senior vice president and managing director of Twentieth Century Fox L&M Europe, agrees: "The Screening Suite provides us with a purpose-built environment to showcase Fox brands to an invited audience. One of our priorities for the event, in association with BLE and Advanstar, is to attract retail buyers to the show and increase the quality of retailer attendance at our Screening Suite presentations."

Brand Licensing Europe, which will take place at the Grand Hall, Olympia in London, will feature 200 exhibitors, 2,000 properties and 5,000 licensing professionals who will come together for Europe's largest licensing event. To register for a free visitor pass, please visit www.brandlicensingeurope.com. ©

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Tony Curtis Adds Deals, Agent

Advanced Graphics and Clearly Fun Soap are the latest licensees to sign with the Tony Curtis licensing program.

Advanced Graphics will produce life-sized cardboard stand-ups and wall posters featuring images of Tony Curtis from the 1950s and 60s.

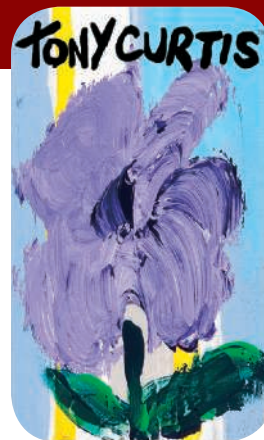
Clearly Fun Soap will design a broad range of bath products featuring both the Tony Curtis image and the artwork of Tony Curtis.

"We've seen a lot of excitement and positive feedback to the new Tony Curtis collection. We wrote significant orders the very first day we previewed the collection,"

says Dawn Dallaire, Clearly Fun Soap chief executive officer.

Both deals were brokered by Fame Farm Licensing and Marketing Firm.

In addition, Studio GA will be the exclusive licensing agent in the Iberian Peninsula territory which includes the countries of Spain, Portugal, Gibraltar and Andorra. Studio GA will work to extend the Tony Curtis lifestyle brand within a broad spectrum of consumer goods licensing categories and strategic promotional opportunities.



Animal Planet Adds Pet Care Licensee

MerchSource will roll out a line of Animal Planet-branded pet care products this October, coinciding with the channel's new series "SuperFetch."

The pet products, retailing from \$9.99 to \$19.99, will include round and large

beds, blankets, leashes and more. The items will be sold at retailers, including Bed, Bath and Beyond and JCPenney. A portion of the proceeds from MerchSource products will go toward Animal Planet's national campaign R.O.A.R.

"Working with MerchSource, we are able to bring top-of-the-line pet products to fans of our programming so that they can enjoy the Animal Planet brand with the pets they love," says Elizabeth Bakacs, vice president of licensing at Discovery Commerce.

The deal was brokered by Animal Planet's agent the Joester Loria Group. "SuperFetch" will premiere Oct. 3 at 8 p.m. on Animal Planet.



Target Inks PlayStation Deals

Reflecting a surge in enthusiasm for licensing game brands, London-based Target Entertainment Group has signed its first European licensing deals for Sony PlayStation titles.

This first wave of deals includes plush and accessories for LittleBigPlanet from Impact International and PVC figurines for LittleBigPlanet from Brazier and Co. Other titles such as MotorStorm, God of War and Resistance will be licensed onto T-shirts and tops from Bravado Retail and Licensing and posters from GB Eye Ltd. The first products will be on shelf in October.

Sony appointed Target as its licensing agent for PlayStation intellectual properties across EMEA in April; Dimensional Branding Group is its agent in the U.S. There has been quick uptake in Europe, following a launch event to licensees and retailers earlier this year, and Target reports interest

from the industry to learn about and understand the licensing opportunity for this relatively new type of property.

LittleBigPlanet will be a focus for Target at Brand Licensing Europe, where it will also introduce EyePet and Invizimals, two Sony PlayStation games launching later this year. With gaming now spanning every age group and the Internet connecting thousands of avid fans, and with licensing for retro titles from the likes of Atari already under way, the trend to license games beyond the screens looks set to blossom.



Mets Play Up New Line

Mets players Daniel Murphy, Bobby Parnell, J.J. Putz, Omir Santos and Gary Sheffield unveiled The Players Choice Signature Series featuring jerseys, T-shirts and caps designed by the players. The items are available at The Players Clubhouse Store, opened last April at Citi Field, and online at MLB.com. The line was developed with the Major League Baseball Players Association and its apparel licensees, VF/Majestic and Twins.



Photo credit: Marc Levine for MLBPA



Steve Wolff (Majestic/VF), Gary Sheffield, J.J. Putz, Nancy Willis (MLBPA), Judy Heeter (MLBPA), Bobby Parnell, Omir Santos and Daniel Murphy

executivemoves

- Advanstar Communications has appointed **Sam Phillips** as European editor of *License! Global* magazine. Phillips is the founding editor of *License! Europe* magazine, the European publication which together with *License!*, became what is known today as *License! Global*. Phillips can be reached at phillips.sam@btconnect.com.
- Hasbro and Discovery Communications have named **Margaret Loesch** to lead their to-be-named joint TV network, expected to launch fall 2010. As president and chief executive officer, Loesch will oversee all business and creative areas of the multi-platform media project, which also includes a Web site. Loesch's previous work experience includes the launches of both Fox Kids Network and the U.S. Hallmark Channel. The multi-platform project, aimed at kids ages 14 and under, will offer content from Hasbro's roster of entertainment and educational properties.
- **Paul Bufton** has been appointed as general manager of Warner Bros. Consumer Products U.K. and will be responsible for creating and executing integrated licensing, retail and promotional strategies across all properties represented by WBCP, collaborating with colleagues across the theatrical, home video and digital, television and interactive entertainment divisions. Bufton joined Warner Bros. Consumer Products U.K. recently from Mattel Brands Consumer Products, where he was director of Fisher-Price Consumer Products Europe.
- Turner CN Enterprises has strengthened its team with new appointments across the EMEA region. There will be two new commercial directors, **Maria Rosaria Milone**, formally the territory manager for Italy, takes the new role of commercial



Sam Phillips



Michael Hope

- director of EMEA for brand licensing, consumer products and events and **Joe Braman** is appointed commercial director for DVD, mobile and non-linear distribution. Braman will be assisted by account managers, **Jonathan Riesel** and **Francesca Ballabio**, and on the DVD side, **Marc Melton** and **Kelly Moore** as commercial and product managers, respectively. Milone and Braman will report directly to **Alan Fenwick**, vice president of Turner CN Enterprises.
- Sandra Selva-Abril** is the new territory manager for France and **Kathrin Schenk** has joined as territory manager for Germany.
- At Turner headquarters in London, **Jenny Brown** has joined the team as licensing executive, **Denyce Whitney** as a contracts administrator and **Zoe Papadopoulou** as licensing account manager in the U.K.
- **Michael Hope** was recently hired as executive director of Bender/Helper Impact's interactive entertainment division. Hope will oversee public relations for the company's video game-based clients. He previously managed worldwide public relations for Championship Gaming Series.
- **David Conn** has been appointed as president of VF Retail Licensed Brands, a new role within its subsidiary VF Services. At VF, Conn will be responsible for identifying new business opportunities with key retailers under a licensed business model. Conn was previously with the Iconix Brand Group as executive vice president.
- **Jim Connelly**, a 25-year executive of the NFL, was recently appointed to senior vice president of consumer products at WWE. Connelly will manage the company's global licensing, home entertainment, book and magazine publishing. He will report to **Donna Goldsmith**, chief operating officer.

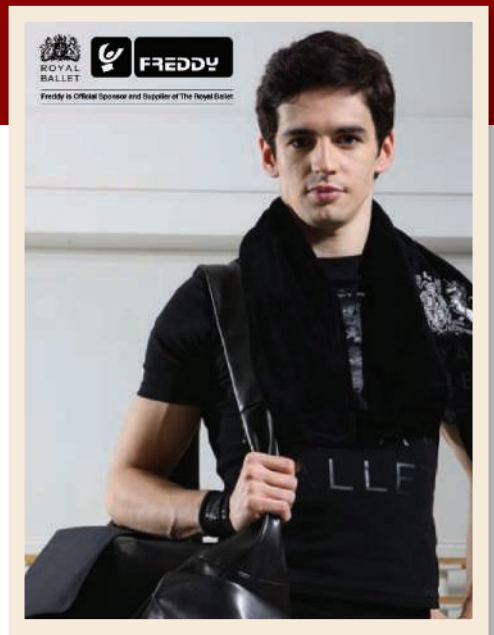
Royal Ballet Clothing From Freddy

The first collection of Royal Ballet licensed clothing from Italian dance and fitness wear company Freddy is getting a warm reception from independent dance retailers and sport fashion retailers ahead of its launch at retail this autumn. The Freddy Royal Ballet collection includes technical dancewear, shoes, t-shirts, sweatshirts, fleece pants, polar fleece and microfiber jackets, and is the result of a unique partnership encompassing a sponsorship and a licensing agreement supporting the work of The Royal Ballet at the Royal Opera House in London. Freddy will distribute the products through a wide retail network of over 2,500 shops as well as at the Royal Opera House's own shop and e-tail site.

"Freddy's designers came here to talk to the dancers about what works and doesn't work for rehearsing. The dancers worked closely with creative director Giacomo Novello and the design

team has continued to take feedback from the dancers as it works on the spring/summer 2010 collection," says Gwyneth Campling, The Royal Opera House licensing manager.

The deal with Freddy exemplifies the Royal Opera House strategy for brand extension. Each product must evoke the very special qualities of the Royal Ballet and the Royal Opera House, a unique world-class venue. The Royal Opera House is in early talks with a fragrance house and other products may include china and luggage. In addition to creating revenue, licensed products will help take these definitive opera and ballet brands to new audiences as well as appeal to an existing loyal following.



"True Blood" Gets U.K. and Ireland Rep

Rocket Licensing was recently named as agent for HBO series "True Blood," covering the licensing program in the U.K. and Ireland.

The agent is currently seeking deals for the TV show in categories such as apparel, accessories, paper and stationery, homewares, gifts, collectibles and PC accessories.

"True Blood has all the qualities—flair, fantasy and sex appeal—that we associate with the vampire genre, but it adds the trademark HBO intelligence, originality and style," says Rob Wijeratna, joint managing director of Rocket Licensing. "It's an irresistible combination with massive appeal among a wide demographic, making it a significant licensing opportunity."

True Blood's U.S. licensing program has already rolled out products spanning apparel, glassware and a soundtrack. More launches are planned for the series that is currently airing its second season.

TRUE BLOOD

Pet Pals Readies Film, Product

Gruppo Alcini's 3-D animated film *Pet Pals: Marco Polo's Code* is set to hit Italian theaters on Jan. 22. Production has begun on the feature, which has been pre-sold to several other territories.

The licensing program for the *Pet Pals* brand encompasses kids' umbrellas and raincoats; cotton toy storage containers; shoes and clothes; a range of plates, bowls, mugs and breakfast sets; cosmetic products, including shower gel, bubble bath, shampoo, liquid soap, soap and toothpaste; sand buckets, spades, rakes, watering cans, Frisbees, racquets and sand molds. Negotiations are under way for dolls, toy pushchairs, cots, pop-up tents, soft toys for newborns, play make-up, kitchen accessories, sun tents, rockers, bicycles and inflatable beach accessories.

Pre-sale agreements for *Pet Pals: Marco Polo's Code* include Armenia, Azerbaijan, Belarus, Czech Republic, Estonia, Georgia, Hungary, Kazakhstan, Kyrgyzstan, Latvia, Lithuania, Moldova, Poland, Russia, Slovakia, Spain, Tajikistan, Turkey, Turkmenistan, Ukraine and Uzbekistan.

Gruppo Alcini is also working on new series "Slash:II," and is currently seeking licensing partners.



The Challenges of Private Label Apparel

In today's most challenging of times for the apparel business, there is a glimmer of hope. Hope that brands and licensed products have a better road to recovery than non-branded and private label products.

When you compare the performance of branded vs. private label product over the past decade, it is evident that it has been a challenging time for brands and licensed products as retailers made significant investments into private label. Private label apparel product reached a peak of 4 percent of merchandise in stores. The good news here is that retailers are finally beginning to recognize that private label merchandise isn't necessarily the safest bet in challenging times.

As consumers reign in their spending, they have become more discriminating and expect more for their dollar. Brand power does have its place in the spending equation during recessionary times. Just take a look at the past year and you will see that consumers were more likely to have spent on branded product than on private label product. Sales for the private label market share dropped 1 percent during the 12 months ended May 2009. While that may not sound like a lot, consider that the dollar amount is \$2 billion in lost private label sales. Those sales have shifted over to branded and licensed products.

Here's what's happening. In the past decade, retailers have made such a significant investment developing proprietary brands and private label programs that they have gotten things out of balance. Too much of their own merchandise and it is owned from start to finish. Longer lead times and less consumer acceptance all add up, over time, to maximizing the risk retailers take. There is no margin for error. But with consumers looking for products that offer greater value these days, brands and licensed products that also bring passion into the equation have a huge advantage.

Sales of branded product are actually fairing better than those of private label. While total apparel is down 4.8 percent, the good news is that branded product is doing better. Branded

product is down only 3.5 percent compared with private label product, which is down 7.2 percent. That reflects a performance that is twice as challenging for private label products.

So timing is everything in apparel, and the time is now to take licensed and branded products to market with confidence and realize that retailers are beginning to get the message. That message being consumers prefer known and trusted products and are not willing to experiment or just settle for the lowest-priced product. They expect more from the products they buy and are willing to reward those retailers that carry the right mix of brands and licensed products. Passion and brand recognition play a huge role in purchasing in a down economy. Licensors are in a position to take advantage of the fact that timing is on their side now. Therefore, showcase your brand and help the retailer remember what the consumer wants and why your brand and product resonates better than the lesser known or unknown product. ©

Marshal Cohen will be presenting at MAGIC and Sourcing at MAGIC. His sessions are "The New Economy, The New Consumer" and "The New Rules—Are You Ready?" In these sessions, audiences will be challenged to look at their businesses in a unique way, identify opportunities and be encouraged to change the way they think about their business. Visit www.magiconline.com for more information.



By **Marshal Cohen**
chief industry analyst,
The NPD Group



| Apparel by brand type | \$ volume share | \$ volume share | \$ volume share | Dollar point change | Dollar point change |
|-----------------------|-----------------|-----------------|-----------------|-------------------------------|-------------------------------|
| | Jun-May 2007 | Jun-May 2008 | Jun-May 2009 | Jun-May 2008 vs. Jun-May 2007 | Jun-May 2009 vs. Jun-May 2008 |
| Total apparel | 100% | 100% | 100% | | |
| Private label | 42.0 | 41.8 | 40.8 | -0.2 | -1.1 |
| National brand | 33.9 | 34.9 | 35.3 | 0.9 | 0.5 |
| All other | 18.2 | 17.8 | 18.5 | -0.3 | 0.6 |
| Designer | 5.8 | 5.4 | 5.4 | -0.4 | 0 |

| | Dollar volume | Dollar volume | Dollar volume | Dollar % change | Dollar % change |
|----------------------|---------------|---------------|---------------|-------------------------------|-------------------------------|
| | Jun-May 2007 | Jun-May 2008 | Jun-May 2009 | Jun-May 2008 vs. Jun-May 2007 | Jun-May 2009 vs. Jun-May 2008 |
| Total apparel | \$204.8 bil. | \$203.9 bil. | \$194.2 bil. | -0.4 | -4.8 |

Licensing Hangs Tough

Spain's licensing business is holding up reasonably well in very tough economic conditions.

By **Bob Jenkins**

Licensed product plays a significant role in Spain's retail landscape. In 2008, the licensed sector grew by €1.153 million (\$1.6 million), hitting €354 million (\$496 million) and representing 33 percent of all retail sales.

Keeping price points in line with non-licensed product is important to the success of the category. According to Maria Doolan, managing director of brand and

business development at Spain's Zinkia, in terms of pricing, licensed products are pretty even with non-licensed product. "Currently the average licensed product sells for €18.1 as against €18.2 (\$25) for non-licensed products," she says.

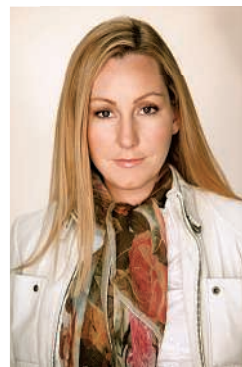
One other notable feature of the Spanish licensing market is its seasonality—Christmas accounts for 70 percent of all Spanish licensing sales.

As in most countries, a softening 2009 economy will take a toll on the business. "There is no doubt that 2009 will see a fall in licensed sales," asserts Doolan.

Given that at the end of first quarter 2009 the government's own figures put unemployment at 17.4 percent, up from 9 percent at the start of 2008, that is hardly surprising. However, Doolan does have some optimism, believing that, "in general terms, the licensing sector is not doing as badly as might be expected," although she does acknowledge that "the one exception is the toy sector," which she describes as, "experiencing a significant downturn."

As is often the case, however, broad statements and figures hide significant differences. Doolan reveals that, "in the 2 to 7 age range, 60 percent of all toy sales are of licensed products."

Laura Navarro, licensing manager at HIT's Iberian agent Imira Entertainment, estimates that



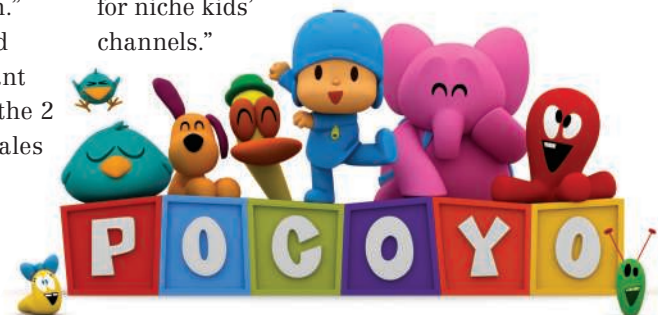
Maria Doolan

"licensed toys account for around 35 percent of all toy sales in Spain." Imira represents the Australian TV property "H2O" in Spain.

Both Doolan and Navarro agree that the big trend in Spanish licensing over the past two years has been the emergence of an

increasingly important preschool market. "Two years ago, preschool almost didn't exist, but now it is a very important sector, and one which is growing strongly. This is partly a reflection of Spain's increased adoption of Western and American values and products. For better or worse, Spain is now adopting shopping malls, fast food, licensed products and daytime television," explains Doolan. The adoption of daytime television is, believes Doolan, another reason for the growth of preschool.

"Much of Spain's FTA channels," she points out, "escape the normal European censorship criteria allowing daytime content to be aired that is much stronger than in the rest of Europe, and unsuitable for children. This has led to huge audiences for niche kids' channels."



retail

Much of Spain's retail sector is highly fragmented and, along with Italy, has one of Europe's highest number of "kiosk retailers." The Ministry of Industry and Commerce estimates the majority of Spanish retailers have fewer than nine employees, although this is beginning to change.

In 2008, the top two retail chains were El Corte Ingles, with 7 percent of total retail sales, and Mercadona, with slightly less than that figure.

Store-based retailing continues to dominate the market with Euromonitor putting its share at 98 percent of 2008 total retail sales. Nonetheless, non-store retailing is growing strongly on the Internet, but there continues to be resistance to home shopping and direct selling.



And there is a bigger audience for younger programming as a result of a baby boom which occurred five years ago when Spain's economy was strong, and due to a large amount of immigration over the same period.

The importance of the newly emerging preschool sector is underlined by the success of Zinkia's Pocoyo, which has sold over 2 million toys, 1 million DVDs and 600,000 books in Spain alone and which, along with Caillou and Disney Princess, are the leading brands in this sector.

"Boys' action animation properties also work well in Spain, with the three leading brands being Ben 10, Gormiti and Bakugan," says Imira's Navarro. Bakugan is a card collecting game, which also involves magnetized metal balls which open the cards when they strike them.

Navarro goes on to tap, "video games, toys, sports products, fashion products and mobile content as the biggest-selling

product categories in Spain," and she also notes, "It is also fairly easy for Spanish companies to do business in Portugal, with many Spanish companies already working there successfully, especially in the toys and food sectors."

An ambition to operate beyond Spain's borders is an increasingly common feature of Spanish licensing companies. "Zinkia," asserts Doolan, "operates on a European-wide basis, as is evidenced from the fact that we produce our packaging in five languages—Spanish, English, Portuguese, French and German."

Interestingly, the company does not produce packaging in any of Spain's regional languages such as Catalan, Euskara or Gallego, although Doolan does acknowledge that, "We do sometimes produce advertising in Catalan, and Eroski [a major supermarket chain] produces food packaging in Castilian Spanish, Catalan, Euskara and Gallego." ©



national statistics

POPULATION

As of Jan. 1, 2008, the population of Spain was 46,157,822, of which 22,847,737 were male and 23,310,085 female.

There were 2,786,408 in the 0 to 5 age, of which 1,435,572 were male and 1,350,836 female. In the 6 to 10 bracket, there were 2,157,667 and of these 1,109,108 were male and 1,048,559 female. The 11 to 16 group contained 2,625,589 comprising 1,349,218 males and 1,276,371 females.

CONSUMPTION SPEND

Year-on-year core inflation at the end of June was 0.8 percent. By product categories it was:

| | |
|------------------------------------|--------------|
| Mineral water, soft drinks, juices | +3.3 percent |
| Male apparel | -2.2 percent |
| Female apparel | -2.3 percent |
| Male footwear | +0.4 percent |
| Female footwear | -0.4 percent |
| Recreational items | -5.0 percent |
| Communications | -0.9 percent |

Source: Instituto Nacional De Estadística

economic trends

The Spanish economy grew every year from 1994 through 2008 before entering a recession that started Q3 2008 when the property and construction bubble, which had largely fueled this growth, burst dramatically. GDP growth in 2008 was 1.1 percent, well below the 3 percent or higher growth the

country enjoyed from 1997 through 2007. Despite this, Spain is considered to have one of Europe's strongest banking systems due to a highly conservative approach to derivatives and other off-balance sheet speculation. As a result, there has been no need for the massive rescue packages seen elsewhere.

The Music Merchant

Veteran licensing exec Dell Furano, president of Live Nation Merchandising, formerly Signatures Network, discusses The Beatles 09-09-09 megamedia blitz and why it is the quintessential example of music merchandising and

By **Tony Lisanti**

It's been over 45 years since The Beatles appeared on "The Ed Sullivan Show" and millions of mesmerized fans cheered the group from Liverpool that revolutionized rock and pop culture worldwide.

And once again the iconic group is poised to dominate retail music and merchandising.

One of their early fans was a typical teenager, Dell Furano, who had no idea back in 1964 that he would still be one of the Fab Four's biggest fans,

perhaps in a slightly different way than millions of other aficionados that span several generations of loyal followers, who still listen and treasure the group's music and ideology.

Today, the music licensing pioneer, Furano, is president of Live Nation Merchandising, which handles the product development, placement and licensing for more than 150 artists worldwide, including The Beatles, working closely with London-based Apple Corps, which was founded in 1968 and still oversees all of the group's business and assets under the direction of Jeff Jones, chief executive officer, and Paul Cole, licensing director.

Next month, on Sept. 9, appropriately dubbed 09-09-09, one of the largest retail, media, marketing and merchandise brand campaigns in the history of music licensing and The Beatles will launch with the debut of 14 digitally remastered CDs, the group's edition of the Rock Band video game, and the availability of hundreds of SKUs of licensed merchandise across all product categories from high-end department stores and specialty retailers to mass, drug, convenience and food retailers worldwide.

Furano, who created Signatures Network in 1993, sold it to Live Nation in January 2008 for a reported \$79 million and last





month changed the company's name from Signatures Network to Live Nation Merchandising, views 09-09-09 as a milestone event not only for The Beatles, but for the music licensing industry as well.

Furano, who has developed brand extensions and licensing programs for many top artists over his 30-year career, believes The Beatles and Apple Corps, represent the pinnacle of music licensing not only in terms of their management, process and philosophy, but also in their execution.

"These four musicians with mop tops and Edwardian suits singing, 'I Wanna Hold Your Hand,' captured the fascination of people around the world when they appeared on 'The Ed Sullivan Show' in 1964," recalls Furano, "and they spawned an enormous merchandise phenomenon from the Flip Your Wig board game (Hasbro/Milton Bradley) to Beatles boots to almost every type of product."

And it obviously hasn't waned as The Beatles are as popular as ever among all age groups from kids to seniors.

"I have had the good fortune to work with many artists and rock bands, but The Beatles then and

now are the quintessential group," says Furano, who started working with The Beatles and Apple Corps in 1993 on the group's Anthology project. "They still make decisions together and are very focused on promoting their legacy and music first and foremost."

Adds Furano, "Apple Corps has always taken a very detailed and methodical approach to merchandising from the Anthology project to Yellow Submarine to Love (Cirque du Soleil). It's a classic brand management study."

Furano explains that for a band that hasn't toured or released new music for almost 40 years, The Beatles have maintained a huge popularity worldwide.

"There is an enduring appeal to their music," he says. "The Beatles cut across all age groups and offer a positive feeling with a little bit of edge that appeals to all channels of retail."

Live Nation Merchandising's vice president of licensing Steve Glasenk, who began working with Apple Corps in 1994, echoes Furano's opinion. "The Beatles led the way in the 1960s and they continue to lead today. As The Beatles' legacy becomes even more significant, their approach has



The Music Merchant



been increasingly more hands-on, reviewing every product at every stage of its development in order to ensure its quality, relevance and esthetic.

“Live Nation has been working closely with all the partners involved in 09-09-09. We will leverage the media impact of this major event to maximize merchandise sales,” says Glasenk.

On 09-09-09, the following merchandise will be released:

- **The Beatles Rock Band:** The music video game, from Apple Corps, Harmonix and MTV Games, a division of Viacom’s MTV Networks, and distribution partner Electronic Arts, will be released worldwide across all game platforms. The game will feature 45 songs, highlights from the group’s historical performances and commemorative

replica instruments including the Rickenbacker 325, Gretsch Duo Jet, Höfner violin bass and Ludwig drum set.

- **The Beatles Remastered:** This will include a stereo and mono-box set of 14 titles with each CD packaged in original album art, containing historical information and a brief documentary film.

- **The Beatles merchandise:** This will include a comprehensive product assortment from Live Nation Merchandise, including apparel, collectibles, a special edition of Trivial Pursuit (USAopoly) and guitar straps (Planet Waves). In addition to the exclusive Beatles online store on beatles.com, managed by Live Nation in North America, the comprehensive retail programs include the following:

Bloomingdales will feature a collection of vintage T-shirts from Trunk and its own high-end exclusive Rock Band package including replicas of Paul’s, John’s and George’s guitars in their own road case. Hot Topic, a consistent merchandiser of Beatles products, will feature various T-shirts.

Target will have CDs, Rock Band basic bundles and Paul’s guitar bundle, plus Live Nation apparel merchandise.

Walmart will have CDs, basic software, Paul’s guitar bundle and Live Nation tees.

Spencer Gifts will have one of the largest assortments of products including hats, shirts, buttons, key chains, throws, blankets and posters. The program will also feature Beatles window displays at holiday.

Blockbuster will offer the Rock Band game, Trivial Pursuit, caps and bags.

Best Buy will feature a midnight sales promotion, in-store Beatles display, with games, CDs and an exclusive combo pack consisting of a storage pack, T-shirt and CD in a plastic mini-crate.





Barnes & Noble will highlight a Beatles gift table including Trivial Pursuit, books, CDs, T-shirts, mugs and album artwork. Borders will also have a similar gift table.

Amazon will feature its biggest music store to date, according to Glasenk, dedicated to The Beatles and featuring the video games, CDs, apparel, gifts and other board games.

QVC will dedicate four hours of programming, beginning Aug. 9 and will feature music, games album art and high-end collectibles such as limited-edition 3-D ceramic figurines from Yellow Submarine. "The Beatles Show" will also be simulcast on MTV and VH1.

Another example of a merchandising program that touches non-traditional retailers is Restoration Hardware, which will feature the Box of Vision for holiday. It is a collectible coffee table case (see photo) that stores 32 CDs and contains a book of Beatles artwork and guide to their catalogs.

Several other food, drug and specialty retailers will carry various Beatles merchandise.

Historically, Furano explains, that most artists have had a lack of understanding of the merchandising and licensing process in the context of artwork, trade shows, product approvals and so on.

And that's why The Beatles 09-09-09 means so much to Furano because it truly exemplifies in many ways the fundamental shift in the approach to music licensing and how sophisticated the business has become.

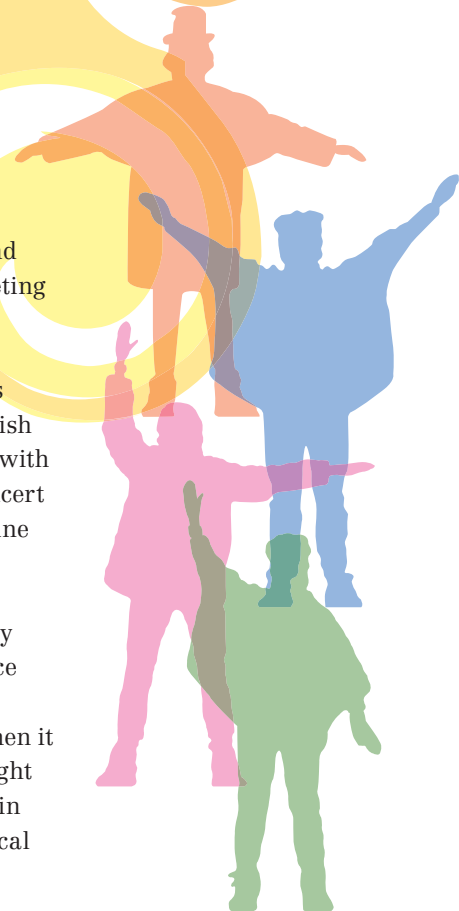
Furano says, "It's taken over 20 years to get artists to truly understand the overall process and basics of a merchandising and licensing program."

According to Furano, Apple Corps built an internal infrastructure focused on the process of brand extensions and merchandising and pioneered the approach of first establishing the artwork and image bank and approval process.

Today, he says that most artists understand and appreciate the cross-promotional value of marketing and licensing.

He believes that with the synergies that Live Nation can offer, for example, with its live events business, the merchandising division can establish a closer relationship and long-term partnership with artists developing coordinated programs for concert merchandise, retail merchandise, licensing, online stores and Web sites.

With his inherent passion and dedication to music licensing, perhaps someday—like so many of the artists he represents—there will be a place for Furano in the Rock & Roll Hall of Fame, and certainly also in the Licensing Hall of Fame. When it comes to music licensing and Dell Furano, it might be appropriate to refer to the veteran executive in the context of one of The Beatles hits from Magical Mystery Tour—all you need is Dell! ©





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company overview

Concept One is the premier resource for licensed fashion accessories and apparel. Our integrated portfolio and expansive product offering for men, women and children establishes the company as the go-to resource across all channels of distribution.

product offering

- Headwear
- Cold Weather Accessories
- Handbags & Small Leather Goods
- Back Packs & Sports Bags
- Coolers
- Umbrellas
- Soft Accessories - Scarves
- Seasonal Footwear
- T-Shirts
- Board Shorts
- Fashion Jewelry

what sets us apart



Concept One believes that the foundation for success is product innovation and strong relationships.”

- Combining product expertise with an astute understanding of popular culture and consumer interests allows for continued success as a leader in innovation. Concept One has one of the most diversified, dynamic and talented design studios in the industry. Having an “in-house design studio” allows a wealth of design creativity offering great strength in cutting-edge, hands-on designs, development and merchandising.
- Equally important is the great pride Concept One takes in its strong relationships with licensors and retail clients. Our company has aligned itself with over 75 premier licensing partners in each segment of business: fashion, entertainment, sports and consumer. Our unique capability to design and translate fashion trends and items for all market accounts and price points allows us to develop product for a wide variety of consumers. Concept One prides itself on providing responsive, individualized, and expert service to all its customers.



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ACCESSORIES



Curious George



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Fashion executives successfully maneuvering their way through this economy are finding success with trend-right styles and hot licensing properties.

Those heading to the upcoming MAGIC are breathing a sigh of relief now that CIT has secured a \$3 billion bailout from its bondholders and gained some breathing room to restructure its debt. Plus fashion executives are feeling positive thanks to cleaner-than-ever inventories and a promise the economy could start to thaw.

No matter which, retailers and suppliers coming to the show have a little less pressure on their shoulders. "They've planned their business more carefully," explains Roseanne Morrison, fashion director for The Doneger Group.

Attendees will also have a bit more guidance than in the past to ferret out trends. Forecasting group Fashion Snoops is partnering with MAGIC on the presentation of trend galleries and educational seminars to help in buying decisions.

"For spring trends, we are creating the

geometry and architectural details and, at the opposite spectrum, soft colors and flowy sheer fabrications for the junior ladies market. Ripping and distressing everything is key from denim to tees to accessories, along with studding and biker looks, says Berelovich. For the young men's market, beatnik and vintage looks are popular, along with reference to the Industrial Revolution days with authentic shapes such as worker shirts.

Overall trends put the focus on a prairie look with fringes and denims; another offers a more modern story punctuated with black-and-white graphic looks.

Home on the Prairie

A key element in the prairie concept is denim. Despite downturns in many segments of apparel, jeans are solid. The NPD Group revealed dollar volume



Hasbro Transformers T-shirts

Marshal Cohen, chief industry analyst for NPD. Denim pairs well with several fashion statements such as fringe, plaids, washed chambray and liberty prints.

Gaga Over Graphics

Offering another option, apparel marketers are showing a more modern story with knits and graphics—frequently in black and white. The designs are very clean, often in grid patterns. The silhouette features a very lean leg. Leggings will return for a third season as the perfect complement for large sweatshirt dress-style tops falling under the modern look. Hot looks will be technical knits, especially knit tops, which are said to be the "new sweatshirt."

Tights have seen an uptick as consumers view them as a way to update an older outfit. Dollar sales of tights, according to NPD, rose 11 percent for the three months ending February 2009. "Here is an example of where the current economy has actually helped drive growth," offers Cohen. "For a long time, the hosiery industry has been struggling to get consumers connected to the category and think of it as an important accessory to their wardrobes. And now, consumers realize that legwear in an inexpensive wardrobe makeover or enhancement, which has helped the sales of tights flourish."

Some of the looks for spring are continuations of ongoing trends. The long-lasting popularity of florals continues to blossom in spring, but with paler colors than the past two seasons of bright hues. Retailers said they are seeing more palm trees and romantic floral prints for both men and women.

fashion
forecast

By **Faye Brookman**

top 10 guide for each market to support buyers in their decisions for spring 2010," says Lilly Berelovich, president and chief creative officer of Fashion Snoops. "In a time of financial strain, everyone needs clear answers. We felt that calling out the top 10 would support them in the choices they need to make."

In terms of the latest looks, Berelovich sees the ladies' trends including modern

sales for total jeans rose 2.3 percent for the three months ending February 2009. Total apparel sales dropped 6.3 percent during that period. What's notable is that premium jeans grew 17 percent in 2008 and continues to expand. "With the newfound focus on fit by some of the commodity brands coupled with women's never-ending quest for the perfect pair of jeans, the passion for denim is alive and well," says



New East

And despite the notion that many people are out interviewing to find jobs, both apparel manufacturers and merchants said casual still rules. “Suits are just not happening,” notes Morrison. But even within casual looks, she said, the focus is on clean and neat such as a crisp white shirt teamed up with shorts for men.

A notable trend expected to continue, however, is a move to casual dresses. Dress sales for the three-month period ended February 2009 jumped 11 percent. Many women are opting for a cute dress even for casual activities versus shorts or even capris.

In accessories, Abe Chehebar, chief executive officer of Accessory Network, predicts the fall will be about heavy metal studs with lady-like quilting and delicate textures. He also sees reptile skins, leopard skins and items with ruffles—again two very different takes on fashion. His color picks are reds and neon shades with hot items expected to include the knit infinity scarf, a hood scarf with pockets, and the texting glove in which the cover of the index and thumb can be rolled back.

Wayne Lederman, president of New York-based Leg Resource, which holds licenses for Betsey Johnson, Anne Klein and Nicole Miller, says his business has been expanding with private brands for specialty stores. “The overwhelming trend in legwear for fall '09 is texture,” says Lederman. “Fabrications have branched into bamboo, modal, cashmere and cotton, alongside the staple nylon/spandex styles.” In particular, textured tights continue to dominate, with textured knee-highs and over-the-knee styles also strong to complement the growing popularity of boots.

The economy has many consumers, especially young men, downshifting their

spending and opting for classics that won't go out of fashion and inspired by the 1950s to 1970s, according to Burt P. Flickinger, managing director of New York-based Strategic Resource Group. “Think James Dean, Marlon Brando and Paul Newman in *Cool Hand Luke*,” suggests Flickinger.

Josh Lee, a merchandiser for Bill Hallman of Atlanta, reflects that shift. “For me personally, the economy has had an effect on what I wear. I used to be about finding unique fashion-forward pieces. I am definitely much simpler and more classic than compared to last year. I think more practically about what I wear every day.”

Licenses Perk Up In Sluggish Economy

When times are tight, apparel manufacturers, marketers and retailers take the avenue of featuring licensed apparel for a simple reason—there is a built-in audience. Manufacturers don't need to spend to establish a name for a brand, retailers can put the merchandise out and consumers have an instant recognition. NPD's Cohen says for retailers, licensed merchandise offers a product with built-in brand equity. “If I have a positive relationship with a brand in its core product that should resonate outward into its licensed product,” says Cohen.

“Retailers like to carry licensed brands because of the lifestyle association the brand would offer. And because of that awareness you can sell it for a little more.” Introducing a licensed line is a way for a retailer to have “instant traction” with shoppers, adds Cohen. “They can launch a line quicker and easier through a name brand than as a private label designer business.”

Flickinger notes that there has been a proliferation of licensed apparel, with many pockets of success such as Japan's Uniqlo stores which carry licensed artists' designs to G-Unit from the rapper 50 Cent to Calvin Klein.

Target, Sears, Macy's, Walmart, Nordstrom and Kohl's are all among the

Apple Bottoms

Accessory Network



Marvel T-shirts

retailers boosting their emphasis on apparel licenses. Macy's emphasis on its celebrities in clever commercials has helped burnish the image of the troubled retailer. There will be more support from Apple Bottoms via Nelly's appearances to promote a new men's fragrance and a new album. Walmart made a big splash last year with its Hannah Montana statement that was so successful that the behemoth went right to actress Miley Cyrus this year for a line in collaboration with BCBG Max Azria Group. This shows how important both the real actress and the alter ego, Hannah Montana, are in licensed apparel. The trend-right collection will bow in all Walmart stores and on walmart.com for fall at price points under \$20.

The Miley Cyrus line is the second major teen country star Walmart has linked with recently following its debut of a line of cami dresses by Taylor Swift under the label L.E.I. by Taylor Swift. Other programs at Walmart include America's Next Top Model, No Boundaries and Op.

Many companies are ramping up their licensed offer. Hasbro, for example, is unleashing its largest apparel program in the 90-year history of the company with licenses on more than 20 of its notable brands including Monopoly,

Tonka and My Little Pony. But its most robust programs are tie-ins with *Transformers: Revenge of the Fallen*, followed by *G.I. Joe: The Rise of the Cobra*. Across the brands, apparel items will range from T-shirts, outerwear, sleepwear, footwear,

babywear, underwear and loungewear at retail prices from under \$10 to \$80. Mary

Lassell, Hasbro's director

of entertainment and licensing, says styles are being created by several vendors to appeal to a range of consumers and retailers. "We want to have our properties represented anywhere we can," says Lassell. "We are working with both our in-house creative team and licensed partners to make sure that each retailer has the opportunity to interpret our icons in a way that would connect with their customer."

Even trendy fashion boutique Kitson in Los Angeles will be sporting Transformers T-shirts, which will likely draw on vintage Transformers' art from the 1980s, while at Old Navy or other mass market outlets, Transformers tees will be "much more literal" with images drawn directly from the new movie. "That is exactly what kids want," says Lassell. In fashion, she notes, "It is a very different place."

Looking ahead, Hasbro plans to forge license deals through its new TV network created in a joint venture with Discovery Communications. Set to debut in late 2010, it will feature children's and family programming. And its Stretch Armstrong property is being made into movie, with a current release date of April 15, 2011, another franchise the company hopes to expand through licenses.

Old Navy is also featuring a collection of products from Marvel Entertainment. Hymie Shamah, president of C-Life Group of New York, the holder of 50 licenses, including the contract with Marvel Entertainment for the exclusive line for Old Navy, says the collection is being energized for late 2009 with special anniversary designs.

"Thankfully, our business has grown significantly this year. The tee business overall is good. Anywhere from Bloomingdale's to the big boxes, T-shirts represent the entry-level price tag into a trend," observes Shamah. "It's not quantum physics. Nothing to wear? Buy a new tee, look cool, feel good." In particular, Shamah has seen growth with specialty mall

retailers, including Journeys and Buckle.

Tees are an important component of the Shaun White collection and Target has announced it is continuing its Shaun White 4 Target collaboration. "The Shaun White 4 Target collections bring a new element of progressive style to Target. The line is a great addition to our product offering that we're happy to deliver to our guest year-round at very reasonable prices," says Trish Adams, senior vice president for Target. The collection includes inexpensive, yet fashionable items priced at \$7.99 for a boy's graphic tee to \$34.99 for young men's jackets. Shaun White first debuted in fall 2008 with a limited-edition collection for boys and young men. After a successful premier, Target and White expanded the partnership to year-round availability. White has been riding for Target for more than seven years.

Kohl's is expanding its Avril Lavigne line called Abbey Dawn for juniors by extending the line to smaller sizes. The line includes layered tees, leggings with cartoon skull graphics and a zebra hoodie with ears. And, although High School Musical may have sung its last note, retailers say Ecko Red sales have been buoyed by the celebrity power of Vanessa Hudgens who appears in advertising.

Disney, always a leader in licensed apparel, says it will have a "refreshed" presence at MAGIC as the firm works in collaboration with several of its licensees. "From Disney Couture to BLOC28 by Disney, many of our fashion-forward, junior to adult fashion lines will be shown," says a spokesman.

A virtual fashion show has launched on the official Disney Consumer Products channel on YouTube, revealing the company's fall tween apparel lines based on series "Jonas" and "Wizards of Waverly Place."

The Jonas-inspired line features a "preppy collegiate" look and includes skinny pants, button-down shirts, tailored vests, walking shorts, polo tops, beaded-wrap



Accessory Network

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bracelets and faux ties, while the Wizards of Waverly Place collection features “boho chic” stylings on tunic-length printed tops, peasant blouses, distressed miniskirts, fitted skimmers, skinny denim, necklaces and bracelets.

Both lines have begun to roll out this month at retailers, including JCPenney, Kmart, Sears, Walmart, Target and DisneyStore.com. The two tween fashion collections can be viewed at www.youtube.com/disneyliving.

Some other notable happenings in apparel and licensing is the 10th anniversary of SpongeBob SquarePants, which Walmart is getting behind in a big way. Next year, it will be Dora’s turn to hit her first decade. Sears, in an attempt to curry the taste of a young and hip crowd, is reported to be testing an edgy license called Pink Cookie. Also on the horizon, buyers expect big things from Twilight and the Princess and the Frog. Walmart, for example, is planning Twilight tees.

Apparel is even expanding from other licensed categories. Celebrity makeup artist Mally Roncal, the founder and creator of the Mally Beauty cosmetics line sold on QVC and elsewhere, is gearing up to expand her brand into a lifestyle collection, including apparel. “We have been getting a lot of emails from our customers who want more stuff,” says Roncal who is also in negotiations for a TV show. “We are looking at T-shirts and clothes and fun stuff like that.” ©

fashion news

Winx Rules Runway

Winx Club, the TV series from Italian producer Rainbow S.p.A., has positioned itself firmly in the fashion arena since the program first aired, with constantly refreshed fashion lines that appeal to European teenagers. Each TV series (it’s now in its fourth season) launches a new fashion range inspired by the characters in the show. Collections



One of four new Winx Club collections for 2009, ‘City Girl’ is inspired by urban landscapes—skyscrapers, city lights, offices and shopping. The other 2009 collections are called rock band, love and pet and Western.

have covered every mood, from denim to music, elegant to sporty, all evoking a cool girls’ world and made glamorous by embellishments such as glitter, stones and ruches.

The apparel is segmented into two categories, Winx Club Fashion brand and Winx Club Fairy brand. Each year, all four seasons’ collections are carefully put together using themes relevant to the lifestyle and personalities of the Winx Club characters. The 2009 autumn/winter collection, for example, features a rock band theme inspired by Musa, the music fairy, and a city girl theme, which is a true reflection of Stella, the most fashionable fairy.

The most important market for Winx Club fashion is Italy, where it is recognized as a fashion brand and where the company’s internal fashion design expertise has translated most effectively into both fashion doll outfits and the fashion collections. Winx Club fashion is frequently selected as “editor’s choice” in magazines like *Vogue Bambini*, *Vanity Fair* and *Collezioni* and it is now one of the best-selling girls’ fashion brands in Italy for the 7 to 11 age group. Other key European markets are France, Greece, Benelux and Turkey. Winx Club is now aired in 100 countries worldwide with more than 600 active licensees.

New at MAGIC

Los Angeles-based design studio Mighty Fine is headed to MAGIC with new product assortments from their juniors’, men’s and toddler labels and exclusive collaborations.

Mighty Fine has a new partnership with the Condé Nast Archive for Mademoiselle vintage covers. Avant-garde artwork featuring cover illustrations from the 1910s to the 1930s will hit boutiques and specialty stores in early fall 2009 under Mighty Fine’s premier label Trash & Luxury. In another new partnership with Mighty Fine, fashionista rabbit Fifi Lapin will appear on an assortment of knit tops, tees and fleece in fall 2009 marking the first apparel collaboration in the U.S. This season, Trash & Luxury will also have a collaboration with Julie Newmar, star of the original “Catwoman” series for a trio of tees.

Hello Kitty is incorporating a modern-day bohemian look with Public Library’s new image “Native Kitty” on boyfriend tees. Other highlights include the brand’s continuation with non-profit The Samburu Project and the “Samburu Tribal” tee.





In spring 2009, American Greetings partnered with Tween

■ Mighty Fine is partnering with Disney, Mattel, Sanrio and Sesame Street on an assortment of tees that are retro inspired and moderately priced. Mighty Fine will debut anime character, Pucca in their boutique collection.

■ Following the launch of Marvel product for juniors, the design studio will now bring the same artwork to the Mighty Fine men's label. The line will feature vintage artwork from Marvel's archive, as well as exclusive interpretations by the Mighty Fine creative team. The collection will include mens' tees, knit tops and fleece for specialty retail and mid-tier.



American Greetings' Properties will feature Strawberry Shortcake, Care Bears, Madballs, Holly Hobbie Classic, Maryoku Yummy and the new urban vinyl, lifestyle property TinPo.

Hitting shelves this fall, Strawberry Shortcake apparel will feature T-shirts, daywear and activewear by master apparel licensee Children's Apparel Network. There is also a classic Strawberry Shortcake program targeted to tweens, teens and young adults for specialty and mid-tier channels, including apparel from Fortune Fashions (T-shirts), ES Originals (classic backpacks/bags), FifthSun (classic T-shirts, specialty and mid-tier) and Age Group (juniors, classic loungewear, sleepwear and daywear). For the first time, AGP will feature a classic Strawberry Shortcake infant/toddler program for the mass market with SaraMax (infant sleepwear).

AGP is gearing up for a major relaunch of Care Bears. Hasbro is the master toy partner and plans to launch a line under their Playskool brand globally in fall 2010. Lionsgate Home Entertainment will release episodic titles throughout 2009 and a new CG movie "Share Bear Shines" in fall 2010. Marketing plans will introduce Care Bears to a new generation of fans.

AGP is looking to grow its kids, infant/toddler and juniors Care Bears apparel. It currently works with partners such as Junk Food and Wish Licensing that focus on vintage-style that appeals to teens and young adults in specialty and mid-tier channels.

AGP continues to build the Madballs brand and is looking to expand its presence into other soft goods product categories including headwear, footwear, streetwear, accessories and more in boys and men's retro. Current apparel partners include Fortune Fashions for T-shirts at mass and mid-tier retailers and Mighty Fine in the specialty channel.



Sanrio has expanded its Hello Kitty-branded apparel deal with Age Group into swimwear. The licensee already holds the rights to junior sleepwear, underwear and lingerie.

The agreement will see Hello Kitty-inspired swimwear and cover-ups in junior and contemporary styles. The line, for girls' sizes 4 to 14, will offer one-piece halters, ruffled bandeau two-pieces, tankinis, bikinis with board shorts and skirted bottoms, as well as cover-ups, including dresses, tanks, shorts and hoodies.

The girls' swimwear collection, retailing from \$24 to \$78, will be available November/December 2010 at department and specialty stores.

Paramount Licensing plans to showcase several of its movie-based fashion T-shirts in August at MAGIC. The tee collection will feature: Top Gun by Changes for men and juniors; Up in Smoke by Fifth Sun for men; Footloose by Fifth Sun for juniors; Flashdance by Fifth Sun for juniors; Top Gun by Famous Forever for boys.

Brands' Justice stores to launch a Maryoku Yummy consumer products program with a wide array of merchandise, including collectible mini and large plush, character journals, lip gloss, nail polish, buttons and lollipops. AGP is looking to expand the program in key categories, including apparel and bags for tween girls.

Dickies continues to find ways to maintain its workwear heritage and broaden its lifestyle appeal. The brand, known for making durable, quality work gear like its historic 874 work pant, uses a variety of strategic licensing partnerships to broaden its customer reach. Licensees of Williamson-Dickie help to take the brand into a variety of workwear-related product offerings, including bags, footwear, medical wear, belts, socks and on-trend apparel in the junior girls and young men's tops, to name a few. The spring 2010 season of product, available at Dickies' MAGIC booth, represents the most collaboration to date between Dickies and its licensing partners in creating a new season of merchandise. Styles, details and colors fit together to create an integrated brand story.

Jem Sportswear and Awake have signed some major apparel deals tied into hot film properties.

Awake is working with Summit Entertainment to create a fashion program for the *Twilight* movie franchise. The deal encompasses an exclusive women's apparel line for Nordstrom BP marking the release of *New Moon* and an exclusive window launch at Kitson on Oct. 15. The *New Moon* collection will offer a selection of high-end tees, tanks, tunics, leggings, dresses, jackets and hoodies, subtly branded with icons representing themes from the *New Moon* movie. The collection, to be called "Twilight's New Moon exclusively for BP at Nordstrom by Awake," will be in stores nationwide Oct. 15.

Other projects include a master apparel deal with Twentieth Century Fox's *Avatar*. Jem is also partnering with Time Inc. to create a apparel based on iconic *Time* magazine covers.



House of Brands

By **Josephine Collins**

It's not unusual for U.K. retail chiefs to head for New York to look at the latest in store concepts, but June saw House of Fraser chief executive John King in the city looking at product—and in particular seeking out up-and-coming brands that do not have a significant presence in the U.K.

And the search is not for new wholesale accounts—King is on the lookout for licensing deals that he can use to enhance the House of Fraser

offer and set the retailer apart from its rivals.

King describes the role of being a retailer licensee as “a new route to market—it’s like doing private label, but in a different way. Licenses bring the brand value to us and the existing customers for that brand to us. It



John King

has become part of the way that we differentiate ourselves.”

Of course, the margins are better for the business, too, despite the fees and ongoing royalty payments. “The licensing model works, particularly for brands that need a route to expand within the U.K., and with our spread of stores we can give a brand national coverage. It’s a win-win for us and for the licensor.”

House of Fraser has 62 stores across the U.K. and Ireland and a history that goes back more than 150 years. The business has been both

publicly and privately owned and has seen its share of boardroom battles—one of them over the ownership of Harrods back in the 1980s.

It has had its recent irritations, too. Icelandic retail investor Baugur held a 35 percent stake in the business, owned by Highland Acquisitions since November 2006, until Baugur went into administration. That stake is now held by Landsbanki. House of Fraser maintains that it is “business as usual” in the post-Baugur era,

House of Fraser in Numbers

- 62 stores in the U.K. and Ireland
- 5 million square feet of selling space
- Annual sales in excess of £1.25 billion (\$2.06 billion)
- Retail Web site launched in September 2007
- Multi-channel Wedding List service launched September 2008
- 1 million account card customers
- 6,500 House of Fraser staff and 10,000 concession staff

The U.K.'s House of Fraser is taking a new route to market: becoming a licensee in a bid to gain differentiation from its rivals in the branded market.

recently denying that it has been approached by store group Debenhams.

And trading has been holding up well this year, with its combination of luxury, premium and high street brands across men's, women's and children's fashion and accessories, beauty and home. A store-opening spree has seen new branches at London's Westfield Centre, in Belfast and in High Wycombe and Cabot Circus in Bristol.

House of Fraser's first foray into licensing came when it acquired the U.K. rights to Episode—owned by the Hong Kong-based clothing supplier Fang Bros.—after Fang pulled Episode from U.K.

retailing and concession trading.

This deal has been followed by Kenneth Cole menswear and Lauren by Ralph Lauren womenswear from the U.S., and most recently by Jermyn Street shirt brand New & Lingwood menswear. Discussions

are under way with footwear

brands Pied a Terre and Bertie, both owned

by the U.K.'s Dune Group, on potential apparel lines. King says that more announcements will be made over the coming months.



‘We understand brands, and we understand how they should look in-store.’
—John King



The licensed ranges sit alongside HoF's own labels, its wholesale buy and the branded and retail concessions that take up much of the floorspace.

However, like any licensee, House of Fraser works closely with licensors to create product that remains integrated with the brand's values and heritage.

“House of Fraser is the house of brands. We understand brands, and we understand how they should look in-store. Not only that, we can create a national rollout strategy for a brand that does not have distribution in the U.K.,” King says.

He goes on: “We will take the appropriate route to market for us and for a brand. Some brands do not have the experience or infrastructure to trade through concessions so licensing may be a route for them.

“And for us, when we can see that a label will fill a gap in our brand platform, we then decide how we can work with it. We look for a mutually beneficial solution.”

To date, there have been no real problems with the approval process. “If we are upfront with each other and are both trying to achieve the same thing, the process should happen smoothly. Our relationships with our brands are great.”

HoF is looking to expand the licensing model, which it sees as bringing the benefits of private label, but with a ready-made audience. Hence the recent U.S. trip. “We already have a lot of U.S. brands in our stores, and this model gives small upcoming brands in particular a much lower cost of entering a new market—we make the product for them, the administration is all through our back office and delivered through our supply chain. And they gain national distribution through one deal.”

The fruits of King's N.Y.C. trip are likely to take some time to filter through to the shop floor, but the model is very much one that House of Fraser intends to pursue. ©



Brand Business

LICENSES

Episode, womenswear
Kenneth Cole, menswear
New & Lingwood, menswear
Lauren by Ralph Lauren, womenswear

PRIVATE LABEL

Howick, menswear
Untold, womenswear
Linea, womenswear, menswear, home
Therapy, womenswear
Criminal, established directional fashion brand bought by HoF

BRANDS AND CONCESSIONS

House of Fraser sells hundreds of brands across its stores, with the offer in each **targeted at the local customer base. Among the diverse range of brands and concessions are: DKNY, Chili Pepper, Vivienne Westwood, Tommy Hilfiger, Swarovski, Samsonite, Replay, Rip Curl, Paul Smith, Mulberry, Pepe Jeans, Chloé, Calvin Klein, Johnston of Elgin, Juicy Couture, Ted Baker, adidas, Aftershock and Tom Ford, plus high street names Coast, Oasis, Karen Millen, Hobbs and Whistles.**

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A New Record

Will Guinness World Records make a name for itself as Best New Brand in Licensing—it certainly means to try.

By **Bernadette Casey**

The Guinness World Records chronicles the efforts and eccentricities of man and nature around the world. Some are commonplace: the tallest man (Sheriff George Bell of Virginia at 7 feet, 8 inches) or the longest time holding one's breath (Tom Sietas at 16 minutes, 13 seconds). Other reflect more bizarre feats: Michel Lotito

lived in France from 1950 to 2006 eating two pounds of metal a day; his lifetime buffet included 18 bicycles, 15 supermarket trolleys, seven TV sets, six chandeliers, two beds, a pair of skis, a computer and a Cessna light aircraft.

Each year GWR publishes in September its annual book, 90 percent of which is new material. In the 12 months leading up to its 2009 edition, which contains 4,000 records, Guinness World Records received more than 30,000 record claims, of which 2,701 were approved.

"There is an amazing energy that people have about breaking records," says Jennifer Gilmour, licensing manager for North America at Guinness World Records. "People want to be part of something global."

There are two ways to make a name for yourself in the record books. First, by logging on to guinnessworldrecords.com, following the guidelines

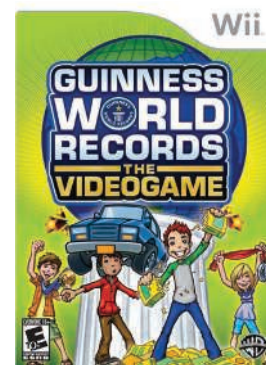
for participation and providing video

evidence, photographs and independent witness statements. Second, for instant verification, request a GWR adjudicator present at your event. A team of multi-lingual adjudicators travel the world from offices in London, New York, Beijing and Sydney.

Debuting in 1955, the annual Guinness World Records book is published in more than 100 countries and 25 languages with almost 4 million copies sold each year across the globe. Guinness World Records celebrated its 50th anniversary edition in 2004, a year after the sale of its 100 millionth copy. Each year, GWR also publishes a gamers' edition, a record book devoted to computer gaming and high-score record achievements. The company also has a deal in place that allows Scholastic to publish single-themed short format books for fairs and events and is working with Bantam Books on a mass-market version of its annual book.

The GWR brand has been a success on the airwaves, as well. "We license the brand ... to productions all over the world and this year have had original branded shows in more territories than any year to date: 11 in Spain, Portugal, Italy, Greece, Poland, Japan, China, U.K., France and New Zealand. We also distribute existing programming all over the world with GWR-branded shows currently licensed into more than 80 territories around the world. We had a very successful run of three seasons with Guinness World Records Primetime on Fox from 1998 to 2002 and since then have had highly rated specials on Animal Planet and NBC. We're currently in development in the U.S. with several channels about possible reincarnations of the brand as a TV property," says Rob Molloy, director of TV for Guinness World Records.

"In addition to entire productions,



we also support other existing formats with branded segments in their shows,” adds Molloy.

With a brand as recognizable as Guinness World Records, the company is now looking to make a name for itself in the world of licensing. Its first step toward accomplishing that goal was to form a new in-house licensing department with offices in London, New York City and Tokyo.

The first effort in extending the GWR brand came in the form of a video game launched in conjunction with TT games in late 2008, but now the company is looking to step up its efforts across more categories and coordinate those efforts with the launch of its 2010 annual book in September.

There is a page-a-day calendar coming out this month to stationery and mass stores, including Target, plus a deal with American Greetings for two different SKUs of juvenile cards at Target.

GWR recently signed a number of international deals, including Egmont for a *Guinness World Records* magazine in Sweden; back-to-school journals from Franco Panini (Italy), Forlaget Carlsen (Denmark), Kosmos Uitgevers (Holland) and Bibliograph Inst. & F.A. Brockhaus AG (Germany); Goma publishing in Japan for quiz books and children’s books; Okina for notebooks (Japan); and V&R (South America) and Carlsen (Denmark) for mini books.

According to Gilmour, GWR had meetings at the Licensing International Expo for toys and board games and is now exploring its options for that category.



Last month, in conjunction with Warner Bros. Digital Distribution and TT Games, GWR launched an iPhone and iPod touch game on the App store featuring challenges from turkey plucking to cockroach eating.

Mobile phone deals in place include: Mobifusion in the U.S. (all carriers except Sprint/Boost), Canada, U.K., Australia, India; Mobilink in the Middle East; Buongiorno in Argentina and the U.S. (Sprint/Boost network);

Brainstorm in Russia and the Baltics; CA Mobile Limited in Japan; Arvato Mobile in Spain, Italy, Portugal, Brazil, Middle East, Germany, South Africa, Greece and Russia.

In its next phase of licensing, GWR is considering some promotional partnerships with CPG companies and is looking for promotional licensing opportunities with quick service restaurants, according to Gilmour. The company will be opening up discussions this fall for some direct-to-retail deals.

“Our content is so adaptable because we cover so many different categories. We can work with any kind of retailer,” says Gilmour. “We have sports records, animal records, and we can do things to fine tune our content for those types of retailers such as a Petco or Sports Authority.”

And while it is clear that Guinness World Records is looking to make its mark in licensing, licensing has already made its mark on the business of world records. The 2009 annual book has three pages dedicated to the magic of Harry Potter, and members of Twentieth Century Fox and Capitol Radio (both U.K.) made the record book by creating a stack of doughnuts measuring 43.5 inches tall to celebrate the opening of *The Simpsons Movie* in London in July 2007. ©



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licensingdept@rbw.it

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Brand Licensing

**BOOTH
#520**

Stars Power Comic-Con

By Doug Desjardins

Movie studios and TV networks used Comic-Con International to roll out movie trailers and new licensing deals for high-profile properties including *Avatar* and *Iron Man 2*. The annual pop culture phenomena drew a massive crowd estimated at more than 125,000—thousands of them in costume—to the San Diego Convention Center during its four-day run July 23 to 26. Dozens of stars and directors were on hand using Comic-Con as a venue to unveil new properties and generate online buzz.

Director James Cameron (*Titanic*) wowed an audience of 6,500 on opening day with a 25-minute segment of his 3-D adventure *Avatar*. That same day, Summit Entertainment debuted a snippet of *New Moon*, the second film in the *Twilight* saga, with stars Robert Pattinson and Kristen Stewart appearing to promote the film. Johnny Depp made a surprise appearance alongside director Tim Burton for a Disney panel on the growing popularity of 3-D films and Burton's upcoming version of *Alice in Wonderland* that will star Depp. Sony Pictures screened a trailer for its long-awaited animated film *Cloudy with a Chance of Meatballs*. Warner Bros. had stars Denzel Washington and Gary Oldman on hand to promote the futuristic *The Book of Eli*

and star Robert Downey Jr. appeared to promote the first clips from Paramount Pictures' *Iron Man 2*.

Twentieth Century Fox Licensing and Merchandising and Mattel used the show to unveil a line of toys for *Avatar*, a military adventure set on a distant planet. In a new twist, the toys will come with a 3-D "i-TAG" that can be scanned with a home computer's webcam to reveal exclusive, interactive content that will appear on the computer screen. "The development of our *Avatar* toy line with the integration of augmented reality technology marks an entirely new level of innovation in toys," says Doug Wadleigh, vice president of boys' action play marketing for Mattel. Mattel dedicated a large section of its booth at Comic-Con to showcase the toy line that will feature vehicles, creatures and action figures from the movie due out Dec. 18.



Stephen Stanley, president of Disguise



Twilight fans camped out all night to get front-row seats to see the trailer for *New Moon*, giving licensees a hint of how popular the franchise has become. While the first film debuted with little fanfare, *New Moon* will arrive in theaters this fall with a huge licensing campaign that includes Trends International (posters and calendars), NECA (collectibles), Little Brown (publishing) and Nordstrom and Hot Topic at retail.

Disney's trailer from Tim Burton's *Alice in Wonderland*—due out in 2010—generated positive buzz which should help Disney Consumer Products build an interesting licensing campaign around the film. Disney also

Tobin Bell (seated) star of the Saw franchise, on the show floor



promoted its 2010 releases *Prince of Persia: The Sands of Time*, which already has Lego and McFarlane Toys on board, and *Toy Story 3*, which has Lego, Mattel and Thinkway handling toys.

Viacom Consumer Products and Nickelodeon announced that Spin Master has signed on as the master toy licensee for *The Last Airbender*. The Paramount film based on the hit animated series is due out July 2010 and will be directed by M. Night Shyamalan. "As the world's most fun and imaginative toy company, it's a natural fit for us to recreate the magic of the film into an original and creative new toy line that children will love," says Adam Beder, vice president of licensing for Spin Master.

CBS Consumer Products unveiled several new products tailor-made for Comic-Con attendees. *Star Trek* licensee Funko debuted its Spock Light-Up Bobble Head that illuminates when tapped and QMX unveiled its collector's artisan version of the U.S.S. Enterprise. CBS also commemorated the 50th anniversary

of the science fiction TV series "The Twilight Zone" with new Twilight Zone bobbleheads from Bif Bang Pow! based on some of the most memorable characters from the show.

Executives from Hasbro hosted a panel to unveil new toys for its Transformers line, which received a big boost this summer with the release of *Transformers: Revenge of the Fallen*. Hasbro says it will give major retailers Walmart, Target and Toys"R"Us exclusive Transformers toy lines for the upcoming holiday season and in 2010, and that it's working to keep the toys fresh and relevant. "We're really making an effort to bring some newness to the toys based on characters from the Transformers film and the TV show," says Eric Seibenaler of Hasbro Design.

Twentieth Century Fox had the creators of some of its most lucrative licensing franchises at Comic-Con. "The Simpsons" creator Matt Groening and "24" star and producer Kiefer Sutherland turned out to promote the new season of their popular show and Seth MacFarlane headed a panel to discuss the animated series "Family Guy."

Though advanced movie previews generated the biggest buzz at Comic-Con, TV properties were also in the mix. ABC debuted a trailer from its upcoming series "Flash Forward," a science fiction show in the vein of "Lost." The networks also used Comic-Con as a primer for new seasons of shows such as "The Big Bang Theory," "Heroes," "Lost" and "Ghost Whisperer" with show stars and directors participating in panel discussions. Cable TV networks were on hand to promote hit science fiction and horror fare like HBO's "True Blood" and Showtime's "Dexter."

Video game manufacturers were on the show floor promoting new games based on top properties. THQ unveiled three new games due out in late 2009 with Marvel Super Hero Squad, Darksiders and Dragonica Online. Epic Games hosted a panel to discuss its popular Gears of War franchise and hinted that a movie version of Gears of War is in the works. Game creator D3Publisher debuted *Astro Boy: The Video Game*, which will arrive in stores in October in advance of the *Astro Boy* movie, and Ben 10 Alien Force: Vilgax Attacks, a game based on the hit Cartoon Network show. ©

Keith Hargrove, Sony Pictures Consumer Products; Pamela Harris, Paramount Pictures Consumer Products; Eric Thomsen, Sony Pictures Consumer Products

Beth Bowman-Taylor, Spencer Gifts; Howard and David Beige, Rubie's Costumes; Lisa Morris, Spencer Gifts



brand
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LEAVE A LASTING IMPRESSION

BRAND LICENSING EUROPE 2009 SHOW PREVIEW



This BLE show preview offers a first look at who will be at the show, starting with Advanstar's valued Global Partners—companies participating at both the Licensing International Expo and Brand Licensing Europe. Also, check out pages 42 and 43 for the BLE exhibitor list and floor plan.



Stand 470

4Kids Entertainment

4Kids will feature familiar names such as Dinosaur King, Yu-Gi-Oh! 5D's and Teenage Mutant Ninja Turtles at BLE, as well as new properties Karito Kids and WordWorld. Chaotic, the first trading card property specifically designed to combine trading card game play with an online multiplayer

experience and animated TV series, will also be featured. Chaotic, which is available in multiple territories, will launch toys and video games early next year.



Victoria Charles, U.K. marketing and communications manager

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Stand 230
Alchemy Studios

Established in 1977, Alchemy offers gothic, medieval and fantasy art and design. Celebrated artists/illustrators offer a vast library of original images that are available under license. Niche licensing for gothic lifestyle in categories from apparel and stationery to decor and giftware is available.



Geoff Kayson, licensing and managing director

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Stand 530
BBC Worldwide Licensing

BBC is enjoying success in 2009 with hits such as Ragdoll's In the Night Garden and the iconic Doctor Who. New initiatives for 2010 include gifts with the irreverent humor of Top Gear, Strictly Come Dancing being merchandised for the first time and new natural history brand, BBC Earth. For younger audiences, new titles include 3rd and

Bird, as well as multi-platform series Tronji, Zingzillas and Dirtgirlworld.

Neil Ross Russell, managing director, children's and licensing

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Stand 525
Beanstalk Europe

The Beanstalk Group builds strategic licensing programs internationally for iconic brands including Lee Cooper, Harley-Davidson, Jack Daniel's, Stanley, Land Rover, Ford, Jaguar and Love Hearts; lifestyle brands including Paris Hilton and Janet Reger; and leading consumer brands including Pampers and Max Factor. Beanstalk's team of specialists has expertise in developing both luxury and broad-scale mass-market licensing programs. Beanstalk also offers strategic consulting.



Louise French, associate vice president

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www.beanstalk.com



Stand 320
Big Bocca Productions

Big Bocca Productions, an affiliated company of Upper Deck Group, develops and coproduces kids' animated series. The first property is "Huntik: Secrets & Seekers" (52X30) created through a partnership with Rainbow and m4e. Magic, mystery and mission come together in this new boys' adventure property. With more than 40 licensees internationally covering all major categories, the Huntik program is growing, and Big Bocca is looking for partners in the U.K.



Nawel Benziane, licensing coordinator

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Stand 560
Chapman Entertainment

Television production and licensing company Chapman Entertainment launched its first property, Fifi and the Flowertots in 2005. It is

now sold in 166 countries with 116 licensees globally. The company's second property, Roary the Racing Car, launched in 2007, starring popular Peter Kay and racing legend Sir Stirling Moss. Formula One commentator Murray Walker will appear in two special episodes later this year. It has been sold to more than 110 countries with 34 licensees internationally.



Melissa Brown, director of marketing

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Stand 540
Chorion

Headlining Chorion's portfolio for BLE is the Mr Men and Little Miss global franchise that continues to grow with product ranges for fashion-conscious young adults, preschoolers and, now, infants and toddlers. Olivia will air in over 120 countries. Key partners include master toy (Spin Master) and DVD (Sony Pictures Home Entertainment). Chorion will also feature The World of Eric Carle and "Noddy in Toyland," now on Five and due to air on France 5's les Zouzous and TVE Spain shortly.

Amory Millard, executive vice president, corporate communications

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Stand 440
Classic Media

Classic Media is a global media company with a portfolio comprising more than 3,600 hours of content, including some of the world's leading family and pop-culture entertainment brands. The company is showcasing its new properties, "Tinga Tinga Tales," which will air on CBeebies in the U.K. (Q1 2010), followed by a U.S. premiere on Playhouse Disney, and "Guess with Jess," which is set to air on CBeebies in the U.K. in fall 2009. New programs for many of its popular brands will also be featured.



Nicola Duarte, press officer

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Exhibitor List and Floor Plan

Floor plan as of 7.30.09. For the most up-to-date information, please go to www.brandlicensing.eu



- STAND COMPANY**
- 470 4Kids Entertainment International Ltd.
 - 493 5 Seasons & Co srl
 - 269 24IP Law Group
 - 610 Aardman Animations
 - 545 Al Jazeera Children's Channel & Baream TV
 - 230 Alchemy Carta Ltd
 - 450 Allsorts Licensing
 - 593 Amelia Renfrew
 - 292 Ann Edwards
 - 485 Annie Phillips
 - 710 Art Ask Agency
 - 587 Artisan Licensing
 - 246 Atlantyca Entertainment
 - 360 Bang on the Door
 - 530 BBC Worldwide Licensing
 - 525 The Beanstalk Group
 - 490 Berni Parker Designs
 - 860 Beverly Hills Polo Club International LLC
 - 320 Big Bocca Productions Ltd
 - 285 Blunt
 - 349 BRB Internacional SA
 - 590 Bridgeman Art Library
 - 495 The Bright Group
 - 830 Bright Ideas Design Co., Ltd.
 - 669 Bruno Productions
 - 565 Bulldog Licensing
 - 650 Carte Blanche Greetings
 - 454 Cathay Creative
 - 500 Celebrities Entertainment GmbH
 - 560 Chapman Entertainment Ltd
 - 249 Characteristix Ltd
 - 540 Chorion
 - 440 Classic Media
 - 398 The Comic Stripper
 - 505 Coolabi
 - 375 Detonator Licensing
 - 340 Dissero Brands Ltd
 - 330 Dorna Sports SL
 - 310 Dri Licensing
 - 240 E1 Entertainment
 - 233 Eaglecrown Productions Ltd
 - 752 Edebé Audiovisual Licensing
 - 405 Europacorp
 - 304 FitzRoy Media LLC
 - 250 Franklin Covey
 - 600 Fulanitos scl de CV
 - 582 Fun Crew
 - 288 Funshine Productions
 - 515 Gidget Worldwide
 - 410 Giochi Preziosi
 - 370 Golden Goose
 - 290 Goochi Coo Ltd.
 - 264 Halliwells LLP
 - 671 HandE Media Group
 - 498 Hari Books Limited
 - 670 Hip Designs Ltd
 - 234 Historic Royal Palaces
 - 425 HIT Entertainment
 - 220 Hong Kong Trade Development Council
 - 130 Ignition Licensing
 - 300 Imagine8 UK Ltd
 - 120 Interactive Game Zone
 - 483 Intercontinental Licensing
 - 392 IONA Cards
 - 430 ITV Global Entertainment
 - 510 Jane Evans Licensing Consultancy & Withit
 - 715 JAST Company Limited
 - 295 John Faulkner Design
 - 620 John Wiley & Sons Inc.
 - 345 J.P. Flag Co. Ltd
 - 480 Kanban Crad and Paper Limited & Loralee Designs
 - 488 Kate Knight
 - 771 Kazachok
 - 255 King Italy
 - 415 KOCCA Europe
 - 245 Last Lemon
 - 570 LazyTown Entertainment
 - 404 LEGO Group
 - 581 Lemon Ribbon
 - 282 Leonard Smith
 - 825 License! Global Magazine
 - 693 Licensed Lifestyle

STAND COMPANY

- 603 Licensing.biz
- 420 The Licensing Company Brands & Entertainment divisions
- 760 The Licensing Machine
- 820 Licensing Global Network
- 235 Licensing Management International
- 850 Licensing Source Book
- 835 Licensing Today Worldwide
- 160 LIMA UK
- 595 LoCoco Licensing
- 205 Loonland UK Ltd
- 640 Ludorum Plc
- 280 Lunartics
- 504 Manchester United Merchandising Limited
- 598 Marilyn Robertson
- 455 Marvel Entertainment International
- 585 Mary Evans Picture Library
- 399 Mattel Brands Consumer Products
- 680 Meikeljohn Graphics Ltd
- 568 MindSpark Interactive Network, Inc.
- 424 Mondo TV
- 352 The Natural History Museum
- 708 NBA Europe
- 548 Nelvana Enterprises
- 499 Nickelodeon UK Ltd
- 385 Nigel Quiney Publications Ltd.
- 603 NMSI Trading Ltd
- 225 Paper Island Licensing
- 400 The Partnership
- 388 Peapots
- 630 Performance Brands
- 267 PIMRa Software
- 740 The Picture Production Company
- 589 Plus Licens & Design
- 740 PPC Enterprises
- 359 Premium Factory
- 899 Press Office
- 410 Preziosi Group
- 682 Promotions & Incentives Magazine
- 520 Rainbow S.p.A.
- 730 RDF Rights
- 660 Renault Merchandising
- 720 Retail Buyers' Centre
- 604 Rocket Licensing Ltd
- 775 Royal Air Force
- 372 Royal Horticultural Society Enterprises Limited
- 778 Royal Navy
- 602 The Royal Opera House
- 840 The Salon
- 150 Sanrio License GmbH
- 298 Santoro London
- 395 Santoro London
- 580 Science Photo Library
- 487 Simon's Cat
- 335 The Smiley Company
- 491 Softies & Cuties
- 599 Sony Pictures Consumer Products
- 350 Start Licensing
- 592 Stephanie Dymont Design Company
- 591 Synthesis Design & Manufacture
- 550 Target Entertainment Group
- 215 Tiny Idols Limited
- 690 Tiny Idolz
- 750 Toei Animation Co. Ltd
- 390 Tosh Licensing
- 302 Total Licensing
- 299 The Toy Store
- 460 Turner CN Enterprises
- 445 Twentieth Century Fox
- 325 Ubisoft
- 261 The UK Intellectual Property Office
- 380 Vicki Thomas Associates
- 110 Victoria & Albert Museum
- 625 Vipo Land GmbH
- 762 VIZ Media Europe
- 210 Vooz Company Ltd.
- 622 Walker Books
- 799 Warner Bros. Consumer Products
- 620 Wiley Publishing
- 671 Wizbit
- 382 Yvette Jordan



**Stand 340
Dissero Brands**

Top 100 global licensor, Dissero Brands, is dedicated to the creation, marketing and development of design and image brands. Dissero owns and manages international success story Rachael Hale, the world's most lovable animals, www.rachaelhale.com. Transcending age, language and culture, the appeal of this evergreen property extends across virtually all product categories. New photographic brand Wag Alley features characters—pirates, army commandos, soccer stars—that appeal to every child's sense of fun and adventure.

David Todd, chief executive officer

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**Stand 330
Dorna Sports**

Dorna Sports is the exclusive holder of all the commercial/television rights for the FIM Road Racing World Championship Grand Prix ("MotoGP") since 1992. With more than 60 years of history, MotoGP is the pinnacle of



motorcycle racing and is Dorna's main focus. MotoGP has grown to the point where it has become an icon in motorsport and a major reference in sport licensing. There are 50+ active MotoGP licensees that produce more than 700 products worldwide.

Phaedra Haramis, licensing director

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**Stand 240
E1 Entertainment**

E1 Entertainment, formerly Contender Entertainment, is one of the U.K.'s fastest-growing media businesses. At BLE, the company will be highlighting its leading property, Peppa Pig and exciting new properties Ben & Holly's Little Kingdom and Humf. In addition, the company represents Hi-5, the hit vampire film *Twilight*, the classic superhero brand Astro Boy (which returns to the screen next year), preschool series "It's a Big Big World" and textile design brand Kim Parker Home.

Andrew Carley, head of licensing

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www.e1entertainmentuk.com

**Stand 752
Edebé Audiovisual Licensing**

In addition to the distribution of the TV rights of the properties Edebé co-produces, the company also acquires the rights of foreign properties to represent them in Spain and worldwide. In the licensing arena, Edebé offers the representation of third-party properties of all types of categories, protecting them and preserving their present and future success. Edebé Audiovisual Licensing is part of Grupo Edebé, one of the main publishing companies in Spain and Latin America.



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Fitz Roy Media

Stand 304

FitzRoy Media

Led by chief executive officer Hamp Hampton, FitzRoy Media is a media property development company specializing in children's entertainment created for a variety of media platforms including mobile, Internet and interactive broadcast TV. FRM's flagship property, Heathcliff, written and drawn by Peter Gallagher (created in 1973 by his uncle George Gately), is being developed for multiple mediums with Magic Lantern Entertainment. FRM's other properties include Secret Wings, Funny Face and Daktari Park.

Hamp Hampton, chief executive officer

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<http://www.fitzroymedia.com>

Stand 600

Fulanitos

These smiley, colorful and whimsical characters were created by Mexican Gabi Moad, who began scribbling them when she was 9 years old. She believes that this is exactly the reason why children love them so much. Each character has different favorite things in life, so children always find a Fulanito they can identify with. This brand has been in the market since 1995, its licensing program began in 2004 and there already are licensees in several European countries.

Ramiro Rodriguez, director

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Stand 515

Gidget Worldwide International

Gidget Worldwide is a licensing company created to relaunch a series of Gidget-based entertainment properties, including a feature film with planned sequels and a TV series. The goal is to introduce the world to the Gidget lifestyle. GWI has developed more than 400 lines of products

and services to be marketed and licensed to manufacturers and retailers around the globe.

Kevin Powell, chief operations officer and chief financial officer

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Stand 410

Giochi Preziosi

Giochi Preziosi, a prominent European toy group founded by Enrico Preziosi, is the market leader in Italy and one of the four largest worldwide players in the toy industry. Its activities cover a wide range of toy products but also include back to school, snack foods, clothing and other consumer products aimed at the youth market. Giochi Preziosi is based in Italy with subsidiaries in France, Spain, Greece, Germany, U.K. and U.S.

Luca Bonecchi, licensing assistant

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Stand 425

HIT Entertainment Consumer Products

HIT Entertainment, one of the world's leading



independent children's entertainment producers and rights owners, owns a portfolio of properties including Bob the Builder, Thomas &

Friends, Angelina Ballerina and Fireman Sam.

This year, Bob celebrates 10 years in the business, while Thomas & Friends is set for a stellar 65th year in 2010 with new product ranges, TV series and year-long celebrations that will further strengthen Thomas' position as the world's No. 1 preschool property for boys.

Nicole Price, senior director, international marketing

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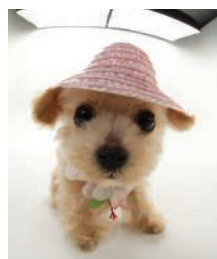
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Stand 483

Intercontinental Licensing

For more than 40 years, Intercontinental Licensing has been bringing the finest and most compelling designs to the marketplace. One of



the oldest and largest international art design and licensing firms in the industry, the company provides customers with a full range of products and services, including licensing concept design and facilitating cross-marketing opportunities.

Sandra Keay, U.K. regional manager

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Stand 430

ITV Global Entertainment

ITV Global Entertainment is one of the world's leading entertainment companies and partner to more than 200 licensees. Featuring more than 1,000 product lines, ITV's portfolio includes the international and No. 1 rating franchises "I'm a Celebrity...Get Me Out of Here!," "Hell's Kitchen," "Dancing on Ice," cult family favorite "Thunderbirds," new prime time thriller "The Prisoner," alongside long-running drama series "Coronation Street" and the No. 1 rating ITV1 daytime magazine "This Morning."

Aysha Kidwai, director of merchandising and licensing worldwide

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Stand 345

J.P. Flag Co.

With 20 years' experience in the flag business, this company specializes in licensed products. The company provides any size and any material for flags and banners and has factories in China and Taiwan to meet different requests.

J.P. Wang, general manager

+886 2 27867383

flag.ship@msa.hinet.net

www.flagshiptwn.com



Stand 715
JAST Company Limited

Starting in 2003, JAST Company has invested vigorously in R&D and has invented 12 products for patent applications. These products have been launched into the market for mass production.

The company offers the ability to apply characters and sounds to musical pens, musical gift bags, musical gift boxes, musical diaries/notebooks/photo albums, candy/jewelry/wine packaging, musical caps, musical mugs, and football club sound products.

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languages and 122 territories.

Katie Foster, director brand and licensing Europe

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Stand 404
LEGO Group

The LEGO Group is a privately held, family-owned company, based in Billund, Denmark. It was founded in 1932, and today the group is one of the world's leading manufacturers of play materials for children, employing approximately 4,500 people globally.

The LEGO Group is committed to the development of children's creative and imaginative abilities. LEGO products can be purchased in more than 130 countries.

Randi Kirsten Soerensen, licensing coordinator

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Stand 640
Ludorum

Ludorum was formed and is run by the former chief executive officer and chief operations officer of HIT Entertainment and by the co-founder and former chief executive officer of Learning Curve. Ludorum is dedicated to developing, acquiring and marketing intellectual entertainment properties that are appropriate for both the new interactive distribution channels, as well as classic linear TV.

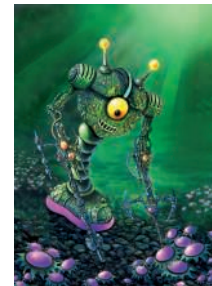
Julian Day, vice president, U.K. consumer products



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Stand 280
Lunartics

The moon is back in the news again, yet will anyone discover the seven secret craters that lead to the inside of the moon—home of the Lunartics. With 147 unique collectible characters already, Lunartics can be licensed across a wide range of products with both regional and worldwide licenses available. This autumn, meet the many new Lunartics—due to arrive just in time for Brand Licensing Europe.



Simon Harris, director

+44 (0) 870 7431070
simon.harris@lunartics.com
www.lunartics.co.uk

Stand 399
Mattel Brands Consumer Products

Following Barbie's successful 2009 repositioning program, MBCP demonstrates further development of adult licensing, which has already seen fantastic sell-through and unprecedented interest from all retail sectors. Fisher-Price announces exciting extensions to its popular babygear and nursery portfolios with the launch of co-branded car seat and travel cot ranges, alongside a strong retail-customization program. The outdoor category will enjoy excellent new product launches and a European rollout.



Dawn Wilson, licensing coordinator

+44 (0)1628 500 029
dawn.wilson@mattel.com
www.mattel.com

Stand 415
KOCCA Europe

KOCCA supports Korean companies related to animation, character, comics, broadcasting, games and music industries in their production and export of cultural content, facilitates their involvement in international joint ventures and partnerships and establishes the base for mutual growth with different countries. KOCCA is a channel through which industry professionals in other countries can access information and explore business opportunities in Korea's cultural industry. KOCCA's aim is to spearhead the Korean culture content industry to the world market.

Ko-Eun Lee, advertising coordinator

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koeun.lee@kocca.or.kr
www.kocca.or.kr

Stand 570
LazyTown Entertainment

LazyTown is the only global entertainment brand dedicated to kids' health. The company is about promoting health, and the demand for how to do this comes from the consumers and grows year after year as children now ask for healthier options, and parents want to know how to provide them when it comes to foods, activities and information. LazyTown reaches 500 million homes around the world in 26 different

Stand 680**Meiklejohn Graphics MGL & Vision Licensing**

One of the U.K.'s most successful art licensing companies, MGL is the creative force behind some of the world's most exciting and popular character concepts and graphic imagery. MGL offers a broad range of art to suit a variety of licensed product. Vision showcases the work of the world's most sought-after fashion illustrators and artists. The highly contemporary images are aimed at fashion-conscious manufacturers and retailers looking to produce sophisticated and stylish products.

Adam Meiklejohn, director

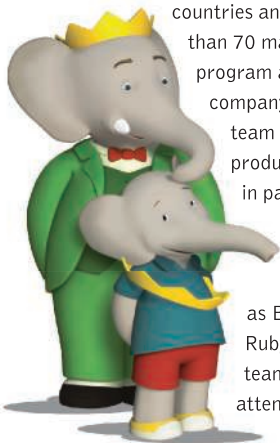
+44 (0) 20 7593 0510

am@mgl-uk.comwww.mgl-uk.com**Stand 568****MindSpark Interactive Network**

MindSpark is where the Web's most engaging characters come alive. Creators of more than 12,000 Smileys and other popular brands, MindSpark is poised to reach millions of consumers. A division of IAC, the company maintains worldwide licenses, including a master toy licensee.

Frank Shorf, director of licensingfrank.shorf@mindspark.comwww.smileycentral.com**Stand 548****Nelvana Enterprises**

Nelvana, a Corus Entertainment company, is one of the world's leading international producers and distributors of children's animated content. Nelvana's content has aired in more than 160 countries and has received more than 70 major international program awards. The company's merchandising team manages consumer products globally, in partnership with broadcasters, including such successful brands as Bakugan, Franklin and Ruby Gloom. Nelvana's team will inform BLE attendees about the latest developments, such



as Babar and Beyblade.

Antoine Erligmann, vice president of licensing, Europe

+33 1 4271 0828

antoine.erligmann@corusent.comwww.nelvana.com**Stand 499****Nickelodeon & Viacom Consumer Products**

Nickelodeon is the U.K.'s No. 1 advertising-funded TV network. Launched in 1993, it comprises six award-winning entertainment channels for kids ages 2 to 12. The Nickelodeon network is available in 12.7 million cable/satellite homes. Nickelodeon Consumer Products will showcase its portfolio of Nickelodeon and MTV properties including iCarly, Dora the Explorer, SpongeBob SquarePants, Wonder Pets, Go, Diego, Go!, H2O, South Park, Backyardigans and exciting new properties including Ni-Hao, Kai-Lan.

Nora Frerichs, marketing coordinator

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nora.frerichs@nickelodeon.co.ukwww.nick.co.uk**Stand 520****Rainbow S.p.A.**

Founded in 1995 by Iginio Straffi, Rainbow is a pioneer in the kids' industry and the largest animation studio in Europe. Its skilled production teams work from studios in Loreto and Rome. Rainbow has grown to be a worldwide leader for top-rated animated series and movies. Its licensing division has generated more than £2 billion in revenue from properties such as Winx Club, Tommy & Oscar and Huntik.

Stefano Turla, animation/licensing

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stefano.turla@rbw.itwww.rbw.it**Stand 730****RDF Rights**

RDF Kids & Family is a dedicated unit that develops, produces and distributes children's and youth brands to the global marketplace. The department consists of a team of in-house rights specialists covering TV distribution, publishing, consumer products and brand management. The company features a portfolio of high-quality brands including successful returning series such as "Mister Maker," "Big Barn Farm," "Yo Gabba Gabba!" and "Escape From Scorpion Island," as well as the major new BBC preschool series, "Waybuloo."

Steve Quirke, marketing manager

+44 (0) 20 7013 4079

steve.quirke@rdfmedia.comwww.rdfmedia.com**Stand 150****Sanrio License GmbH**

Founded in Tokyo in 1960, Sanrio creates original characters to inspire unique consumer experiences throughout the world. My Melody, Little Twin Stars, Chococat, Keroppi, Kuromi and Shinkansen are just a few of the many Sanrio characters. This year is the 35th anniversary of Hello Kitty, a worldwide social icon, which is able to build strong emotional connections with women of all ages. The bad boy Badtz Maru with cross-gender appeal is known for his edgy attitude and bold graphics.

Nicola Ciancio, corporate event manager

+39 02 3652 9354

nciancio@sanrio.comwww.sanrio.com**Stand 335****The Smiley Company**

The Smiley Company is home to one of the most recognizable brands in the world: Smiley. Founded by Franklin Loufrani in 1971, Smiley has gained global recognition as the symbol for happiness and has enjoyed worldwide



success with extensive partnerships. Smiley will be presenting products from all three of its brands: Smiley World, Smiley Collection and Smiley including stationery, apparel, gifts, homewares, beauty, toys and games, publishing, plush, greeting cards, video games, jewellery, sports goods and confectionery.

Jemma Morgan, marketing and communications manager

+44 (0) 20 7378 8231
Jemma@smileyworld.co.uk
www.smileycollection.net



**Stand 599
 Sony Pictures Consumer Products**

Sony Pictures Consumer Products (SPCP) is a division of Sony Pictures Entertainment. SPCP generates and extends the branding potential of an individual film, film franchise or television series through the development of licensed merchandise and retail promotion. It leverages opportunities worldwide that include, but are not limited to, toys, video games, publishing, apparel, electronics and collectibles. A selection of properties for which it seeks licensees and/or retail partners includes *Ghostbusters*, *The Karate Kid*, *The Green Hornet*, and *Spider-Man 4* (retail only).

Lisa Storms, vice president, international licensing

+001 310.244.4154
Lisa_Storms@spe.sony.com
www.sonypictures.net

**Stand 550
 Target Entertainment Group**

Target Entertainment Group will be at this year's BLE with the licensing rights to a new property: the girl's fashion/lifestyle brand, Brit Chicks. Loaded with fashion, music and fun, it is aimed at girls ages 7+. Target will also be looking to sign more deals for PlayStation software IPs, including LittleBigPlanet, Invizimals and EyePet. It will also be representing the preschool animation "Fluffy Gardens" and the live-action comedy series "Emu."

Helen Howells, global brand director



+44 (0) 870 164 7474
Helen.howells@targetentertainmentgroup.com
www.target-tv.com



**Stand 352
 The Natural History Museum**

The Natural History Museum is visited annually by 4 million people. World renowned, its 300 scientists help licensees ensure their products are accurate. Licensing is a key part of promoting and supporting the museum's work. The strong brand and new packaging have been a huge success. Licensing opportunities are available in toys, games, lifestyle products and apparel, and the museum is looking for distributors and agents to handle its well-known brand.

Gemma Woodward, licensing manager

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g.woodward@nhm.ac.uk
www.nhm.ac.uk/business-centre/licensing



**Stand 750
 Toei Animation Co.**

With headquarters in Tokyo and sales offices in Los Angeles, Hong Kong and Paris, Toei Animation ranks amongst the world's most prolific animation production studios. Toei

Animation's operations include development and production of animated series and worldwide marketing actions and licensing programs (including TV, video and merchandising rights) through its subsidiaries.

Sabrina Oyama, event coordinator

+33 1 7500 1561
sabrina@toei-anim.net
www.toei-anim.co.jp/eng



**Stand 390
 Tosh Licensing**

Tosh Licensing continues to bolster its reputation for creating stylish, contemporary and design-led properties with strong consumer appeal. This year sees the expansion of its popular Local Folk property, showcasing exciting opportunities in the emerging tween travel market. European

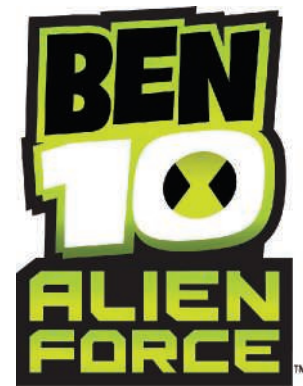
opportunities also exist within several categories with Tosh's other two contemporary properties: Street Speak and Global Ikon.

David McLagan, owner

+44 (0) 7905 629699
david@toshworld.com
www.tosh.tv

**Stand 460
 Turner CN Enterprises**

Turner CN Enterprises is the division of Turner Broadcasting responsible for six key business areas across EMEA: consumer



products, events, brand licensing, DVD, digital sales and mobile. The division builds partner solutions for all Turner channel brands, including Cartoon Network, Boing, Adult Swim, CNN and TCM and for leading Turner Kids' franchises such as Ben 10, The Secret Saturdays and The Powerpuff Girls, as well as representing properties such as Bakugan, Robotboy and Hero 108! This is the second year Turner has a stand at BLE and its growth across all these business areas will be reflected in Turner's presence at the show.

Jennifer Smyth, marketing executive

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jennifer.smyth@turner.com
www.turner.com

Stand 445
Twentieth Century Fox Licensing & Merchandising

Twentieth Century

Fox L&M presents its strongest slate of entertainment properties: the billion-dollar Ice Age franchise, James Cameron's epic action-adventure *Avatar*, *Alvin and The Chipmunks: The Squeakquel*, plus the new musical comedy TV series "Glee." In celebration of the 20th anniversary, Fox L&M will highlight 2009 with "Best. 20 Years. Ever." honoring all things The Simpsons. Ladies of Springfield will be a key focus for the show, as well as Family Guy, 24, Halo and Garfield.

Kirsty Southgate, retail and marketing manager, U.K.

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kirsty.southgate@fox.com

www.fox.com

Stand 380
Vicki Thomas Associates

Design and creativity are key to successful business. Vicki Thomas has the design skills to help others develop successful licensed ranges and the imagination to draw characters and create images that appeal across different markets. The company can work with specific properties or create something just for specific customers. Vicki Thomas offers design for children and housewares and also work with archive materials featuring a collection of new work at BLE.

Vicki Thomas, owner

+44 (0) 20 7511 5767

vickithomasassociates@yahoo.co.uk

www.vickithomasassociates.com



Stand 625
Vipo Land

The 3D-animated

TV-series "VIPO-Adventures of the Flying Dog" is televised in 100 countries. It features 50 loving characters that offer major merchandising potential.

Due to high acceptance and fast-growing popularity, Vipo Land started production of the second season in HD.

Svetlana Heneka, international marketing manager

+49 89 943 84200

Sheneka@vipoland.de

www.vipoland.de

Stand 762
VIZ Media Europe

Headquartered in Paris, VIZ Media Europe specializes in managing the development, marketing and distribution throughout Europe of Japanese animated entertainment and graphic novels (manga). VME handles some of the most popular Japanese manga and animation properties from initial production, through television placement and distribution to merchandise licensing and promotions for consumers of all ages. Current properties include Blue Dragon, Kilari, Death Note, Bleach and Hamtaro.

Pascal Bonnet, director of licensing and brand management

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pascal.bonnet@vizeurope.com

www.vizeurope.com



Stand 210
Vooz Company Ltd.

Vooz is a global leader in character branding based in South Korea. The company creates and produces engaging character brands and content enjoyed internationally across various platforms, including mobile, gaming, publishing, franchising, theme parks, animation and merchandising. Pucca



has captured the hearts of millions and is a worldwide

fashion icon. Myo & Ga's heroic adventures are set to release in animation in 2011. Canimal's merchandising potential is stacked high due to all-new animation currently under development.

Jenny Kim, public relations

+82 25551685

jenny@vooz.co.kr

www.voozclub.com



Stand 799

Warner Bros. Consumer Products

Warner Bros. Consumer Products arrives at BLE 2009 with an unrivalled lineup of properties and a three-year road map of incredible business opportunities for its key partners. WBCP will be unveiling its plans for the Harry Potter finale and its vision for the brand's evergreen future. The strength of the studio's animated properties will be showcased with "Batman Brave and The Bold" and "Scooby-Doo" getting top billing. Lucky attendees will also be treated to an exclusive, never-before-seen sneak peek of new movie content from the studio, including "Harry Potter and the Deathly Hallows" and "Green Lantern."

Jules Heaton, group marketing manager

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jules.heaton@warnerbros.com

www.warnerbros.com

Stand 620
Wiley Publishing

Wiley's portfolio of brands includes the world-famous For Dummies

brand, Frommer's and CliffsNotes. With near-universal name recognition, For Dummies is the world's best-selling reference series. The For Dummies brand franchise also features an extensive licensed product line including video, software, consumer electronics, home improvement, culinary, automotive, craft kits, games and more.

Kate Taylor, senior exhibitions coordinator

+44 (0) 1243 770 582

ktaylor@wiley.com

www.wiley.com



Stand 110
Victoria & Albert Museum

The Victoria & Albert Museum is the world's greatest museum of art and design, with world-class collections of glass, textiles, graphics, photography, jewellery and fashion. V&A

Licensing provides brand endorsement, privileged access to the extensive archives and unique provenance, offering infinite opportunities to manufacturers and retail partners internationally. Responding to changing seasonal trends and consumer preferences, the V&A

EXHIBITORS

Stand 269
24IP Law Group

24IP Law Group is a collaboration among law firms with offices in Germany, France, U.K. and U.S. Protecting a company's intellectual property is an important task for management. The company partners with the industry and provides advice based on modern management strategies. Services include preparation, prosecution and enforcement of patents, utility models, trademarks, design patents, Internet domain and copyright, competition law, sponsoring law, anti-counterfeiting, border seizures, licensing, evaluation, utilization and valuation and portfolio management and strategy consulting.

Lejla Islamagic, public relations

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preschool show "Timmy Time," which is enjoying ratings success on CBeebies in the U.K. and critically acclaimed TV series "Shaun the Sheep," which is currently in production on the second season. Aardman Rights will also be presenting future TV and brand plans for its classic property Wallace and Gromit.

Sean Clarke, head of licensing

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sean.clarke@aardman.com
www.aardman.com



Stand 545
Al Jazeera Children's Channel & Baraem TV

Al Jazeera Children's Channel addresses children between 7 and 15 years old. With the mission to encourage the love of learning and discovery, JCC is dedicated to creating and providing quality programs that enlighten the child's mind. Baraem TV accompanies preschool kids (3 to 6 years) during their early formative years of learning. Through joyful, simple and enlightening content, Baraem TV educates the young audience and facilitates their safe interaction with the surrounding world.

John McLaughlin, business development director

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jmclaughlin@jccvt.net
www.jccvt.net

Stand 593
Amelia Renfrew

Amelia is an artist and illustrator. Painting on silk and in watercolor, pen and ink she has, over the last 17 years, created a prolific image bank. Her unique style is uplifting and quirky, reflecting a love of nature and nurture through her character-based illustrations. Amelia will be launching two brand new properties plus showcasing Amelia's Animals, The Fantastix and Dora Bloom.



Amelia Renfrew, owner

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ameliarenfrew@gmail.com
www.ameliarenfrew.com

Stand 292
Ann Edwards

The Family Pets from artist Ann Edwards goes from strength to strength. Sold in 42 countries, and particularly popular in Japan, this property wins the hearts of pet lovers of all ages.



Ann Edwards, proprietor
+44 (0) 1235 851923
sales@annedwardsart.co.uk
www.annedwardsart.co.uk

Stand 485
Annie Phillips

Annie Phillips is an artist who has more than 250 of her own artworks in a database. She is extremely distinctive and initially was a batik artist. She has an exclusive range of rugs with Liberty. Phillips has been an artist for nearly 30 years and works closely with designers/architects providing artworks for commercial and residential projects. Her goal is to branch into retail. Current projects include beach towels, Christmas baubles, rugs, blinds and wallpapers.



Annie Phillips

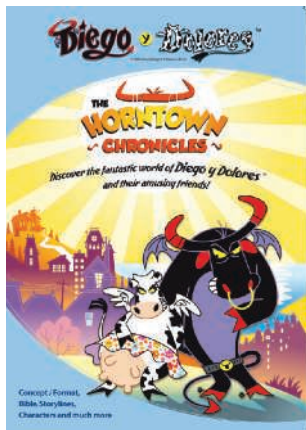
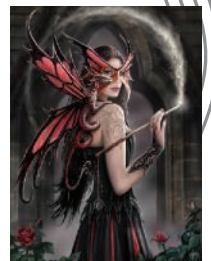
+44 (0) 20 8458 6620
art@anniephillips.co.uk
www.anniephillips.co.uk

Stand 710
Art Ask Agency

Based in Barcelona, Art Ask Agency has more than 18 years' experience in international licensing as a global agency, both licensing "out" and "in," and is an established network around the world. The full-service agency offers fast turnaround, approvals, feedback, newsletters, advertising and direct personal relationships with all parties. Initially supplying fine art to the publishing industry, over the years the company has moved more into classic licensing and merchandising of concepts, lifestyle and character lines.

Maria Strid, managing director

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maria@artaskagency.com
www.artaskagency.com



Stand 493
5 Seasons & Co.

5 Seasons is a creative studio based in Italy that licenses both graphic and photographic designs for products worldwide. The company's licenses include "Diego y

Dolores. Diego is a bull with a diabolic tail and batwings, and Dolores is a pretty, angelic cow. These amusing characters always pull funny jokes on each other and they offer many opportunities for a BTS line for both boys and girls.

Sophie Coppieters, managing director

+32 476 209327
info@5seasons-co.com
www.5seasons-co.com



Stand 610
Aardman Animations

Aardman Rights will be heading to BLE with a portfolio of high-profile properties including new



Stand 587
Artisan Licensing

Artisan Licensing is a specialist agency dedicated to design-led intellectual property. Artisan offers a strategic service, connecting brands to manufacturers and retailers of quality consumer products. The company brings the best in art and design to a wide audience and is passionate about everything from urban graphics to character brands to pattern-based print. Artisan is currently working with Bionyc Industries Group representing Canvas Nation, an exciting collaboration with some of today's hottest illustration talent.

Siobhan Williamson, managing director

+44 (0) 20 7281 9506
Siobhan@artisanlicensing.com
www.artisanlicensing.com

Stand 246
Atlantya Entertainment

Atlantya Entertainment was established in 2006 by leading Italian publishing entrepreneur and creator Pietro Marietti, who, with Elisabetta Dami, created the successful junior publishing sensation Geronimo Stilton. The company's licensing division manages the international licensing initiatives for the Geronimo Stilton brand and is the Italian agent for Moonscoop's Code Lyoko, Growing Up Creepie and Dive Olly Dive and recently was appointed the Italian licensing agent for the classic rights to Le Petit Prince.

Rachele Geraci, licensing assistant

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rachelegeraci@atlantya.it
www.atlantya.com

Stand 360
Bang on the Door

Bang on the Door has been a successful design brand for more than 20 years. With a proven track record and more than 750 characters, licensees and retailers have the opportunity to market exclusive product ranges with the creative support of the original creators. U.K. licensees include Holland Publishing (activity books), Madcatz



(gaming accessories), Mindscape (Nintendo games), Hallmark (stationery) and Mothercare (apparel). Bang on the Door is now represented by 10 international agents across the world.

Karen Duncan, director

+353 (0) 7493 86740
karen@bangonthedoor.com
www.bangonthedoor.co.uk

Stand 490
Berni Parker Designs

Berni Parker will be showcasing a new collection of Whispers on Wings stationery and giftware products along with Little Whispers nurseryware after meeting leading giftware company Junction 18 at a previous BLE. Parker is also publishing her own new modern and distinctive Ladies Who Lunch greetings cards to complement new ceramic mug and coaster gift sets from leading manufacturer Portmerion Potteries and new cross-stitch patterns from Bothy Threads.

Berni Parker, designer

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bernipdesigns@tiscali.co.uk
www.berniparkerdesigns.com



Stand 349
BRB Internacional

An international company with more than 35 years' experience in the production, distribution and licensing of high-quality programs, the company manages all BRB's titles (Suckers, Kambu, Animals, Bernard, Angus&Cheryl, Imp and Iron Kid) and other prestigious licenses, which include the Cartoon Network's properties for Spain and Portugal (Ben 10, Bakugan), MGM (Pink Panther), Storm Hawks (Nerd Corps), Dibo and other brands like VIZ's Death Note and Xilam's A Kind of Magic.

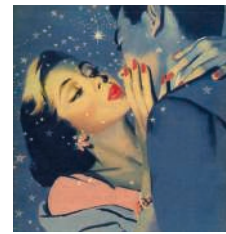
Michel Monier, head of international licensing

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www.brb.es



Stand 590
Bridgeman Art Library

Bridgeman works with museums, art galleries and artists to make the best art available for licensing.



From the masterpieces of national museums to the hidden gems of private collections, fine art is just one of the sources of images.

The company will be showcasing beautiful Ballet Russes costume illustration to mark the centenary of the performance, John Bull retro magazine cover illustration, vibrant Cyril Power linocuts and Henry John's food illustration artwork reminiscent of pop art.

Annabel O'Connor Fenton, marketing executive

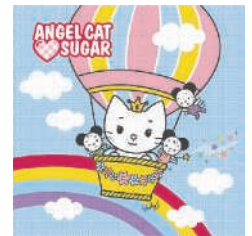
+44 (0) 20 7727 4065
annabel.ocf@bridgeman.co.uk
www.bridgeman.co.uk

Stand 669
Bruno Productions

Bruno Productions has 20 years of experience in working as a licensing agency. For the third time in a row they will present Angel Cat Sugar to the BLE audience. This license is on its way to becoming a massive brand in Europe. Bruno Productions also represents the rights for Calimero—this brave little chicken is back. Along with this property comes a great style guide.

Sanne van der Linden, licensing manager

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sanne.van.der.linden@bruno.nl
www.brunoproductions.nl



Stand 565
Bulldog Licensing

Bulldog Licensing is a U.K.-based company with a big reputation in licensing. Bulldog has a strong and diverse portfolio that includes some of the world's leading brands, such as SuperWhy!, evergreen favorites Bill and Ben and Andy Pandy, hit design-led properties Goochi Coo and Little Ewe, smash hit kids' property Thumb Wrestling Federation: TWF and Gogo's Crazy Bones—winner of the BTHA 2009 Collectable Toy of the Year Award.

Rob Corney, managing director

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robc@bulldog-licensing.com
www.bulldog-licensing.com



Stand 650
Carte Blanche

Me to You is one of the fastest-growing, non-media-based character brands worldwide,

generating retail sales in excess of \$800 million annually and still growing. In less than four years, Violent Veg has become one of the U.K.'s most successful humorous greeting card brands. With its unique photographic style coupled with subtle lifestyle humor, its popularity will lend itself perfectly to licensed products, as will its sister brand Vivacious Veg launched in April 2009.

Emma Pethybridge, licensing executive

+44 (0) 8706 000441

emma.pethybridge@cbg.co.uk

www.cbg.co.uk



Stand 454
Cathay Creative

Cathay Creative is one of the leading image licensing companies in Taiwan, featuring more than 1,000

illustrations and artworks from artists in Taiwan, U.K., Germany, U.S., Hong Kong and China. The most popular characters are Barky the Dog sheep, Miss Little Lizzy and Non-solo Piazza. The Eastern styles of images are also very popular in the European market.

Enga Chang, marketing manager

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enga@cathaycreative.com

www.cathaycreative.com

Stand 500
Celebrities Entertainment

Celebrities Entertainment is a full-service agency, specializing in licensing, brand extension and consulting. The company helps clients to license their famous trademarks and copyrights and works with the leading European consumer products companies. Celebrities Entertainment currently offers properties in two categories: brands and corporate trademarks, such as Playboy, Maui and Sons and David & Goliath; and entertainment properties, characters and



celebrities, such as the Livenation Music Artist Roster with top acts like AC/DC, Kiss and U2.

Ulf Vespermann, managing director

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vespermann@celebrities-entertainment.com

www.celebrities-entertainment.com

Stand 249
Characteristix

Based in Cornwall, Characteristix has specialized in plastic-based premiums for more than 15 years. The company's unique tooling, moulding and print



production gives it the flexibility to produce one-off samples and small orders plus the capacity to output 4 million pieces a month. This makes prices competitive with imports plus the extra benefits of short lead times and full EN safety testing. With many years experience in licensing, the company works closely with customers, developing and innovating new products.

Vicki Drummond, senior designer

+44 (0) 1208 893042

vicki@cxnet.co.uk

www.characteristix.co.uk



Stand 505
Coolabi

Coolabi specializes in the ownership, development, creative management and exploitation of high-quality intellectual

property assets. Among the properties it owns and manages are Purple Ronnie and Scarlett & Crimson, and it is also licensor for such classic properties as Hammer Film Productions, Bagpuss, The Clangers, Ivor The Engine and Poppy Cat, a new animated television series for Nick Jr based on the hugely popular books by Lara Jones.

Janet Woodward, licensing manager

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Janet.Woodward@Coolabi.com

www.coolebah.com

Stand 310
DRi Licensing

DRi Licensing is an independent licensing and marketing company representing long-term high-



quality character and design brands including Miffy, Roald Dahl, Bobbypin, Caroline Gardner, Edward Monkton and more. Established by Anthony Temple and with more than 40 years of combined licensing experience, DRI's sales

and marketing team specializes in delivering creative licensing solutions and a professional approach to brand extension.

Alicia Davenport, licensing director

+44 (0) 20 8600 2550

alicia@drilicensing.com

www.drilicensing.com

Stand 250
FranklinCovey

FranklinCovey is the global leader in time management and organization products with a brand presence in 141 countries and more than 15 million dedicated FranklinCovey planner users worldwide. FranklinCovey is currently considering opportunities to license FranklinCovey-branded products in certain countries in Asia, South America, Europe, the Middle East and Africa.

John Spotts, senior vice president, international

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John.Spotts@franklincoveyproducts.com

www.franklincoveyproducts.com

Stand 582
Fun Crew

Fun Crew has created Lucky Cookie and Spooky Skaters, two exciting, upcoming properties for kids with vibrant, street-smart graphics and great narrative potential. Both are founded on successful publishing deals. Think Pink is the latest licensee to come on board, and Fun Crew will be showcasing its delightful new range of Lucky Cookie girls' gifts and accessories at BLE. Fun Crew is represented worldwide by KJG, G. Squared, Carmen Ariza Licensing and Art Ask Agency.



Angela Salt, director

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ange@funcrew.co.uk

www.stu-art.biz



Stand 370
Golden Goose

The 112-year-old motoring superbrand, RAC is exhibiting at stand 370 at this year's BLE. Current RAC licensed products include pressure washers, satnavs, tools, torches and travel kits, and with the appointment of Golden Goose, brand licensing consultancy, RAC is now looking for licensed product proposals that have brand relevance, category innovation and good commercial viability. In return, RAC offers outstanding brand awareness, retail penetration and licensee marketing support.

Adam Bass, founder
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adam@goldengoose.uk.com
www.goldengoose.uk.com

Halliwells

Stand 264
Halliwells

Halliwells is a full-service commercial law firm that has a specialist team of intellectual property lawyers dedicated to advising on all aspects of protecting, enforcing and exploiting copyrights, trademarks, design rights and patents. In particular, the team has vast experience of drafting and negotiating licenses and other IP documents, such as assignments and franchise agreements.

Paul McGlone, business development manager
+44 (0) 161 618 5266
paul.mcglone@halliwells.com
www.halliwells.co.uk

Stand 671
HandE Media Group

HandE Media Group, an independent media and publishing house, is bringing Wizbit, a magical wizard from the land of WOW, back into the public eye. Created by Paul Daniels, Wizbit, together with other



characters from Puzzleopolis, was the star of the popular '80s TV show. His motto, "Just think about it," is reflected in his many adventures, while he thwarts his arch enemy, the Evil Professor Doom.

Justine Maynard
+44 (0) 1992 570 662
justine@hande.org
www.hande.org

Stand 498
Hari Books

Hari is the first fully comprehensive and totally dedicated Child Safety Awareness book series. Using soft storylines and a cast of loveable characters, Hari helps equip children with the skills required to avoid accidents and injury. The Hari series is accompanied by a National Schools Outreach Program and interactive safety Web site. Working on joint initiatives with associated charities, Hari Books is gaining brand awareness and is destined to become the standard for child safety awareness in the U.K.



Tris McGee, managing director
+44 (0) 1768 482 710
tmcgee@hari-trading.com
www.harisworld.com



Stand 234
Historic Royal Palaces Enterprises

Historic Royal Palaces is an independent charity that looks after the Tower of London, Hampton Court Palace, the Banqueting House, Kensington Palace and Kew Palace. This year celebrates the 500th anniversary of Henry VIII's accession to the throne with new licensed product inspired by this theme from children's pajamas to limited-edition china and hand-engraved glass.

Emma Saunders, licensing manager
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Stand 220
Hong Kong Trade Development Council

Hong Kong Trade Development Council is the statutory body that promotes Hong Kong's two-way trade with the rest of the world. Its services include business matching, publishing sourcing catalogs and organizing more than 30 trade shows per year in Hong Kong at the Convention and Exhibition Centre.

Susanna Yau, marketing manager
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Stand 130
Ignition Licensing

Established in June 2006, Ignition Licensing is an independent U.K.-based international brand management and licensing agent. The company is dedicated to supporting the development and management of brands through licensing, either as a full-service agency or on a consultancy basis. Existing brands to be showcased at BLE are Juicy Lucy Designs, The Bogies and Pet Poets Club.

Maggy Harris, licensing manager
+44 (0) 1932 826 280
maggy.harris@ignitionlicensing.com
www.ignitionlicensing.com



Stand 510
Jane Evans Licensing Consultancy

With more than 30 years of brand licensing experience, JELC represents clients such as Sony/ATV Music Publishing, licensing more than 700,000 song lyrics including the Lennon/McCartney catalog; Plain Lazy, a lifestyle clothing brand; Withit (promoted across Europe by Burger King this September); Bad Cat and Ruby Gloom, tween/teen art-based girl brands; The Wiggles a phenomenal global preschool property; and Momma Cherri, a celebrity chef. JELC offers a flexible approach, providing full-service agency support, individual project work,



feasibility studies and an advisory service.

Tara McKenzie, licensing manager
+44 (0) 7815 102264
tara@ievenslicensing.com
www.ievenslicensing.com



Stand 480
Kanban Card and Paper

Kanban is the U.K.'s leading papercraft manufacturer and supplier, selling to a wide spectrum of retailers, including independents, high street multiples and TV shopping. Character ranges generate multimillion pounds in worldwide sales, and these images are now available for the first time to license. Design collections include Patchwork Pals, Loralie, Gypsy Chique, Lay Cats, Shabby Chic and Masquerade Ball.

Alan Daly, national account manager
+44 (0) 1274 582415
alan.daly@kanbancreations.com
www.kanbancreations.com



Stand 488
Kate Knight

Kate Knight, a young Scottish designer based in Edinburgh, is one of Scotland's brightest artistic

designers. Knight has an honor's degree and a master's degree in design, and she is well-known for her imaginative floral artwork. Knight's designs can be seen worldwide on art prints, greeting cards, wrap, gift bags, clothing, textiles, stationery, craft paper, cross stitch and tableware. Knight's clients love working with her, and she is well-known for hitting her deadlines.

Kate Knight, owner
+44 (0) 131 477 4524
mail@kateknight.co.uk
www.kateknight.co.uk

Stand 255
King Italy

King Italy is a young Italian company that is the owner of King's Characters and Jraff. King's Characters are six cute animals named Muu, Hippo, Jack, Moby, Octopus and Oinky, focused on children 3 to 6 years old. Licensing programs now cover stationery, furniture, accessories and books. Jraff is a very trendy male giraffe focused on pre-teens/teens 10 to 14 years old. Licensing programs now cover fashion accessories (belts and socks), apparel and gadgets.



Filippo Cristarella, general manager
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filippo.cristarella@kingitaly.it
www.kingitaly.it

Stand 245
Last Lemon Productions

Last Lemon will be launching a new character property, The Honours List, a gentle, graphic-led series of single-frame complements. With Woodmansterne signed as card licensee for the U.K., the studio behind Harold's Planet and Vimrod (which sell as gift books and greetings cards in the millions) is seeking licenses for other categories and territories. Also being showcased is its children educational property, The Brainwaves, now published in more than 20 languages by

Dorling Kindersley.
Ralph Lazar, proprietor
+44 (0) 20 8374 1623
ralph@lastlemon.com
www.lastlemon.com

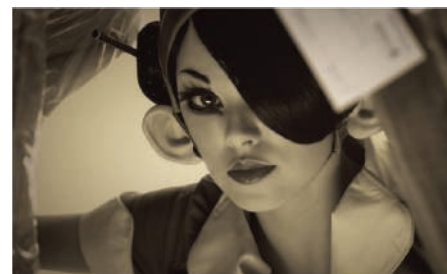
Stand 581
Lemon Ribbon

Lemon Ribbon offers fresh, fun and exciting prints, characters and graphics designed for licensing use within home, fashion, stationery, gift and greeting cards. With a successful history in designing for major U.K. and European high street names, as well as numerous international licensing projects, Lemon Ribbon's stand at Olympia will feature a number of new



contemporary graphics, cute characters and design-focused print concepts that will be sure to captivate with little packages of imagination.

Edward Weale, business director
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edward@lemonribbon.com
www.lemonribbon.com



Stand 235
Licensing Management International

LMI will be featuring the new MTV poster girl Cherry Girl, which is receiving a spectacular response worldwide—not only through MTV Web sites but also through a one-minute feature produced by Ridley Scott Associates. A strong response has been received in South East Asia and Brazil. The International Space Archives, featuring authentic imagery from NASA, will be featured along with an announcement of a major worldwide publishing program.

Andrew Maconie, chief executive
+44 (0) 1425 403430
andrew@lmiuk.com
www.lmiuk.com

Stand 504
Manchester United, FC Barcelona, Juventus

With 130 years of history, an estimated fan base of 333 million worldwide, a 76,000-capacity stadium, world class players and an incredible list of honors, Manchester United is an institution in football on a global scale. Through brand licensing and retailing, Manchester United Merchandising Ltd (MUML) shares in the club's vision to be the best football club in the world both on and off the pitch.

Rachael Temple, commercial project manager
+44 (0) 161 868 8546
rachael.temple@muml.co.uk
www.manutd.com





Stand 598
Marilyn Robertson

Marilyn Robertson, a reputable U.K.-based artist and illustrator, has found favor globally in markets from Russia to the U.S. Her portfolio has a fresh quality with a timeless, commercial appeal. Catitudes, her trademarked cat range, already holds a strong presence on a number of products, including ceramics, fridge magnets, needlecrafts, prints, posters and stationery. The brand is currently being represented by www.intercontinental-ltd.com. As part of her collection, Robertson will also be showing fashion floral and Oriental imagery.

Marilyn Robertson, artist
+44 (0) 1949 860621
marilynrobertson@btconnect.com
www.marilynrobertson.com

Stand 424
Mondo TV

Mondo TV is a leader in Italy and among the primary European operators in the production and distribution of animated TV series and full-length feature films. Mondo TV Group is represented in Germany by Igel Media Ag, which has been renamed MIM Mondo Igel Media Ag, specializing in the production and distribution of TV series for children and families and by Mondo TV France under the management of Eve Baron with the goal of co-producing high-quality French animation (i.e. Gawayn). Mondo's French-speaking area is handled by Geneviève Duchène and Mondo TV Spain is managed by Maria Bonaria Fois. The



Greek and Eastern Europe market is headed by sales manager Theodoros Korougrou and the Korean and Japanese market is handled by newly hired Justin Kim who is based in Korea.

Mondo's active international sales team, based in Rome, is coordinated by Micheline Azoury who is also responsible for the Middle East and African territories.

Micheline Azoury, international sales manager
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m.azoury@mondotv.it
www.mondotv.it

Stand 708
NBA Europe

The National Basketball Association is a global sports and entertainment property featuring 30 teams in the U.S. and Canada. The NBA will be back in London this autumn, as part of NBA Europe Live presented by EA Sports when the Chicago Bulls face the Utah Jazz at The O2 on Oct. 6, 2009.



Nicolas Gerard, marketing assistant
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n Gerard@nba.com
www.nba.com

Stand 385
Nigel Quiney Publications



Nigel Quiney Publications, a specialty greeting card publisher, is launching its top-selling Pizazz brand at BLE and

is now looking to develop the brand into stationery, gifts, interiors, homeware and apparel. Pizazz is a beautiful watercolor illustrative style, which reflects a contemporary lifestyle, image and culture. There is a broad collection of imagery to license, including florals, fashion and pastimes.

Alison Butterworth, sales director
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www.nigelquiney.com

Stand 603
NMSI Trading

National Museum of Science and Industry Trading represents four leading U.K. heritage

brands: Science Museum, National Railway Museum, Flying Scotsman and The National Media

Museum. NMSIT will be showcasing its new products across these brands, and encouraging visitors to explore the collections in its image archives, which are available to use when designing branded products.

Ben Jackson, licensing executive
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ben.jackson@nmsi.ac.uk
www.sciencemuseum.org.uk



Stand 225
Paper Island Licensing



Paper Island is a successful card and gift company with many winning brands that have proved their staying power in competitive

markets. The licensing arm of the company utilizes these best-selling brands to maximize their popularity in a whole selection of category areas, extending their reach worldwide. Choose from the ever-popular Born to Shop, The Good Life or Fizzy Moon.

Jacquie Russo, licensing manager
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jacquie.russo@paper-island.com
www.historyheraldry.com

Stand 630
Performance Brands

Performance Brands, the European specialist in sports and fashion licensing, has recently expanded and now covers kids' brands with a real message and corporate trademarks. New



properties include Planet Cook, Numberjacks, Sunseeker and some of the Unilever and Scottish & Newcastle brands. The company represents Nintendo, Lambretta, Ladybird, Tonino Lamborghini, Kew Gardens, Dr Martens, Punky Fish, Kangol, No Fear, Golddigga, Extreme, Lillywhites, Gola, Patrick Cox, Irregular Choice and Jeffery West, Dunlop and Slazenger.

Melissa Asante, administrator
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melissa.asante@performance-brands.com
www.performance-brands.com

Stand 267
PIMRa Software

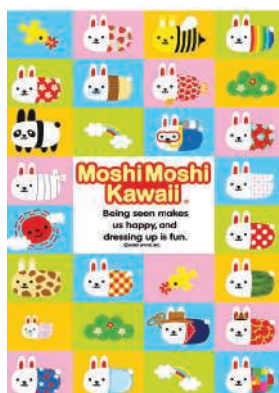
PIMRa software is designed for retail product development management. Following the latest trends is paramount to the success of any product. Key to achieving that aim is the juggling of approvals, testing, new-line forms, managing the supply chain and retailer requirements. This multiuser software improves communication and efficiency. It's a central source for all product information, images and files. Monitoring key events becomes easy; promoting a pro-active environment with core tasks automated saves time and money.

Wendy Wastie
+44 (0) 1993 22 50 10
wendy@pimra.com
www.pimra.com

Stand 589
Plus Licens & Design

Plus Licens & Design, with offices in Stockholm and Paris, is specialized in the management of design-driven properties, with production of styleguides, artwork strategizing, book packaging and product design for apparel and accessories, publishing and stationery and gifts clients. At BLE, Plus Licens & Design will showcase styleguides, designs concepts and new and classic artwork for MoshiMoshiKawaii, Pippi Longstocking, Emil, Karlsson on the Roof and Flora's Hill.

Carin Carniani, assistant brand manager
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carin.carniani@pluslicens.se
www.pluslicens.com



Stand 215
Tiny Idols Limited

Tiny Idols is a global marketing opportunity using rock, pop, film, sports and TV celebrity idols. Tiny Idols brand is popular with boys, girls, men and women of all ages. An extensive licensing program launches Q3 2009 with key licensees. Inspired by fascination and love for everyday celebrity favorites, Tiny Idols is set to be a top non-media-driven brand.

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www.tinyidols.co.uk



Stand 604
Rocket Licensing

Rocket Licensing is a London-based independent licensing and brand development company launched in January 2007. It manages a select and balanced portfolio of clients and brands, including: AM Heath (The Dangerous Book for Boys), Atari, Ealing Films (St Trinian's), HarperCollins U.S. (The Daring Book For Girls), HBO (including The Sopranos, Flight of The Conchords, The Wire, True Blood) and MGM (including Fame, Rocky, RoboCop).

Rob Wijeratna, joint managing director
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rob@rocketlicensing.com
www.rocketlicensing.com



Stand 775
Royal Air Force

The Royal Air Force is known throughout the world for its heritage, tradition and continuing

excellence. Bravery and commitment have been shown by the RAF from WW1 to the Battle of Britain to today. The Red Arrows Display team wows crowds across the world with dazzling aerobatics. With many historic badges, photographs and assets and modern photographs, videos and unique marketing opportunities, the sky's the limit with the RAF brand.

Olivia Smales, licensing manager
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olivia.smales@imgworld.com
www.mod.uk

Stand 372
Royal Horticultural Society

Royal Horticultural Society holds the world's leading collection of botanical art comprised of more than 22,000 originals. RHS Enterprises works with the best design-led, domestic and international manufacturers, exploring this unrivalled source, inspiring products for today's and tomorrow's audiences. RHS Licensed Products share strong RHS brand values, excellence and great design, helping licensees place their products with the best independent and larger retailers. The company works with partners who take inspiration from artwork, creating innovative, contemporary products.

Grant Tripp, licensing manager
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granttripp@rhs.org.uk
www.rhs.org.uk



Stand 778
Royal Navy

The Royal Navy, with more than 500 years of history, is known to many as the Senior Service and demonstrate their

expertise across land, sea and air, with the rugged Royal Marines, the surface fleet and submarine service and the Fleet Air Arm, undertaking challenges every day across the world from the Antarctic to the deserts of Iraq. With many licensees on board, including Haynes, Airfix and DK, it's a growing program with oceans of opportunity.

Olivia Smales, licensing manager
+44 (0) 20 8233 6091
olivia.smales@imgworld.com



I love you little rabbit

Stand 298, 395
Santoro London

Santoro, creators and designers of lifestyle brands with a strong U.K. and international presence, will be exhibiting a range of fabulous brands from their established portfolio, including Tutti Cuti, Jeli, Deli and Drop720, and will launch an incredibly Gorjuss new property. With successful merchandising

programs building via 50 licensees, distribution in more than 50 countries and Web site hits exceeding 45 million per month, there will be plenty to catch up on at the BLE show.

Jo Campbell, general manager

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jcampbell@santorographics.com
www.santorographics.com

Stand 580
Science Photo Library

Science Photo Library is the world's leading source for specialist stock imagery and video footage, holding a collection of more than 300,000 pictures. Ranging from x-rays, thermograms and scanning electron micrographs to stunning aerial views, nature and animals shots, SPL images are curious and original. Many images have been used in major branding campaigns such as Paul Smith clothing, Boots cosmetics, Anya Hindmarch accessories, Guinness beer, Clipper tea and many album covers.

Pirjo Savilahti, marketing assistant

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www.sciencephoto.com

Stand 487
Simon's Cat

Simon's Cat is the Internet film phenomenon, that has more than 30 million hits to date and one of the highest subscriber accounts in the world. The first Simon's Cat book is published through Canongate simultaneously in 14 countries worldwide on Oct. 1 with an additional volume scheduled for 2010. Simon's Cat is the most endearing character to emerge in recent years



with a mission to entertain and delight audiences everywhere in every way.

Nigel Pay, director
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www.tandemfilms.com

Stand 491
Softies & Cuties

Softies & Cuties is a trademark that groups the wonderful collection of photos where our best friends—kittens and puppies—are the protagonists. The company has dedicated years of intense studies of these animals in order to add an artistic style to the images, which brings out the unique expressions of the pets. The images of Softies & Cuties are characterized by soft and romantic colors and an original technique. By using these photos, companies can achieve great products.



Annie Lucas
 +39 3343257391
info@softies-cuties.com



Stand 350
Start Licensing

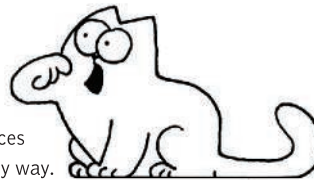
Start Licensing is a focused agency with a portfolio of rights that includes The Beano and The

Dandy, *Jackie* magazine, Commando comic, the Honey Monster, Big & Small, Bang on the Door and Bazooka Joe. Start Licensing is noted for an innovative approach to licensing and has developed business with a number of new licensees.

Ian Downes, director
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start.licensing@btopenworld.com
www.startlicensing.co.uk

Stand 591
Synthesis Design & Manufacture

Synthesis Design & Manufacture has 20-plus years' experience working with the biggest

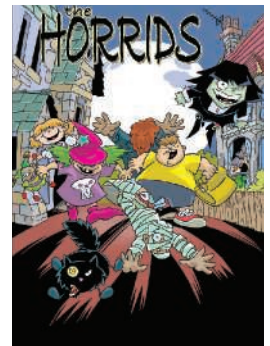


international names in licensing: BBC Worldwide, Coca-Cola, Disney and Fox. The company's position is unique within the industry, offering the total solution from strategic product development to shipping finished goods. The company has developed award-winning products for Teletubbies, Mickey, Winnie the Poo, The Simpsons, South Park and JCB to the present-day hot properties of Michelin Lifestyle, Dr. Who and the new super-brand Sylvanian Families.

Roger Hulks, owner
 +44 (0) 1923 720247
roger.synthesis@gmail.com
www.synthesisdesignltd.com

Stand 398
The Comic Stripper

The Comic Stripper is the home of high-quality licensed illustrations for advertising, marketing, editorial, packaging, concept and character design. The company also provides a full custom comic service, creating a fabulous, cost-effective marketing tool from initial outline to a fully realized printed comic book and is launching its first two properties, The Horrids and Zero Heroes.



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Stand 420
The Licensing Company Brands & Entertainment divisions

TLC, a global licensing agency with offices in London, New York, Paris, Munich and Tokyo, is recognized as one of the top five agencies worldwide. Entertainment representations include Giochi Preziosi, Paramount Pictures, Sony Pictures Entertainment, HBO, LazyTown, Lucasfilm, Magic Light Pictures & MGA Entertainment. Brand representations include Bic, Coca-Cola, Courvoisier, Headworx, Hearst Magazines, Jane Packer, Jeep, Jelly Belly, Jim Beam, Melissa Odabash, National Magazine Company, National Trust, Puffa, Reckitt Benckiser, Sauza and Umbro.

Trinity Smith, product development coordinator
 +44 (0) 20 7368 4309
Trinity@thelicensingcompany.com
www.thelicensingcompany.com



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Mizz is a registered trademark of Panini UK Ltd.

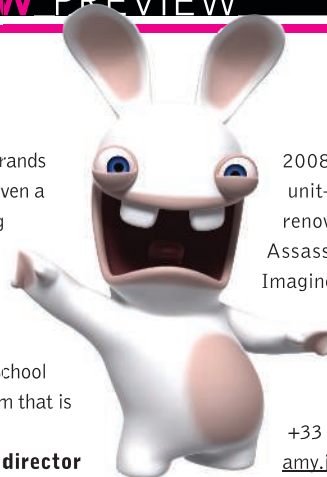
Stand 760
The Licensing Machine

The Licensing Machine is the licensing division of the Panini Group, dedicated to the management of TV, home video, promotional and merchandise rights and has a powerful portfolio of licenses. The agency is also the exclusive representative of high-quality animé: Naruto, Deltora Quest, Death Note (TV series and movie), Fullmetal Alchemist (TV series 1 and 2), Darker than Black, D.Gray Man, Soul Eater and Bleach. Mizz, Panini Collection and Milo Manara are successful non-entertainment brands.

Federica De Paolis, licensing manager
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FDePaolis@Panini.it
www.paninigroup.com

Picture Production Company Group. Brands include Pinky and Perky, which has proven a huge hit across the BBC since launching in 2008 and has scored a series of top licensing deals, evergreen favorite Monty Python (which is finding a whole new generation of fans via You Tube) and The Hive, a new preschool property from the Pinky and Perky team that is already attracting huge interest.

Mark Hurry, legal and commercial director
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mark.hurry@theppc.com
www.theppc.com



2008-09. With 17 multimillion unit-selling brands, including the renowned Rayman Raving Rabbids, Assassin's Creed, Tom Clancy, Imagine and Petz franchises, Ubisoft has one of the broadest portfolios in the industry.
Amy Jenkins, strategic sales manager-EMEA
+33 (0) 148185076
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www.ubisoftgroup.com

Stand 622
Walker Books

Walker is the world's leading independent publisher of children's books. It is home to publishing brands including Maisy, Where's Wally?, Guess How Much I Love You, We're Going on a Bear Hunt and Anthony Horowitz. The in-house licensing division manages activity across Maisy, Hooray for Fizi and all other Lucy Cousins properties, and Walker will be celebrating Maisy's 20th anniversary next year.



Judy Burdsall, licensing manager
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www.walker.co.uk

Stand 382
Yvette Jordan

Offering stylish and sophisticated images with the wow factor, Yvette presents her successfully licensed Glamour range, plus her new 2009 fine art portfolio and the well-established classically feminine Lady Luck.

Yvette Jordan, artist
+44 (0) 1438 365570
yvettejordan@dsl.pipex.com
www.yvettejordan.co.uk



Stand 602
The Royal Opera House

The Royal Opera House in London's Covent Garden is where truly incredible artists excite audiences, night after night.

Home to The Royal Ballet and The Royal Opera, performances showcase stars of opera and ballet alongside rising talent, inspiring audiences around the globe through cinema and DVD. The company offers a stylish range of licensed dancewear, a unique collaboration between Freddy SpA and dancers from the Royal Ballet, available at retail this fall.

Gwyneth Campling, licensing manager
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gwyneth.campling@roh.org.uk
www.roh.org.uk

Stand 325
Ubisoft Entertainment

Ubisoft is a leading producer, publisher and distributor of video games worldwide and has grown considerably through a strong lineup of products and partnerships. Committed to delivering cutting-edge video game titles to consumers, Ubisoft generated sales of €1.058 million in

Sir Michael Caine, Lady Shakti, Coldplay, Ewan McGregor, Yoko Ono, Hoby Claudia Schiffer, Sarah Ferguson, Duchess of York, Jerry Hall, Christopher Reeve, Dana Reeve, Susan Sarandon, Sir Richard Branson, Donna Karan, Heidi Klum, Joss Stone, Gillian Anderson, The Streets, Courteney Cox, David Arquette, George Clooney, Penelope Cruz, Laurence Fishburne, Sir Roger Moore, Giorgio Armani, Minnie Driver, Green Day, Ozzy Osbourne, Slash, Gwen Stefani, Pharrell Williams, Snoop Dogg, Dame Shirley Bassey, The Darkness, Phil Collins, Franz Ferdinand, Alan Rickman, Scissor Sisters



Stand 400
The Partnership

The Partnership is a leading specialist in developing lifestyle brands through licensing (80 percent of rights are worldwide) with a holistic diversification operation and an unusual energy and commitment. Among its properties are Laura Ashley, Monsoon, Antony Worrall Thompson, Fired Earth, Accessorize, Storm, HMV, Zandra Rhodes, Warburtons, Raymond Blanc and Whatever It Takes.

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Stand 740
The Picture Production Company

PPC Enterprises is the commercial arm of the



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and TERRACYCLE

Redefining An Industry

upcycle:(up-cy·cle) a component of sustainability in which waste materials are used to create new products.
-Wikipedia

In partnership with revolutionary eco-capitalists TerraCycle... FAB Starpoint is giving new life to consumer waste by taking non-recyclable packaging, normally left in landfills and "Upcycling" it into new products. FAB Starpoint and TerraCycle... working together towards creating a more sustainable future. www.fabny.com and www.terracycle.net



upcycling towards a more sustainable future



ACCESSORIES



TRAVEL



BACK TO SCHOOL



STATIONERY &
SCHOOL SUPPLIES



ROOM



GIFTS