

THE BEST OF LICENSING EXPO 2009

JULY 2009 VOLUME 12 NUMBER 6

# GLOBAL License!

LICENSEMAG.COM THE SOURCE FOR LICENSING & RETAIL INTELLIGENCE



## HERO WORSHIP

Armed with a new strategy for its comprehensive portfolio, Marvel is elevating all aspects of the business and is creating an ongoing franchise for its super hero properties.

Marvel's Simon Philips,  
Sandrine de Raspede and  
Paul Gitter

**Plus:**

- Museums Embrace Licensing
- Market Study: Japan



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- Series one sold into over 180 countries – a true global phenomenon!



THE ADVENTURES OF  
**MERLIN**

A SHINE 8 PRODUCTION

For more information on the brand and current licensing opportunities, please contact:

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[www.fremantlemedia.com](http://www.fremantlemedia.com)  
[www.nbc.com/merlin](http://www.nbc.com/merlin)



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## 26 Hero Worship

Looking at the Marvel business today, it is easy to see how, armed with a new strategy for its comprehensive portfolio, all aspects of the business started to fall into place.

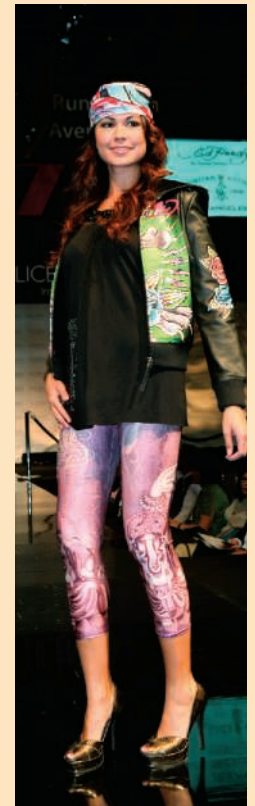
And that strategy is clear: to take control of a large portion of its entertainment output to create an ongoing franchise of super hero properties. These link from movies to animation to consumer products, toys, video games, DVD and online across three style guides covering movies, animations and classics.

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## 32 2009 Licensing International Expo

Licensing industry executives from movie studios, television, sports, gaming, toys, fashion, art and publishing came from around the world to inaugurate Las Vegas as the new home of the Licensing International Expo. Held June 2 through 4 at the Mandalay Bay Hotel, this year's expo attracted 400 exhibitors whose product and brand offering filled 173,000 square feet of contiguous show floor space representing 98 countries.



## 62 The Ultimate Collection

The U.K.'s national museums are grant-aided by the government with funds that are not growing, but licensing activity is ramping up as museums look to enhance all their revenue streams.

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# What Consumers Want

If much of the critique of last month's debut of Licensing International Expo in Las Vegas was centered on the walk from the hotel rooms to the convention center, the cost of bottled water or the directional signage as stated in various post-show reports, then it must have been one extremely productive and valuable trade show for the majority of attendees.

And certainly while every detail is important and must be addressed, the most valuable information was reiterated throughout the expo from the opening keynote to the breakdown of the exhibit area and that underlying message was once again a simple one: to understand retail and consumer trends.

In his opening keynote remarks, Dan Stanek, executive vice president of TNS Retail Forward, told attendees how consumers are looking for less expensive alternatives.

In the retail trends panel following his presentation, Gaye Dean of Target and Beth Bowman-Taylor of Spencer Gifts mentioned how consumers' buying patterns have changed and have become more difficult to monitor. They also noted the importance of lower price points, greater value and new licensed brands.

Here are some recent examples of how retailers are addressing the changing dynamics of today's consumer and attempting to remain relevant to their core customers.

- Amazon.com recently debuted a collection of kitchen utensils, cutlery, cookware, grilling tools and wine accessories designed by Tom Douglas, a Seattle chef, restaurateur and author. Called Tom Douglas by Pinzon, the exclusive line is the latest private brand extension for Amazon, which continues to look for ways to compete with brick-and-mortar retailers by offering exclusive products that are value priced.
- H&M just inked a deal to sell shoes and accessories from luxury brand Jimmy Choo, featured originally in the TV show, "Sex and the City." The line gives the specialty retailer

yet another high-profile brand with a definitive value message.

- Carrefour is shifting its strategy to focus more on lower prices than just quality and revitalizing its brand. At a recent investors day held in Paris, the world's second-largest retailer discussed its transformation plan to be the "price image leader and improve its competitive price positioning through better communication, better in-store signage and increased visibility of Carrefour brand products."
- Target recently relaunched and renamed its private label Target brand, now calling it up & up. By September, Target says it will have over 800 products in 40 categories offering consumers a 30 percent savings on average versus national brands. In addition, Target continues its strategy to promote lower prices and value versus a lifestyle message.



**Tony Lisanti**  
Editor-in-Chief

**It's more important than ever for every licensor, agent or licensee to establish and deliver a price-value strategy to retail for any respective new brand regardless of how innovative, trendy or creative a product or collection might be.**

In addition, several other retailers continue to focus on lowering prices, including Walgreens and Kroger, while many retailers are also reducing SKUs across various categories in order to reduce expenses.

Therefore, it's more important than ever for every licensor, agent or licensee to establish and deliver a price-value strategy to retail for any respective new brand regardless of how innovative, trendy or creative a product or collection might be.

What hasn't changed, as evidenced throughout the aisles of last month's Licensing International Expo, is the array of new licensed properties and the inherent demand for the next hottest brand. ©

# Are Bailouts Good Business?

Is a loan guarantee the same as state aid?

By **Josephine Collins**



One of the running stories out of Europe recently has been that of German retail conglomerate Arcandor and its attempts to save itself from liquidation.

Arcandor went into protective administration in June in a bid to put in place a financial restructure before all its creditors pulled the plug, a move that came after it failed to convince the German government to help it out.

Continuing negotiations with the government eventually led to a €50 million (\$70.4 million) state-aid loan for Quelle, Arcandor's mail-order retail division. The loan, which must be paid back by Dec. 31, will allow Quelle to print its fall/winter catalog.

It's been a convoluted tale that has been bubbling for months: cash-strapped Arcandor had already been in talks with its rival Metro on merging its Karstadt department store business with Metro's Galeria Kaufhof. That was all put on hold when

Arcandor went into administration—but those talks could come back again once the government guarantees are settled.

But the point is whether governments should back commercial operations such as retailers.

Vast amounts of taxpayers' money is being poured into banking and the car industry, so why not retailing? It is a serious employer of tens of millions of people across Europe and accounts for significant proportions of GDP. In the U.K., retailing accounts for about 8 percent of GDP, for example.

Also in the U.K., the government has set up the trade credit insurance top-up program worth £5 billion (\$8.3 billion), which covers businesses that have had their commercial credit insurance withdrawn. This was put in place after the downfall of Woolworths. Although it is unlikely to have saved that business, it may have helped out some of its smaller suppliers who went to the wall. Is this state aid? It's a moot point.

I have a feeling that Asda's chief executive Andy Bond couldn't think more differently from the German retailers.

At a British Retail Consortium lecture recently, he predicted that the financial meltdown and current recession would change consumers permanently.

Welcoming the end of the "premiumization" era, he suggests that the retailers who would succeed are those that "interacted with customers with more fairness and integrity." In addition, retailers need to build in more transparency in order to build consumers' trust, and added that it is "no good trying to hide."

"Success in the future is going to be about empowerment of customers, creative solutions and transparency and openness," says Bond.

Nothing about government aid, then. ©

photo by  
Bernd Hutschenreuther







Miami Ink and LA Ink offer an up-close look into the colorful and on-trend world of tattoos.

These popular programs reach over 98 million U.S. homes and 20 countries worldwide.

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*Miami Ink*

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# Licensing International Expo Delivers

**A great move from the Big Apple to Sin City.**



**Liz Crawford**

After 18 months of extensive planning, Licensing International Expo successfully executed the biggest challenge and change a major trade show can make: moving the event after 28 years in New York to Las Vegas. With a collective sigh of relief, Advanstar Communications is thrilled with the outcome. With more than 400 exhibiting companies and 115 new exhibitors, the show delivered on its promise to continue to bring retail and licensing executives a stellar, viable and successful business event for the global licensing community.

Licensing International Expo is all about retail and brands, and all delegates proved their worthiness. With 130 new retail companies attending the show and 26.4 percent of the audience coming from overseas, the event, which was held at the Mandalay Bay Hotel & Convention Center brought the licensing community closer together, under one roof. And best of all, real business was conducted, orders were written and partnerships were solidified.

With more than 173,000 square feet of contiguous exhibit space, 98 countries were represented on the show floor either as exhibitors or delegates. Most important, Advanstar has you—the licensing community—to thank. You stood by us, and worked with us. If you were an exhibitor, you know it wasn't always easy, yet you arrived in Las Vegas and assembled one of the most dazzling show floors Vegas has ever seen. If you were an attendee, you visited the expo's Web site in record numbers, sending traffic into the stratosphere. You maximized our links to the social networking universe using Facebook, LinkedIn and Twitter to get constant updates and news. You networked with licensing decision makers and talked real business. You struck deals and partnerships and contributed greatly to your own success as well as the continued success of the licensing industry.

You attended the sessions, walked the show floor and visited all the exciting features the expo had to offer. You visited the newly launched gaming and interactive area featuring companies like Electronic Arts, Konami, Nintendo and Capcom. You attended the 7th Avenue Fashion Show highlighting the hottest licensed apparel from all the major brands. You attended the opening night reception at the Four Seasons pool. You attended the LIMA awards gala at the House of Blues. Congratulations to you for making this a truly remarkable event.

And we can't wait to begin the rollout of even more new and exciting plans for the 2010 event. Among the plans to enhance the show are:

- expanding the fashion area and the gaming and interactive area, as well as the art and design area by adding the new Design Gallery
- bringing in more international delegates and exhibitors, as well as continuing the President's Club program for key retailers from across the globe
- adding new categories and expanding categories such as sports, consumer electronics and automotive
- expanding outreach into the retail channel so we deliver outstanding value to exhibitors and delegates
- increasing public relations and media outreach throughout the year, as well as marketing outreach using interactive media and popular community-building Web sites and programs
- increasing the networking opportunities so attendees can continue building and sustaining the great relationships that have been developed with such commitment and focus.

So mark your calendars for June 8 to 10, 2010, at the Mandalay Bay, begin planning now and stay tuned for more updates from Licensing International Expo. ©



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# Toy Story

Emma Sherski, marketing and licensing director, Vivid Imaginations



brand  
**Licensing**  
europe 2009

Visitors can register for Brand Licensing Europe at [www.brandlicensingeurope.com](http://www.brandlicensingeurope.com). The exhibition runs Sept. 30 to Oct. 1 in London at The Grand Hall, Olympia.

Following Licensing International Expo's successful Las Vegas debut last month, eyes are now fixed firmly on sister show Brand Licensing Europe, which takes place Sept. 30 to Oct. 1 in London at the Olympia. With three months still to go, the show is shaping up as a not-to-be-missed business opportunity for Europe's leading retailers, licensors, licensees, marketers and sales promotions agents. According to Jess Blue, show director, sales are up 8 percent and more than 130 companies are registered, including Twentieth Century Fox, Beanstalk Europe, BBC Worldwide, Chapman, Chorion, Classic Media, LazyTown, Sony Pictures, Target Entertainment, Marvel Entertainment, Nickelodeon U.K., TLC and Warner Bros.

Organizers are also promising an enhanced visitor experience for 2009 that includes the launch of the Retail Buyers Centre, exciting new content in the Licensing Academy, TV Lounge and Screening Suite, additional catering outlets and three new product showcases: The Salon, Licensed Lifestyle and the Toy Store.

The Toy Store showcase will present a colorful display of innovative licensed toys from the show's exhibitors, making it easier for visitors to make a direct link between opportunities and products and between properties and property owners. The Toy Store also will reflect the importance of toys to licensing, and vice versa. The U.K. toy industry was valued by NPD Group at \$2.9 billion in 2008. Sales of licensed toys accounted for 31.6 percent of this total, a year-on-year increase of 8 percent.

To recognize the launch of the Toy Store, Emma Sherski, marketing and licensing director at Vivid Imaginations, discusses toy licensing trends and BLE. Vivid is the No. 1 toy company in the U.K. and recently opened a European headquarters in France, through which it is expanding its licensed and in-house developed brands.

**What licenses does Vivid Imaginations currently have?**

**Sherski:** Our licensed portfolio spans from baby/preschool with Winnie the Pooh, Fifi and the Flower Tots, Roary the Racing Car and Timmy

Time, through to arts and crafts with Crayola, and reaches boys and girls with brands such as Star Trek, Dinosaur King, iCarly, H2O and Toy Story.

**How important is licensing to Vivid?**

**Sherski:** Licensing is intrinsic to our business as we constantly search for the next big TV shows, movies or playground craze concepts. Vivid nurtures licenses with a view to establishing long-term brands, something we have achieved with Disney and the Winnie the Pooh brands across pre-school and with Animal Hospital, which has been in our portfolio 12 years.

**How important do you think licensing is to the toy industry?**

**Sherski:** Very important. Character licensing represents around 30 percent of toy industry sales. The balance is made up from products and brands grown from inventor concepts and in-house development.

**Is Vivid a regular visitor to Brand Licensing Europe?**

**Sherski:** Yes. Brand Licensing Europe is a great opportunity for Vivid to meet with the industry and review up-and-coming concepts that may be in early stages of development. This year, we'll be attending to keep on top of trends and review opportunities together with licensors and agents for launches in 2011.

**What do you think of the introduction of the Toy Store to Brand Licensing Europe this year?**

**Sherski:** I think it's a great opportunity for retailers and other licensees to be able to visualize the transition from a television show or movie into tangible toy products.

**What will be the big toy licenses this Christmas and through 2010?**

**Sherski:** We have big plans for the new Aardman show Timmy Time and have a new launch of Toy Story for boys. But Ben 10 is also having a phenomenal time and is on track to continue doing well at Christmas. And Bakugan is starting to show signs of a strong performance in the second half of the year.

*For more information about Brand Licensing Europe, visit [www.brandlicensingeurope.com](http://www.brandlicensingeurope.com). ©*

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TCG: Upper Deck, global launch in 09

Master Toy: Upper Deck, global launch in Fall 09

Nintendo DS game: Rainbow Media, global launch in Q1 09

40 licenses to date

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# NBC Universal Adds to Hallmark Deal

Film and television properties from NBC Universal will soon be featured on social expression products from Hallmark Cards. The deal is an expansion of an existing partnership between the two companies.

The agreement sees Hallmark products featuring the 2010 release of 3-D CGI feature *Despicable Me*, “Curious George,” “The Office,” “30 Rock” and “Battlestar Galactica.”

“Universal and Hallmark have enjoyed a great partnership for many years, and our alliance brings the partnership to a new level of commitment,” says Stephanie Sperber, executive vice president for

Universal Partnerships & Licensing. “By drawing on our incredible library and amazing lineup of new films, Hallmark customers will now be able to express themselves through the most unforgettable moments from their all-time favorite movies.”

“The expanded partnership gives millions of consumers new ways to celebrate meaningful occasions and include their favorite television shows and movies,” says Karen Mitchell-Layton, Hallmark’s vice president of licensing. “This aligns with our company’s purpose of enhancing relationships and enriching lives.”



## NBA Draft Prospects Score Trading Card Deal

Panini America has secured exclusive trading card agreements with the NBA’s top five draft prospects. These are the first player endorsement deals for the company since teaming up with the NBA in January.

Blake Griffin (Oklahoma), Tyler Hansbrough (UNC), Jordan Hill (Arizona), Brandon Jennings (Lottomatica Virtus Roma, Italy) and Hasheem Thabeet (UConn) will all be featured on 2009–2010 Panini NBA card products, as well as select packaging and advertisements. Exclusive autographed cards from the five players also will be included in Panini’s first line of NBA products.

Prestige, the company’s first rookie card line, will hit stores in October. The cards will include the five prospects in uniforms of the

NBA teams that selected them in the 2009 NBA Draft presented by EA Sports.

“Rookies are a key part of the trading card business, and we’re excited that fans will have the opportunity to receive autographed cards of these great players exclusively in Panini packs,” says Mike Eisenstein, chief executive officer of Panini America. “As we look forward to beginning our first year as the NBA’s exclusive trading card partner, it was important for us to build around great basketball players and great people. We feel strongly that these five will make a positive impact both on and off the court.”



## Laura Ashley, Trimcraft Partner for Scrapbooking

A line of Laura Ashley-inspired scrapbooking products by Trimcraft will hit craft and mass retailers this fall.

The line will include printed paper, coordinating embellishments and tools featuring Laura Ashley contemporary and classic prints.

“Laura Ashley is widely recognized for fashion and home furnishings rich with pattern, texture and fresh colors,” says Penne Cairolì, general manager of Laura Ashley.

“Launching a contemporary collection of scrapbooking products is a natural extension of our product line. We look forward to offering our customers another reason to choose Laura Ashley.”

The Fort Hill, S.C.-based Laura Ashley brand appears on women’s and children’s wear, as well as on home furnishings. Current licensees include Russell-Newman, Revman International and Kincaid Furniture.



## CIA Launching Cookware

The Culinary Institute of America will soon introduce branded cookware sets from Robinson Home Products, according to Broad Street Licensing.

The CIA Masters Collection will now include knife block sets and gourmet kitchen sets. Robinson Home currently distributes CIA-branded cookware, gadgets, bakeware and cutlery to gourmet stores and specialty retailers. Sales from the line benefit the Culinary Institute of America Scholarship Fund.

“What sets this collection apart from other lines of kitchenware is that it has been designed by CIA’s master chefs for serious home cooks,” says Carole Francesca, president of Broad Street Licensing. “The line’s beauty and elegance is enhanced by the highest standards of construction and engineering.”



## JTMG to Rep LX.TV Shows

LX.TV, a division of NBC Local Media, has selected the Joy Tashjian Marketing Group to run a merchandising program for its series, including “Open House,” “1stLook” and “On the Rocks: The Search for America’s Top Bartender.”

LX.TV provides local-focused lifestyle content across 10 of NBC’s owned-and-operated television stations. “Open House” follows real estate and interior design trends, while “1stLook” follows adventures in fashion, dining, nightlife, wellness and travel. “On the Rocks: The Search for America’s Top Bartender” is an online reality series.

“We are excited to build on the success our shows have had on-air and online,” says Fabienne Anstey, vice president of business development for LX.TV. “LX.TV programs, particularly ‘Open House’ and ‘1stLook,’ have gained a loyal following of niche consumers always eager to be a part of the next new thing. We look forward to getting product in their hands and extending LX.TV’s brands to the next level.”

## executivemoves

■ **Ken Hicks** has been named president and chief executive officer of Footlocker, leaving his position as chief merchandising officer at J.C. Penney.

Hicks succeeds Matthew Serra at Footlocker, who plans to retire after serving in the role since March 2001.

Myron Ullman III, J.C. Penney’s chairman and chief executive officer, will assume Hicks’ role in the interim, as the company seeks a successor.

■ Joy Tashjian Marketing Group recently named **Lisa Napolitano** as director of sales and retail and **Heather Cavalli** as product development and administration coordinator.

Napolitano has worked with Disney Consumer Products, Master Foods and Levi Strauss & Company.

■ FremantleMedia Enterprises has promoted **Jon Penn** as chief executive officer of its Asia Pacific region, as it continues its shift toward a regional structure to deliver international television distribution, home entertainment and licensing businesses

comprising consumer products, interactive (online and mobile), digital content, sponsorship and live events.

Reporting to global chief executive officer David Ellender, Penn is responsible for developing and implementing the strategy for FME’s businesses in Australia, New Zealand and Asia. He also will look at growing the business in India and Japan.



Jon Penn

Penn was previously senior vice president of licensing for FME, Asia Pacific.

■ Former THQ executive **Scott Guthrie** and Sony executive **David Cox** were recently hired by MTV Games.

Guthrie, a former executive vice president of publishing for THQ, has been appointed as MTV Games’ new executive vice president and general manager, where he will oversee the game publisher’s management team.

■ **David Cox**, a former senior director of sales and merchandising for Sony Computer Entertainment America, was named senior vice president of sales for MTV Games.

■ Fox Mobile Group, a division of Fox Entertainment, has appointed **Joe Bilman** to senior vice president of global products for Fox Mobile Distribution and **Markus Thorstvedt** to chief technology officer.

Bilman will manage and develop the FMG’s consumer services globally, as well as the company’s new premium mobile video service. Thorstvedt will oversee the company’s global technology strategy.

■ Endemol has tapped Eduardo Tironi Fontaine to run Endemol Chile as managing director. Fontaine’s career has included four years as manager of program development at Canal 13, and he was recently manager of foreign programming at TVN.

## BBC Leverages Natural History Portfolio with Earth Brand

BBC Worldwide is leveraging its natural history properties in international markets with a new umbrella brand, BBC Earth.

The move follows a strategic review of BBC brands in which the natural history portfolio, with its massive archive as well as new programming, was identified as one of BBCWW's global brands. Those are brands with relevance for consumers globally and have great potential for international growth across new categories and with new partners.

BBC Earth branding is set to roll out first into the U.S., followed by Australia, Japan and Germany.

New programming is set to premiere over the next two years following on Planet Earth. The next three program strands in the portfolio are Life, which premieres in 2010, Human Planet, which premieres in autumn 2010, and Frozen Planet, which debuts in 2011.

Gavin Miller, commercial director for licensing at BBC Worldwide, told *License! Global* that, "from a trade and consumer perspective,

we can talk about our natural history properties as a whole, and we will be able to use the branding on all the consumer touch points, across television, product and digital."

© Eric Baccega

The new branding is already being seeded in the U.S., where BBC Earth is a new branded block on the BBC America channel. A BBC Earth Web site has been launched, and the organization is also looking at co-branding and partnership opportunities.

In the U.S., new BBC Worldwide senior vice president of global licensing Tom Keefer will spearhead the program. His initial goal is to focus on BBCWW's adult brands, as well as raising the profile of all BBC properties in the U.S.

Keefer says: "I'm going to drive the revenues from the U.S. market and raise our game all over the world. I'll be working with retailers and their favorite licensees to create compelling product so that we drive retail executions that not only get product on to the shelves but off of the shelves, too."



## New Deals for HGTV, Others



The Beanstalk Group has announced a number of deals for its clients. A comprehensive home and garden licensing initiative is being developed for HGTV, the No. 1 shelter content television and online network. The program will launch in 2010 and will encompass a broad range of home and garden categories, such as windows and doors, wall coverings, window treatments, storage and organization, mattresses, flooring, roofing, paint and RTA furniture, among others.

In a separate deal, Lee Cooper, the English denim lifestyle brand founded in 1908, is expanding its international licensing program. The initial focus will be to create an apparel and denim lifestyle business in Russia, Poland and the Baltic States.

Janet Reger, a well-established lingerie designer in the U.K., is expanding into a variety of lifestyle categories, including health and beauty, loungewear, plus-size lingerie and resortwear.

Airheads, the fruit-flavored taffy bar brand, is expanding its brand into related food and lifestyle products.

Procter & Gamble is launching a number of brand extensions. For Pampers, there will be a broad range of products with initial products hitting the market in early 2010. An Always licensing program will target intimate hygiene, intimate health and hair removal. For Max Factor, final negotiations with licensing partners are under way for cosmetics tools and cosmetics bags with other categories for expansion including publishing, eyewear and lenses.

## Licensing Challenge Sends Out Call for Entries

*License! Global* and MipJr have announced the Sixth Annual Licensing Challenge for new children's programming. It will take place on Oct. 3 in Cannes during the annual global television content and screening conference.

Five new and unaired programs for kids and teens whose characters have a strong licensing potential will be selected and pitched in front of an international jury of licensing and broadcast experts. Previous winners include BRB Internacional (Spain) with the properties Bernard and the Imp; Planet Nemo (France) with the property Bali; Alphanim (France) with Hairy Scary; Breakthrough Entertainment (Canada) with Big Big Friend; Rainbow (Italy) with Huntik; and Renegade (U.S.) with Funny Face.

The project with the biggest licensing potential will win two complementary entries to MipJr 2010, a free subscription to *License! Global* for one year, editorial coverage during MipJr 2009 and in *License! Global*, a banner on the MipJr 2010 Web site and a one-to-one meeting with a member of the jury.

The program and entries are being coordinated by Raphaele Vallauri, development manager of MipJr, Reed Midem and Tony Lisanti, global editorial director for *License! Global*. To register and submit your project online go to [www.mipjunior.com](http://www.mipjunior.com) or contact [raphaele.vallauri@reedmidem.com](mailto:raphaele.vallauri@reedmidem.com) or [tlisanti@advanstar.com](mailto:tlisanti@advanstar.com).

# Groovy Chick Goes International with Mothercare

International parent and children retailer Mothercare is launching a capsule collection of Bang on the Door Groovy Chick clothing for girls this autumn. Phase one of the collection is going into stores now, with a refresh scheduled for September.

The collection, created in a direct-to-retail deal in partnership between Bang on the Door and Mothercare, is targeted at girls aged 1 to 8 in U.K. stores and 1 to 10 in its overseas franchises.

The range covers velour hoodies and joggers, T-shirts and jumpers, dresses and a skirt-and-legging set.

As well as being sold in the U.K. on the Web site and in-store,



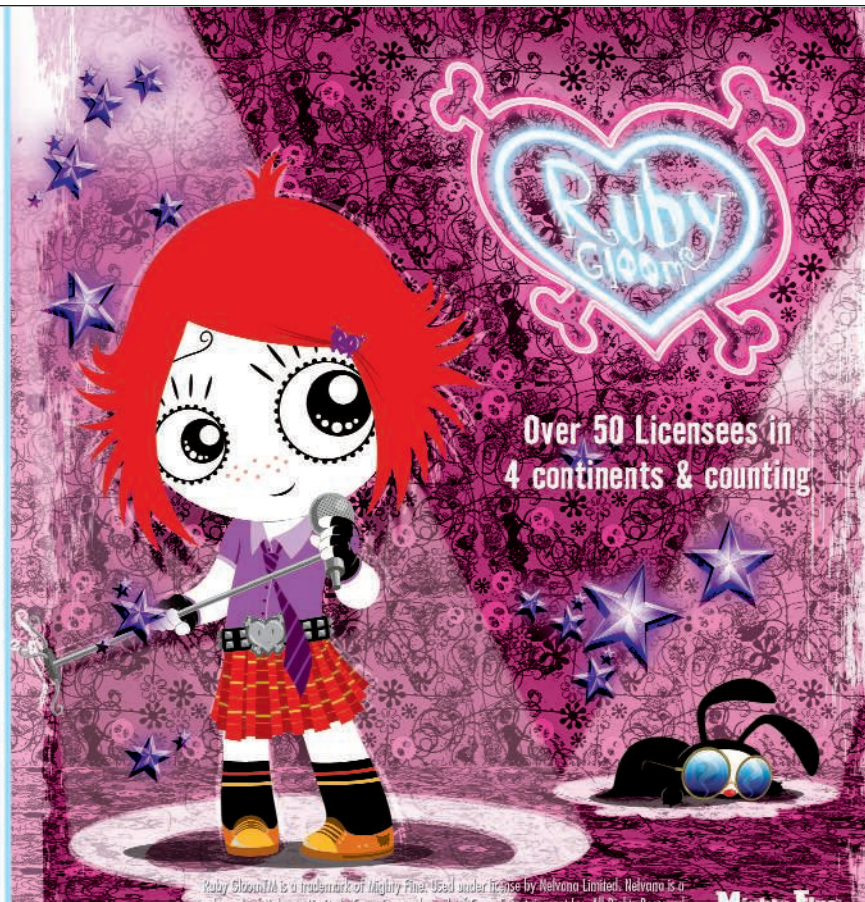
Groovy Chic product is being rolled out to Thailand, Taiwan, Belarus, Kazakhstan, Pakistan, Cyprus, Malaysia, Slovenia, Singapore, Belgium, Malta, India, Brunei and Ireland.

A Mothercare spokeswoman says: "We feel Groovy Chick is a great character that will appeal to girls across our age pitch. It is a fun, bright range that we are sure will prove extremely popular both in the U.K. and internationally."

Bang on the Door consultant Ian Downes from Start Licensing says: "This is an important deal for Bang on the Door because it gives an international product rollout with a credible partner, on a DTR deal that has worked swiftly and smoothly. By dealing directly with the retailer, Bang on the Door played to its key strengths: design skills and design vision."



©Takahashi Aobachi, MFB8Project, TV Tokyo



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Mighty Fine



# RAC Accelerates Licensing Program

Motoring brand RAC, the U.K.'s 112-year-old motoring organization, has named licensing agency Golden Goose to grow its brand licensing program.

The RAC, which has 7 million members and is consistently named one of the U.K.'s Superbrands, sells more than £20 million (\$32.9 million) of pressure washers, Sat-Navs, tools, flashlights and travel kits throughout the U.K. in retailers such as Argos, Halfords and Homebase. The organization has run its licensing program in-house since 2007.

However, Golden Goose director Adam Bass says the potential to grow the brand across new categories is great.

“The RAC has enormous potential to break into new retailers and into new product categories. Car accessories lines could be expanded, including such items as external and internal cleaning products, gifting for serious drivers, and

with the increasing number of people taking their cars on holiday, there is also potential for camping equipment.”

Bass continues: “There are some holes in the product portfolio that we feel we could fill. The trigger to buying car accessories is the holiday season, so we can also see opportunities for European driving kits, for in-car audio visual equipment and even for bicycles.

“We’re confident of working with existing and new RAC licensees to develop successful products that will make driving easier and safer for Britain’s motorists.”

RAC business development manager Karl Ellis says, “We have achieved considerable success in product licensing, and the appointment of Golden Goose now provides us with focused expertise to develop long-term strategic direction and to deliver increased brand equity.”

The U.K. has some 34 million drivers and more than 28 million cars.

Golden Goose is showing at Brand Licensing Europe on Sept. 30 and Oct. 1 at Olympia in London.



## Franco and Formula Fun Hits the Road

Inspired by Formula One motor racing, Marina Nicholas is launching a new property called Franco and Formula Fun.

The concept originated when Nicholas helped her son follow the Grand Prix races as they moved around the world. She quickly moved to set up an online picture book and a limited amount of children’s play product, including play mats that are sold at the Grand Prix events.

Nicholas says: “I thought it would be great if we could bring the Grand Prix races to life for my son, so I created characters based on the different cars and used maps to talk about the different countries



and cultures where the races took place. I realized I had a unique concept around super hero cars in a fantastical world.”

Eight months on and Nicholas has put together a formidable team from the sports and entertainment business to develop

the property into animation, publishing and licensed product.

Jim Bamber, the cartoonist from the U.K.’s *Auto Sports* magazine, and Murray Walker, the veteran U.K. Formula One broadcast commentator, have been joined by LazyTown director and editor Sigvaldi Karason, who also produces and directs the Franco and Formula Fun television

series, and writer and lyricist Mark Valenti, who also has worked on “LazyTown,” “Rugrats,” “Totally Spies,” “My Friends Tigger and Pooh,” “Barney,” *Back to the Future* and projects for Disney, Nickelodeon Films, Dreamworks, Twentieth Century Fox, Showtime and NBC.

Keith Pashley of the Keith Pashley Project is licensing and merchandise consultant. He says: “We’re literally at day one of a serious proposition, which has some big players already involved. Some 600 million people around the world watch motor sport every year, so there is huge potential.”

Nicholas says: “Franco and Formula Fun will help parents to share their passion for motor sport with their children.”

The television series trailer is set to launch at MipJr in October. Franco and Formula Fun also is showing at Brand Licensing Europe on Sept. 30 and Oct. 1 2009, at Olympia in London.

# got Moxie?

Fashion Dolls premiere in July!

© 2009 MGA Entertainment

**Children's Apparel Network**  
Apparel

**Kent**  
Bicycles

**Added Extras**  
Cosmetics

**H.E.R. Accessories**  
Jewelry and Hair Accessories

**Pan Oceanic**  
Sunglasses

**FAB**  
Stationery and Bags

**Franco**  
Bedding, Bath and Beach

**Unique**  
Party Goods

**Hyp Hats**  
Sleepwear

**Func**  
Novelty Toothbrushes

**Brewster**  
Wall Borders and Covering

**Berkshire**  
Cold Weather and Rain wear, Underwear and Hosiery

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# A Player Penetrates CE

**Blu-ray is building momentum in the consumer electronics category, spurred on by growing customer awareness and decreasing price points.**



Overall consumer awareness of the Blu-ray disc format in the United States has reached 90 percent awareness in the past six months, according to a recent NPD Group report. The rising penetration of high-definition televisions and lower Blu-ray player prices are broadening the format's market opportunity, which also bodes well for the format. Even as options expand for accessing movies digitally, Blu-ray is carrying forward the widespread appeal of DVD into the high-definition marketplace.

First quarter 2009 sales of stand-alone Blu-ray players in the U.S. grew to more than 400,000 units, an increase of 72 percent over first quarter 2008. Dollar sales increased 14 percent to reach \$107.2 million, according to NPD's retail tracking service.

Purchase intent for Blu-ray set-top boxes also rose slightly with 6 percent of respondents saying they would be "extremely or very likely" to buy in the next six months, compared with 5 percent who responded similarly in August.

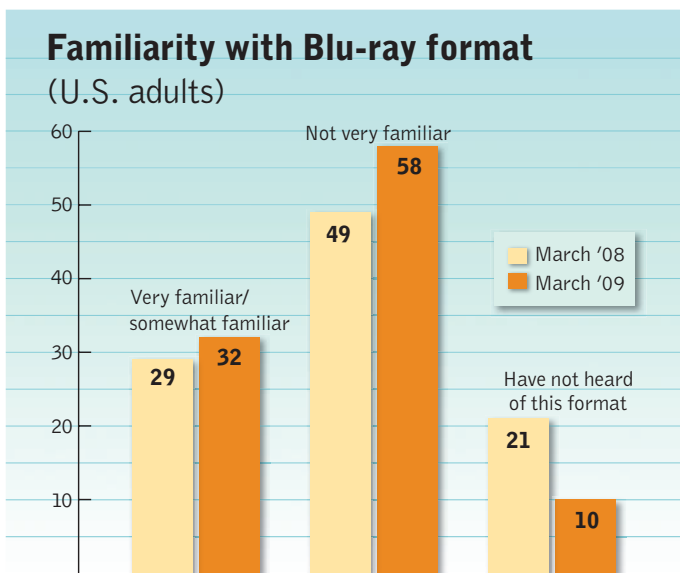
Consumer awareness may be building, but CE

manufacturers and retailers still need to reach further with educational efforts. Despite the high awareness levels, more than half of adults (58 percent) continue to report that they were still "not very familiar" with BD.

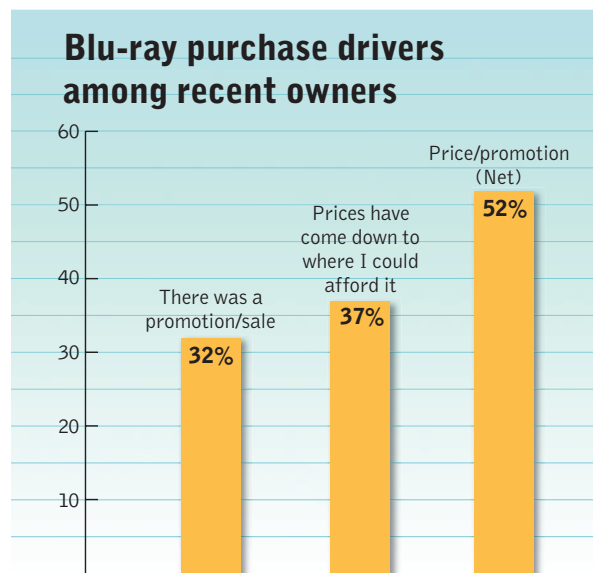
What is motivating the next wave of Blu-ray customers is also changing. While consumers who purchased BD players when they first came to market were primarily concerned with having the latest technology, and not concerned about the higher price tag, recent BD player buyers report being influenced most often by pricing, promotions and sales. As a result, actual prices and consumer expectations are

increasingly in alignment. When queried about the reasons for not purchasing BD, respondents reported that their current DVD player is "good enough," they feel the cost of hardware or software is an issue, or they simply aren't interested in the product.

According to NPD, the average selling price for a stand-alone BD player fell nearly 34 percent—from \$393 in first quarter 2008 to \$261 in first quarter 2009. Consumers who claim that they are likely to buy in the next six months expect to pay \$214 on average. ©



Source: NPD March 2009



Source: NPD March 2009

# What Happened in Vegas

The Las Vegas debut last month of Licensing International Expo was a learning experience for *everyone*, whether long-timer or first-timer. When you were scheduling appointments, you really didn't know how quickly you could get from Marvel or Wild Apple to Sony or Skechers. If you were planning to attend a Licensing University seminar or the keynote session, you couldn't fully appreciate how long it took to walk those lengthy hallways in the Mandalay Bay Convention Center. And yes, there was definitely a problem with aisle signage, which I'm sure, will be improved.

But most important, everyone will benefit in 2010 from having experienced their first in Las Vegas.

The general consensus was that meetings were plentiful and attendees were serious about the business. Given the economy, nobody is attending trade shows casually this year, and Licensing International Expo was no exception.

However, those who did come to Las Vegas immersed themselves in an atmosphere that few anticipated, which strikes me as the single-most positive factor of the move. Call it Licensing Camp. People weren't running all over the city for offsite meetings, and many who were staying in the Mandalay complex valued the chance to run back to their rooms in the middle of the day to drop things off. And no one was enduring long taxi lines or going home at the end of the day.

Industry activity was on display at all hours of the day and night. Step on or off an elevator, and you were probably face to face with someone else in the business. Walk into one of the bars or restaurants on site, and the same thing held true. Anyone who went out to the pool on Sunday or Monday probably saw another side of the business on display. What a nice change of pace to network with industry colleagues casually by the pool as well as in formal business meetings. This added a unique element to the event.

Furthermore, executives from a few New York-based companies discovered something that those from elsewhere might have realized years ago when they traveled to the Big Apple for Licensing Expo: This is the only time that virtually their entire licensing team was in a single place together 24 hours a day, and the show

became a bonding experience of sorts for their staffs.

For those of you who didn't make the lengthy trek to the first-ever Keynote Session missed a fabulous, thought-provoking presentation by Dan Stanek of TNS/Retail Forward about consumer attitudes and shopping patterns. Among the trends Stanek pointed to:

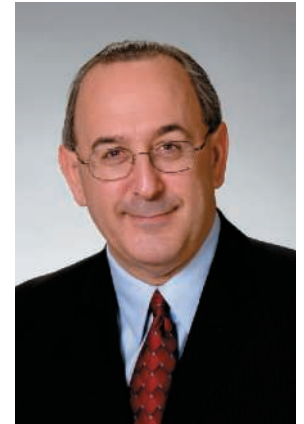
- Consumers are changing behavior. Even the wealthy are shifting to less-expensive alternatives. Overspending is seen as a disease of sorts: affluenza.
- People are looking to simplify and slow down. They're looking at buying things as cluttering one's life, not adding to it.
- People are thinking beyond "me" and are considering "what is good for the world." They're moving from the Me Generation to the Us Generation.

And thanks to all the moderators and panelists who came through with a fantastic Licensing University seminar program coordinated by LIMA senior vice president Jennifer Coleman. With a late surge in registrations, some sessions drew three times as many people as LIMA had anticipated even a couple of days earlier.

LIMA also tried something new with the first-ever LIMA Opening Night Awards Party at the House of Blues. While it was a great networking experience at the end of the show's first day, LIMA received lots of complaints about the noise level during the awards ceremony. We congratulate the winners—especially Hall of Fame inductee Gregory J. Battersby—but it would have been great if people would have given them the appreciation and respect they deserve. As with everything else, the lessons LIMA learned at this year's awards event will be applied to the planning for 2010 in Las Vegas.

Another new venture was the first LIMA Retail Tour held on Sunday prior to the opening of the Expo. A hearty group of about 30 international and U.S. based visitors got a tour of the Fashion Show Mall on the Strip, lunch, a State of the Industry presentation, and then walk-throughs of suburban Target and Kohl's stores.

LIMA looks forward to building on what it learned on the Retail Tour—and on everything else that happened in Vegas—to do it even better in 2010. ©



**Marty Brochstein**

Senior vice president of industry relations and information, International Licensing Industry Merchandisers' Association



# It's a Woman's World

Female-skewed licensed product growth is still possible in the Japanese market.



Busytown, based on Richard Scarry's best-selling range of books.

"Character licensing dominates the Japanese market, especially characters based on animation, comics, video and online games," says Kunugiyama. "And the popularity of many of these brands is spreading fast to the adult market."



Hideki Kunugiyama

By **Bob Jenkins**

The licensed product market across East Asia is skewed to adult females and nowhere more so than in Japan where, for example, the success of Mattel's Barbie brand is testament to the power of this demographic. And, of course, the home-grown Hello Kitty has long been a staple property for young adult women.

It is no surprise then that Hideki Kunugiyama, who has just been appointed to head up CPLG's new Japan office, sees

apparel as a key category in the country. Indeed,

Cookie Jar has already signed a number of new apparel deals on Strawberry Shortcake, including the appointment of Children's Apparel Network as master apparel licensee.

CPLG, owned by Canadian entertainment business

Cookie Jar, also is working on its properties Inspector Gadget, Caillou and The Doodlebops, as well as new properties, such as

## retail

The main way in which Japanese retail differs from that of many other markets of the world is the importance of specialist stores and outlets. According to the most recently available Census of Commerce, issued by the Ministry of Economy, Trade and Industry in 2007, sales from speciality stores, semi-specialty stores and specialty supermarkets accounted for roughly 80 percent of total sales.

Sales by retail channel are:

**Speciality stores and semi-specialty stores**

¥79.4 billion (\$65.1 billion)

**Specialty supermarkets**

¥23.7 billion (\$19.4 billion)

**Department stores**

¥7.7 billion (\$6.3 billion)

**General supermarkets**

¥7.4 billion (\$6.1 billion)

**Convenience stores**

¥7.0 billion (\$5.7 billion)

**Drug stores**

¥3.0 billion (\$2.5 billion)

**Other retail stores**

¥0.2 billion (\$0.15 billion)

Sales converted using an average 2007 rate for ¥/\$.



## Consumer spending on licensed product in East Asia

AGE	MALE	FEMALE
4-6	4%	6%
7-11	5%	7%
12-18	5%	10%
19-29	5%	13%
30-49	6%	12%
50-64	3%	11%
65+	2%	5%

Source: CPLG





## economic trends

### Japan's Economy a Case of Doom and Boom

Although Japan's banks were not as exposed to the sub-prime market as many Western banks, the economy has still suffered, largely because of its dependency on selling to other economies where such financial difficulties are more serious. Consequently, in October 2007, Japan's longest period of post-war economic expansion (69 straight months) ended; and in 2008, the economy officially slipped into recession.

One consequence of this recession in Japan, as elsewhere, is that some companies have done a lot better than others. Japan is not so much a case of doom and gloom as doom and boom. In May, for example, Toyota reported its first annual loss, ¥437 billion (\$4.4 billion), in its entire 71-year history. And it is not alone. The financial news service Nikkei estimates that 30 percent of Japan's 3,820 public companies will report losses for 2008. Hitachi has reported a loss of ¥787 billion (\$7.9 billion), and Toshiba posted a loss of ¥343 billion (\$3.4 billion).

But not everyone is suffering. Toyo Suisan Kaisha, a maker of cheap noodles, reports booming sales, as does Nitori, a manufacturer of stylish, but inexpensive furniture. And in April, Fast Retailing, parent of clothing chain Uniqlo, reported same-store sales up 19 percent year over year, and Ryohin Keikaku, which sells a range of items from plastic bottles to prefab houses and is the parent company of Muji, predicts sales to rise by 3 percent in 2009.

Nonetheless, Japan's economy is still in difficult times: Unemployment is rising, average monthly consumption spend is falling, and an aging population coupled with a huge government debt of 170 percent of GDP remain long-term problems.

which has created a younger generation of parents who will continue to buy character-licensed brands alongside high-priced fashion."

CPLG statistics show that licensed product spend is concentrated on women between the ages of 19 and 49, indicating that they are buying for themselves as well as for their children (see table).

And Kunugiyama is optimistic that, despite what he describes as "the slow economy," the licensing business in general still has room to grow. ©

## national statistics

### POPULATION

According to the Statistics Bureau and Statistics Center of the Japanese Government the population of Japan was 127,758,000 at the end of May 2009. In 2008, the same office gives the population break down in key age groups for licensing as:

0-4	5,405,000
5-9	5,787,000
10-14	5,984,000
15-19	6,155,000
20-24	7,105,000

### UNEMPLOYMENT

The number of unemployed in Japan at the end of April 2009 was 3,460,000, a 3 percent rise from March's figure of 3,335,000.

Wages are falling. A 2005 hourly wage of ¥100 dropped to ¥82.4 by March 2009 and ¥82.2 in April 2009, according to the country's wage index.

Source: National statistics office

### CONSUMPTION SPEND

Given the figures, it is not surprising to see that consumer spending is down. The average monthly spend in April 2009 for homes with two or more adults was ¥306,340 (\$3,095). This represents a fall of 1.4 percent in nominal terms and 1.3 percent in real terms from April 2008.

That expenditure breaks down as follows:

Item	Avg. mthly. spend	Real change
Food	¥65,975	-2.2%
Housing	¥17,414	+7.0%
Furniture/utensils	¥8,991	+2.2%
Clothing/footwear	¥12,533	-1.6%
Medical	¥11,564	-6.8%
Education	¥26,414	+7.5%
Culture/recreation	¥32,389	-0.3%

# Hero WORSHIP

By **Josephine Collins**

Who would have thought that a business could turn around so much in just a few years? But looking at the Marvel business today, it is easy to see how, armed with a new strategy for its comprehensive portfolio, all aspects of the business started to fall into place.

And that strategy is clear: to take control of a large portion of its entertainment output to create an ongoing franchise of super hero properties. These link from movie to animation to consumer products, toys, video games, DVD and online across three styles guides covering movies, animations and classics.

The idea reflects on the very basis of the Marvel business. In the comic books, key heroes regularly appear in one another's stories. And for a business that was dependent on Spider-Man for so long, it's refreshing for core Marvel fans—as well as for the bottom line—that more characters from the portfolio of 5,000 individuals are being reinvigorated. The Marvel Studios entertainment output runs alongside the existing licensed movie and animation slate from other studios and producers.

The benefit of the entertainment slate for the consumer products side of the business is already paying off as retailers and major licensees come on board for the long term.

In this year's annual *License! Global* Top 100 Licensors listing, Marvel ranked at No. 4 with worldwide retail sales of licensed product at \$5.78 billion in 2008—moving up from fifth place in 2007. In 2008, Marvel's internationally earned royalties

were up by over 147 percent on 2007, and the percentage increase in active deals with its 1,500 partners worldwide was up 53 percent in 2008, compared with 2007.

Simon Philips, president of worldwide consumer products for Marvel Entertainment, says: “Our entertainment business now offers us an incredible opportunity to tell a detailed, in-depth and linked story. Consumers no longer need to sign on for a single franchise; it really is a unique opportunity. And it's the first time that individual movies have been brought together to form an umbrella story.”

The movies (See page 31 for forthcoming slate) are individual in their own right, but also form part of the whole super hero story. The animation slate, which debuts this year, gives continuity between the movie slate at



**Simon Philips**



**Pottery Barn Spider-Man offerings**

**With its portfolio of 5,000 characters—and 1,500 product partners worldwide—Marvel has plenty of super heroes to promote as it ramps up its entertainment profile.**



the same time it brings forward new brands such as The Super Hero Squad, aimed at a younger audience. “The animation reintroduces super heroes from Marvel comics but in a lighter manner than the movies,” Philips says, “combining heroics and comedy.

“At Marvel, we are taking a non-siloed approach to our properties, and it is very strategic in that regard as each property now works for the benefit of each other. Licensees and retailers appreciate this because it gives them an interconnectivity and, at the moment, the ability to build a program into 2012.”

In a sector in which retailers have become increasingly less willing to invest in single-movie product campaigns, Philips says there is a tangible excitement. “With the links that we are making, retailers and licensees can really get behind the franchise and invest in it.”

There have already been some stand-out deals that

**Hasbro toys, available worldwide (excluding Japan), include Super Hero Squad Foldable Playsets – Danger Room with Wolverine & Sabertooth, 70th Anniversary Box Set and Wise Crackin’ Spider-Man (top right)**



underpin the concept both internationally and in the U.S. Early in 2008, Marvel signed a ground-breaking multi-property textile products deal with international retailer Carrefour. Other international retailers who have since signed direct-to-retail deals include Zara, H&M, C&A, Marks & Spencer, Next and fashion retailer and brand French Connection.

“When we can provide a retailer with a unique proposition, the retailer has more vested in the brand, and that opens opportunities for our licensees to also work with the retailer,” Philips says.

In the U.S., for example, Marvel has been working with Pottery Barn and with Old Navy on projects—opening up new retail customers in the process. In the case of Pottery Barn, a DTR model was used with a retailer that did not have any relationships with Marvel licensees, while for the Old Navy deal, Marvel partnered with an existing Old Navy private label partner.

Paul Gitter, president of consumer products for North America, also has been working on co-branding models, positioning Marvel as a lifestyle brand. Through its Reebok deal, the licensor went into Footlocker’s children’s offer for the first time.

Gitter says: “This type of



**Sandrine de Raspide**

**Paul Gitter**

**Touch Tech Action Vehicles from Jada Toys (available in Brazil, Mexico, Central America, Middle East and South Africa)**

**Hockey Helmet from ITech (available in U.S., Canada, Germany, Denmark, Sweden, Switzerland, Russia, Poland, Finland, Romania, Iceland, Lithuania and Norway)**



deal gives us incremental revenue from sectors that are outside of our core demographic. At the same time, we are looking less at one-off deals. Output deals and portfolio deals have benefits because they give licensees an ownership position from which we gain more commitment. For retailers there is less confusion, and that enables our discussions to become more long-range in nature.”

The licensing teams work collaboratively across the globe with ideas and product concepts taken from the international markets into the U.S. and vice versa. Gitter says: “Our approach is global and aims to develop the synergies. There are a

brought some of the trends and concepts in the U.S.—the French Connection and H&M deals, for example.”

On the international markets, Sandrine de Raspide, executive vice president at Marvel Entertainment International, has been instrumental in signing the hero franchise deals. She has recently been on the road presenting *Iron Man 2* to retailers and licensees in 30 cities and has already signed deals on the 2010 film with retailers C&A, Carrefour and George at Asda and is in talks with Tesco and Walmart. Major licensees Mega Blok, Sega and Gameloft are among

lot of exciting things happening globally, and we have already



## standout deals

- Hasbro has re-signed its global partnership with Marvel in a deal that goes through to 2017 with a \$100 million guarantee.
- In a multiyear license deal, Hallmark has signed the North American rights to produce and market a wide range of social expression products—many featuring innovations such as lights, sounds and personalization—based on both Marvel’s classic comic book look, as well as product lines inspired by the movies and animated series. The deal covers party goods, ornaments, seasonal and everyday wrap, greeting cards, electronic greeting cards and mobile greetings, as well as Crayola arts and crafts products.
- Four apparel partnerships have been expanded, including a multi-year extension with Fruit of the Loom for children’s underwear on the Marvel franchises, including the upcoming Marvel Studios film slate; with Mad Engine for T-shirts and hoodies featuring all Marvel Universe character properties; as well as *Iron Man 2* and *Thor* for mass market to mid-tier and high-end stores; with Freeze for men’s and boys’ merchandise, including the upcoming film roster for all tiers of distribution; and an expanded relationship with Mighty Fine for men’s adult-driven classic programs for mid-tier, department and specialty stores. Freeze and Mighty Fine will continue to supply Marvel character fashion tops for women inspired by Marvel Comics/Retro and Marvel Extreme across all tiers of distribution.
- Marvel Entertainment has signed Gazillion Entertainment to create massively multi-player online games based on the super hero roster. The first MMOG is branded Super Hero



**Mighty Fine Marvel character fashion top**

**Brown Shoe Iron Man sneaker**



Squad and will feature Iron Man, Hulk, Wolverine, Thor, Fantastic Four, Captain America and others.

- Brown Shoe has signed for a multi-character, multiyear deal with Marvel covering children’s, women’s and men’s footwear in sports and casual, sandals, boots and slipper categories. The first collection launches in spring 2010 and will be based on characters from *Iron Man 2*, which premieres in May.



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## 70 Years of Marvel

Marvel Entertainment, celebrating 70 years since its founding in 1939, is a global character-based entertainment licensing company with a library of more than 5,000 characters featured in a variety of media, including some of the most recognizable character franchises in the world: Spider-Man, Iron Man, The Incredible Hulk, Captain America, Thor, X-Men, The Avengers, Ghost Rider, The Fantastic Four, The Punisher, Nick Fury, Blade, Daredevil and Silver Surfer. Marvel is organized in four business areas:

- Marvel Comics creates, publishes and distributes comic books and trade paperbacks to the direct market and the mass market.
- The consumer products business licenses Marvel's characters in toys, apparel, games, electronics, homewares, stationery, gifts and novelties, footwear, food and beverages and collectibles; feature films; television programs; DVD animated feature films; theme parks, shopping malls and special events; promotions; and publications.
- Marvel Studios, the Hollywood subsidiary of Marvel Entertainment, oversees the development, production and distribution for Marvel's own slate of feature films.
- Marvel Animation was incorporated in January 2008 to create a better presence in animation and home entertainment markets.

Photo credit: Merrick Morton/Copyright: TM & ©2009 Marvel ©2009 MVLFFLLC. All rights reserved

the licensees also signed to the movie.

"We are creating a very powerful combination of key licensees and key retailers and some extremely innovative product reflecting the science, technology and gadgetry in the stories," she says. And the technology goes across categories. "We are looking at a T-shirt collection that exploits sound and light on textiles," she says.

De Raspide, who also signed DeAgostini for a science-based partwork due to launch in 2010, adds: "The science aspect of Iron Man is helping us to broaden out to new product categories, but it is also helping us operate in a wider band of price points. While there has not been an issue with lower price points or on the higher price points, the challenge for us has been in the middle market.

But the technology aspect in innovative products is enabling us to justify middle price points."

The science and



**Spectacular Spider-Man Radio Control Car from Majorette**

technology aspects of the storylines also are opening up Marvel to a new demographic: teens and tweens.

It is not only in the U.S. and developed international markets that Marvel is staking a claim with licensed product. The company has serious intentions to expand in India and China, Latin America and Canada and recently set up an international advisory board to support the business as it explores the possibilities.

The idea is that Marvel will create localized programming and other initiatives tailored to specific markets to seed brand awareness. Philips says, “The developing markets are all extremely different, and our plan is to have a local approach working with local partners.”

With Philips representing Marvel, the advisory board is chaired by James F. Halpin, a Marvel director since March 1995; Peter Yip, executive vice chairman and chief executive officer of China’s CDC Corp.; and Bollywood film producer, Manmohan Shetty, former chairman of Adlabs Films.

Philips says: “The idea of the advisory board is to bring us the expertise of business leaders from different growth markets. China and India comprise a huge proportion of the world’s population, and that is a significant growth area for licensing in general and for Marvel. The board’s expertise is a definite benefit to us. We will expand it to bring in an expert on the Latin American market, and we also plan to add a European board member.”

Marvel already has a template. In Japan, it has localized characters, and it could be possible to develop similarly in other markets. In India, where there is already a limited product presence, there also is a Hindi-language “Spider-Man” comic book.

“This is about what these markets will bring tomorrow as opposed to what they can bring today. Our view is to take a position for when the market infrastructures improve, for when more people become wealthier and for when television becomes more prominent—as it already is in India—because that is when the opportunities for product licensing will increase.”

Philips sums up: “When I joined Marvel back in 2006, I was conscious that I was joining a piece of our cultural history that provided an amazing set of properties to work with. And because of the array of characters, we have lots of different markets that we can work in for adults, children and for teens. The key is to know the consumers—and because of the comic fan base, we get constant feedback.

“The Marvel business is now both the IP rights holder and the content creator. We are in control of our future, and that’s a real opportunity for innovative product creation, too.” ©



## The movie and animation slate

### Marvel Studios pipeline

FEATURE FILMS	SCHEDULED RELEASE DATE
<i>Iron Man 2</i>	May 7, 2010
<i>Thor</i>	May 20, 2011
<i>The First Avenger: Captain America</i>	July 22, 2011
<i>The Avengers</i>	May 4, 2012
ANIMATED TV SERIES	STATUS
“The Super Hero Squad Show”	In production, scheduled for Q3 2009 release on Cartoon Network and Nick U.K.
“The Avengers: Earth’s Mightiest Heroes”	In production, scheduled for Q3 2011 release

### Marvel licensed pipeline

FEATURE FILMS	SCHEDULED RELEASE DATE
<i>X-Men Origins: Wolverine</i>	Released May 2009
<i>Spider-Man 4</i>	May 6, 2011
ANIMATED TV SERIES	STATUS
“Black Panther”	In production, scheduled for Q2 2009 release on BET
“Fantastic Four: World’s Greatest Heroes”	Airing internationally and on Marvel.com and Marvelkids.com
“Iron Man: Armored Adventures”	Airing in the U.S. on Nicktoons and on networks internationally
“Spectacular Spider-Man”	Airing on Disney XD in the U.S. and on networks internationally
“Wolverine and the X-Men”	Episodes 1–26 are airing on Nicktoons in the U.S. and are on air internationally; episodes 27–52 are in pre-production

# the best bet in licensing

By **Bernadette Casey**

**V**iva Las Vegas and viva the licensing industry. Licensing industry executives from movie studios, television, sports, gaming, toys, fashion, art and publishing came from around the world to inaugurate Las Vegas as the new home of the Licensing International Expo. Held June 2 through 4 at the Mandalay Bay Hotel, this year's expo attracted 400 exhibitors whose product and brand offering filled 173,000 square feet of contiguous show floor space representing 98 countries.

This year's expo offered a new Interactive Zone that featured video gaming companies, such as Electronic Arts, Nintendo and Konami, an art and design licensing gallery, and the 7th Avenue Fashion Pavilion, which ran three fashion shows each day and highlighted some of the latest trends across kids and adult clothing.

The three-day show was filled with presentations and parties spotlighting some of the upcoming film releases hoping to score major box office dollars. Jessi Dunne, executive vice president of global licensing, unveiled Disney's strategic four-point plan for the coming year and updated attendees on plans for *Toy Story 3*. Paramount promoted *Footloose*, starring Chase Crawford, and its *Rango* animated film featuring the voice of Johnny Depp. Twentieth Century Fox Licensing & Merchandising continued to expand the licensing program behind the upcoming big-screen release *Alvin and the Chipmunks: The Squeakuel* and has unveiled its biggest global, film-based licensing campaign ever for *Ice Age: Dawn of the Dinosaurs*.

Small-screen properties also created a lot of buzz. The new animated series "Marvel Super Hero Squad" will hit Cartoon Network this fall and is already lining up merchandise deals in categories such as toys and games. On Aug. 1, Mattel will debut an original animated television series, "Hot Wheels Battle Force 5," also on the Cartoon Network, followed by a line of toys from Creative Design International for spring 2010. Fox was busy at the show building momentum for the September launch of "The Family Guy" spin-off, "The Cleveland Show." BBC Worldwide promoted its latest property in Las Vegas: preschool musical show "ZingZillas." The 52x22 series, which is in production, is scheduled to air in spring 2010 on the U.K.'s CBeebies.

And no show is complete without anniversary celebrations. A number of evergreen brands celebrated milestone years, including Hello Kitty at 35, Pink Panther at 40 and Barbie at 50.

And while much of the show's focus centered around the attention-grabbing show floor, the Licensing International Expo boasted a strong educational component. Attendees were offered a strong slate of almost 30 conference sessions held throughout the show. Sessions were geared toward all levels of expertise, from beginners to veterans with years of experience under their belt. Topics ranged from maximizing exhibiting space to understanding the new consumer to garnering shelf space at retail. The conference schedule, like the industry itself, also reflected the growing importance of global markets, offering insights into such emerging markets as India and the Middle East.

As always, the LIMA awards were a big event held during the expo. Top honors went to Cartoon Network Enterprises, Nelvana and Spin Master for Bakugan for overall best licensing program and Gregory J. Battersby was inducted into the Murray Altchuler Licensing Industry Hall of Fame. ©







# new look, new deals

By **Tony Lisanti**



Artist **Eric Tan's** new take on Mickey Mouse

The major entertainment studios did their part to help set the mood and atmosphere for the debut of Licensing International Expo in Las Vegas last month with dazzling new booth designs and major new licensing initiatives.

The world's largest licensor, Disney Consumer Products, boasted a completely new booth, featuring an open, airy look, and Hasbro, featuring Bumblebee from Transformers, greeted attendees at one entrance to the exhibit hall at Mandalay Bay Convention Center. Warner Bros. Consumer Products and Mattel highlighted new booths at the other entrance. In addition, Twentieth Century Fox and Universal returned to the exhibit floor in a big way with several new licensing and merchandising programs.

From Mickey Mouse to Toy Story to Princesses, DCP highlighted its new licensing initiatives and emphasized Mickey in its signage around the exhibit hall, a change from its focus on its teen properties that were promoted over the past few years.

The new Mickey art program, called Mickey By, features Disney and commissioned non-Disney artists and their interpretations of the classic Mickey pose. The artwork will be used in various products.

With the new theatrical release of *Toy Story 3* in summer 2010, DCP is developing an extensive merchandise assortment, from light-up apparel and home décor to innovative toy lines, such as the motor-powered Ultimate Buzz Lightyear robot, collectible figures, food, personal care, stationery and party items. Lego will debut a new toy line next spring.

Other new characters and entertainment that will

help drive growth for DCP worldwide include two new Disney Princess characters, Princess Tiana (in December's *The Princess and the Frog*) and Rapunzel (scheduled for December 2010); a new Winnie the Pooh theatrical movie for spring 2011; and the expansion of the Disney Fairies film series to five releases.

In addition, Disney Channel's "Hannah Montana" was renewed for a fourth season, and the "Handy Manny" preschool series will add two primetime specials and a new 20-episode short-form series.

Twentieth Century Fox Licensing & Merchandising announced several new licensing efforts based on new programming, as well as expanded plans for its established franchises.

Fox announced its first licensees for the Family Guy spinoff series, "The Cleveland Show," premiering in the fall. Changes will create a new line of T-shirts, sweatshirts and jackets, while Briefly Stated will debut loungewear, underwear and sleepwear.

Fox also announced expanded licensing efforts for The Simpsons, Ice Age and Alvin and the Chipmunks.

Celebrating its 20th anniversary, Fox announced several new international deals for The Simpsons franchise. In the U.K., the largest country for merchandise outside the U.S., Fox announced cycling jerseys, as well as a new program targeted to women that focuses on the female characters. In Spain, Fox announced a deal with Danone, a leading dairy food company, for a line of healthy kids' desserts. In Latin America, Fox signed DTR deals with Walmart de Mexico and La Falabella, plus deals with Unilever in Brazil and Monthelado in Chile for branded ice cream.

For *Ice Age: Dawn of the*





*Dinosaurs*, which premiered July 4th weekend, Fox has signed more than 200 licensees, including major deals in the U.S. with HarperCollins for story and puzzle books, and Hallmark for cards and party goods.

And for the sequel to *Alvin and the Chipmunks* scheduled for Christmas release, Fox announced deals with Jakks Pacific for plush, dolls, play sets and novelty toys and HarperCollins for story books. The sequel and licensing efforts will feature the *Chipettes* for the first time.

In addition to being back on the exhibit floor, Universal announced a newly formed in-house licensing division that will oversee all consumer product licensing, film and home entertainment promotions, as well as corporate partnerships for its theatrical, home entertainment, theme parks and stage productions.

Universal Product & Licensing combines the studio's two existing groups: Consumer Products Group and Universal Studios Partnerships. Stephanie Sperber will lead the new division as executive vice president; Amy Taylor is senior vice president of North America promotions, worldwide licensing and retail development; David O'Connor is senior vice president of brand management and marketing services; and Stephanie Testa is vice president of corporate sponsorships.

UPL's efforts at this year's show were highlighted by *Despicable Me*, a 3-D CGI feature scheduled for July 2010 and *Scott Pilgrim vs. the World*.

In addition, UPL continues to expand its *Curious George* property, recently announcing a live show that will begin this fall. Presented by VEE Corporation, Universal Pictures Stage Productions, Universal Studios Family Productions and Houghton Harcourt Publishing Company, an original live musical stage production will debut on Oct. 1 in Cedar Rapids, Iowa, followed by more than 40 other cities throughout spring 2010.

Imagi Studios announced a licensing program for its new feature film, *Gatchaman*, based on the anime series and scheduled for release in 2011.

"We are pleased to bring another strong property in the form of a *Gatchaman* movie to the licensing community," says Erin Corbett, president of Imagi Studios U.S. and chief marketing officer worldwide. "Over the past 20 years, the *Gatchaman* property has demonstrated a proven track record for licensees, and we are confident that our new feature film will add another chapter and opportunity for our partners."

In addition, Imagi's *Astro Boy*, which will be released in October by Summit Entertainment, continues to add licensing deals through its exclusive licensing agent, Striker Entertainment, that includes American Greetings, D3Publisher, Jazwares and Kellogg.

With the award-winning success of the licensing efforts of the first *Twilight* movie, Summit Entertainment and Striker Entertainment are well into the new deals for the sequel, *New Moon*, scheduled for release in November, as well as for the third film, *Eclipse*, scheduled for June 2010.

While Sony's booth design highlighted *The Smurfs*, which will make its big-screen debut in December 2010 from Columbia Pictures, some of the behind-the-scenes discussions also focused on the next installment of a *Ghostbusters* movie, pending an official green light from the studio.

For DreamWorks Animation, the storyline in licensing is *Shrek*. The fourth film is set for May 2010 and has become a strong franchise worldwide. Looking ahead to 2011, the sequel to *Kung Fu Panda* is scheduled for June release, and licensing efforts are already under way.

While *Pink Panther* remains a strong property in licensing, MGM is focused on *Fame*, which will premiere in September. Licensing is being handled by New York-based Brandgenuity in the U.S. and Rocket Licensing in the U.K. Licensees



include American Greetings, MTC Marketing and Accessory Innovations. For 2010, MGM is developing licensing efforts on two films: *The Zookeeper* and *The Three Stooges*.

With the record-breaking box office performance of *Transformers: Revenge of the Fallen* and the upcoming debut of *G.I. Joe: The Rise of Cobra*, both in conjunction with Hasbro, Paramount Pictures is certainly part of the overall blockbuster buzz. But on the licensing side, the studio is focused on the next two years with *Footloose* in 2010 and *Rango* and *TinTin* both slated for 2011.

Paramount Licensing continues to pursue licensing deals for its iconic properties including *Godfather*, *Grease* and *Up in Smoke*.

For example, *Up in Smoke*, written by and starring iconic '70s comedy team Cheech Marin and Tommy Chong, has been staging a reunion tour.

Recently announced are several licensing deals that include: American Greetings for greeting cards; C&D Visionary for a line of buttons, coffee mugs,

disposable lighters, refillable lighters, incense, incense burners, magnets, patches, shot glasses and carrying pouches; Destiny Productions for portable electric grills; Diamond Select for Cheech & Chong collectible Minimates; Fifth Sun for men's and women's tees; and Hot Sauce Harry's for hot sauce, salsa and grilling sauce under the Up in Smoke brand.

In addition, Paramount Licensing signed an agreement with VIP Partnership to develop and manage a Paramount-branded online store.

The store will carry merchandise based on

upcoming films, popular studio library titles and the iconic Paramount logo. The Paramount online store, [www.paramountstore.com](http://www.paramountstore.com), is slated to launch this summer.

In addition to the major commitment to its Harry Potter franchise, highlighted by the sixth movie released this month (see *License! Global* June issue), Warner Bros. Consumer Products showcased several other theatrical, television and library properties.

WBCP's launched its licensing plans for two films debuting in 2010, *Jonah Hex* and *Guardians of Ga'Hoole*. *Jonah Hex*, a supernatural character that tells the tale of a former Confederate soldier-turned-hardened bounty hunter who seeks vengeance in the Old West. *Guardians of Ga'Hoole* is a CG-animated action-adventure that follows the young owl, Soren, and his friends on a heroic journey to seek out a mythical band of owls and join with them in battle to defeat rogue forces.

In television licensing, WBCP featured such classics such as "Supernatural," "Seinfeld" and "Friends," as well as newer hit, "Gossip Girl."

In classic films, WBCP featured *Gone with the Wind*, *Caddyshack*, *The Goonies*, *Gremlins*, *Friday the 13th* and *A Nightmare on Elm Street*, as well as holiday favorites like *The Polar Express*, *Frosty the Snowman* and *A Christmas Story*.

The expanded master licensee agreement for the popular character Pucca was highlighted, as was WBCP's portfolio of world-class football/soccer franchise properties that include FC Barcelona, Manchester United, Juventus FC, Paris Saint-Germain, São Paulo Football Club, Mexico's National Team and Club America.

WBCP also continued to celebrate the 70th anniversary of *The Wizard of Oz*, featuring its worldwide tour of The Ruby Slipper Collection.

"The diversity of our portfolio is unmatched in breadth and scope, offering licensees and retailers opportunities across the licensing spectrum," says Brad Globe, president, Warner Bros. Consumer Products.

While the big story for Marvel Entertainment at this year's show was the sequel to *Iron Man*, which is set for May 2010, the studio created some licensing buzz over its 2011 lineup, which includes Thor and Captain America. (See cover story on page 26.) ©



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# europa meets vegas

Licensing International Expo drew the crowds from Europe, with both exhibitors and visitors pulling out all the stops in Las Vegas.

By Josephine Collins

International exhibitors and visitors turned out in strong numbers, particularly from the U.K., and the trip to Las Vegas, described by many as “very good for business,” was well worthwhile in terms of catching up on the latest initiatives, new properties and new deals.

Animator Rainbow signed a multi-territory deal with The Panini Group for 3-D figurines for boy’s property Huntik, developed in partnership with Big Bocca Productions and m4e. The deal covers the U.K., Ireland, Germany, Austria, Switzerland, France, Spain, Portugal, Greece, Cyprus and Turkey.

Panini already distributes Huntik sticker albums in Europe and has expanded the deal to include 3-D flow-pack figurines and comic books. Panini has committed to supporting the launch of the products with an extensive advertising campaign.

Panini already works with Rainbow on its properties, such as Tommy and Oscar, Winx Club and Monster Allergy.

The first Huntik series, 26x30, is currently airing in more than 30 countries. Following its global success with market shares up 33 percent in Germany, 39 percent in Finland and 44 percent in the Netherlands, a second season of 26 half hours was launched at Mip-TV 2009 and sold to more than 50 territories, including the U.K. and the U.S., and will be available in 2010. The launch

of the Panini product range will be coordinated with the broadcast of the series in each territory.

BBC Worldwide launched its latest property during Las Vegas: preschool musical show “ZingZillas.” The 52x22 series, which is in production, is scheduled to air in spring 2010 on the U.K.’s CBeebies.

BBC Worldwide has secured global distribution rights for television, merchandise, DVD and publishing and will unveil additional plans for the property later this year.

Neil Ross Russell, managing director of children’s and licensing at BBC Worldwide, says: “‘ZingZillas’ is a break-through program that we’re incredibly proud to be part of. We have extensive expertise in creating innovative licensing programs for preschool programs, and I’ve no doubt that ‘ZingZillas’ will strike a chord with preschoolers across the world.”

The series is produced by Tony Reed, Alison Stewart and Kay Benbow and is being made at Pinewood Studios in London.

BBC Worldwide also launched its BBC Earth umbrella brand for the U.S. and international markets in Las Vegas.

Giochi Preziosi concentrated on its Gormiti property during the expo as the licensing program ramps up, following the television series debut outside of Italy. Produced with Marathon Media, the television series hits European countries in the autumn, including M6, followed by Canal J in France, RTL2 in Germany, Alter TV in Greece, plus Spain and the U.K. Broadcasters also are confirmed in Turkey, Israel and the Middle East.

More than 100 deals across myriad product categories are in the works for the EMEA region, and multi-territory deals signed with companies include DeAgostini for partworks and Konami for developing and publishing Gormiti video games for Nintendo DS and Wii platforms.



Postman Pat



Gormiti toys launched in the U.S. with further rollout planned at retail in the autumn.

During the Las Vegas event, Classic Media signed a five-year license renewal with Aykroyds & TDP to continue to produce nightwear and swimwear ranges for its newly invigorated Postman Pat SDS brand in the U.K.

The five-year deal, which started in June 2009 is an extension of Aykroyds & TDP's longstanding relationship with Postman Pat and includes pajamas, shortie sets, briefs and vests, dressing gowns (velour and fleece) and swimwear for children ages 12 months to 6 years.

Classic Media launched its new "Tinga Tinga Tales," which is inspired by African folk art and produced on location in Kenya in conjunction with Tiger Aspect Productions using local artists, musicians and voice talent. "Tinga Tinga Tales" will premiere on Playhouse Disney in the U.S. and CBeebies in the U.K. in 2010. Penguin Group already signed as global master publishing partner.

In addition, Classic Media also launched a licensing program in the U.S. for its seasonal portfolio of Santa Claus is Comin' to Town, Casper the Friendly Ghost and Peter Cottontail. Apparel company M. Hidary and packaged goods supplier Signature Brands will begin to roll out new product this year. New Christmas ornaments and decorations from Kurt Adler and Round 2 also debut this year, with all lines based on updated creative assets and style guides.

ITV Global signed Dorling Kindersley to publish a book this fall, based on the ITV1 daytime show "Britain's Best Dish." The 224-page hardcover will be published in September coinciding with series three of the show. The book will feature recipes from all three seasons.

FremantleMedia Enterprises was named by ZDF

Enterprises to represent its television series "The Elephant Princess." FME plans to expand The Elephant Princess brand in Eastern, Central and Southern Europe across publishing, apparel, beauty, confectionery, accessories and interactive. "The Elephant Princess," 26x26, debuted in May in Germany on ZDF and Kika. FME already represents ZDF's "H2O: Just Add Water" series.

FME also named two new licensees for its U.K. drama property "The Adventures of Merlin" with Topps Europe and Danilo. Topps will create sticker albums and stickers, and Danilo will produce an image-led calendar for 2010. These licensees join publishing partner Random House and Christy's dress up. The second series is due to air on BBC1 in the autumn.

RDF Kids has signed new U.K. licensing deals for "Yo Gabba Gabba!," including adult apparel, cakes, stationery and small goods.

Bravado International has signed for adult apparel; The Creative Cake Company for a range of celebration cakes; and Portico Designs for stationery, paper-engineered products and key rings. RDF recently signed Simon & Schuster for books and Egmont U.K. for annuals.

"Yo Gabba Gabba!" is produced by The Magic Store and W!ldbrain. RDF Kids represents all U.K. and international licensing and merchandising rights excluding North America for the property.

HIT Entertainment has signed and extended a raft of new deals, including one with Mastertronic to create the first Nintendo Wii Bob the Builder game which has launched in the U.K. Festival of Fun was developed by designer Blast! Entertainment.

Mastertronic is distributing the game in PAL regions including the U.K., EMEA, Australia and New Zealand.

HIT also signed a multiyear global license with Mega Brands for Thomas & Friends construction toys. Product will launch in 2010, when Thomas celebrates its 65th anniversary. HIT also has paired up with Pleasurecast, the attractions division of Bandai Namco Group, to launch a Thomas Town attraction in Shinmisato, Japan.

For the U.S. and Canada, HIT has named American Greetings as its master social expressions licensee. Under the deal, American Greetings will create products, such as party supplies and decorations, greeting cards, invitations, stickers, gift packaging and seasonal items based on HIT's

portfolio, including Angelina Ballerina, Barney, Bob the Builder, Fireman Sam, Rainbow Magic and Thomas & Friends.

First-time exhibitor E1 Entertainment launched a licensing program for its new property "Hi-5," the Australian musical children's entertainment show that is launching a localized version in the U.K. The show, which has been showing on Cartoon Network's Cartoonito, moved to GMTV in April.

E1 has created a style guide for the property, and the merchandise launch is planned for autumn 2010. The live stage show "Hi-5 Surprise!" starts touring U.K. theaters in September.

U.K. animator Aardman signed a number of deals for "Timmy Time," its first venture into the preschool sector, which debuted on CBeebies in April. For the U.K., Aardman has signed a deal with



Australia's "Hi-5"

Trade Mark Collections to launch a range of bags and accessories in high street and supermarket stores for the fall. This follows deals with Golden Bear for wooden toys in the U.K. and with Jakks Pacific as master toy partner for the U.S. and Canada.

Also in the U.K., Vivid Imaginations is on board as master toy partner, Egmont has picked up U.K. and Commonwealth publishing rights to "Timmy Time," and in a separate deal, Titan Magazines will produce a monthly comic for the U.K. and Republic of Ireland.

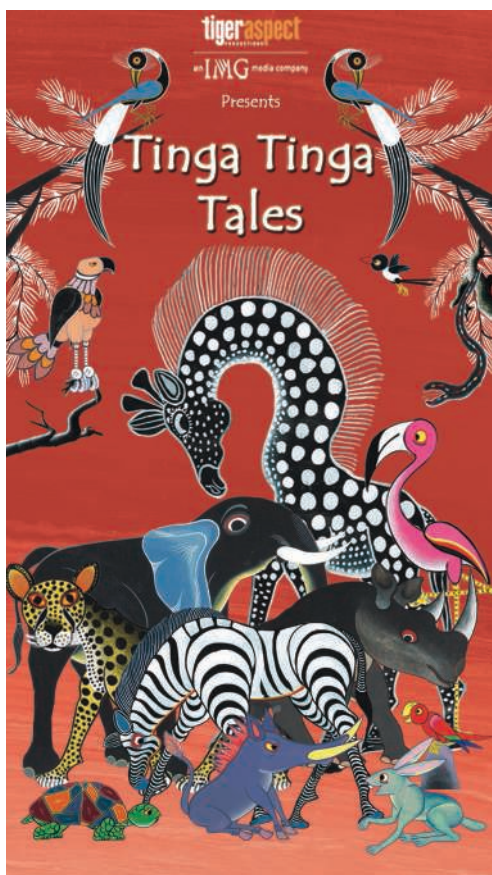
International licensing agents signed for the property are HIT Entertainment for North America, Super RTL for Germany, Kidz Entertainment for Scandinavia and Eastern Europe, Haven Licensing for Australia, TF1 for France and Pro Entertainment for Argentina and Brazil.

Broadcasters on board include Disney Channels worldwide, including the U.S., along with ABC TV Australia, TF1 France, and SuperRTL for Germany, Austria and German-speaking Switzerland.

Icelandic LazyTown launched an online asset library for its licensing partners in June, aiming at cutting the time and cost of product approvals. The facility, using Webhotel software, stores artwork and graphics from LazyTown, which can be downloaded for use in product development. LazyTown also will store its product catalog on the site.

Moonscoop has signed Playmates Toys for its new animated comedy series "Hero: 108." The line will feature action figures, vehicles, role-play, accessories, playsets and electronic and hand-held games. The deal is worldwide, excluding Taiwan. The series has signed Germania to develop a massively multi-player online game. Moonscoop also signed Bandai as global toy licensee for its property "Chloe's Closet." The Bandai deal covers toys, activity sets and crafts, role play and dress up. The series is set to premiere early in 2010. ©

#### "Tinga Tinga Tales"





# artists let it ride

**a**rtists working in the licensing business are finding that in tough economic times customers and retailers alike are responding to the differentiated product offering their work can supply. At the 2009 Licensing International Expo in Las Vegas, the artist community again provided its unique perspective that can translate across licensing categories from apparel to home goods.

Some of the recent deals included:

- Paul Frank has signed a multiyear licensing deal with American Greetings to bring the quirky monkey and his friends to greeting cards, gift packaging, stickers and party goods. The line will roll out to retail in September.
  - A wide range of homeware goods based on House-Mouse Designs will be developed through Geolivia, an international company with offices in Hong Kong, China and India.
- The home line will include placemats, coasters, tableware gift sets, ceramics, chopping boards, lap trays, aprons, gauntlets, double oven glove, tablecloth, table runners, tableware and melamine and wooden trays. The manufacturer also will create baby and children's products such as baby bottles, rattles, bags, blankets, furniture and curtains.
- The art of award-winning artist Lyn Gianni was introduced to licensees at the expo by Porterfield's Fine Art Licensing.

Gianni is best known for her charming paintings of cats and dogs, realistic sea life paintings, inspirational and uplifting captioned images and artwork that represents her Hawaiian origins. One of Gianni's most recent collections that has been drawing interest is her Chubbettes, which gently present plus-sized ladies having fun.

Porterfield's also added Donna Knold to its roster of fine artists. Knold may be best known as an illustrator for children's books but has also created artwork for clients that include Time Warner.

Porterfield's is representing both artists' work across licensing categories, from apparel to crafts, needlework to prints, home décor to giftware. Their work can be viewed at [www.porterfieldsfineart.com](http://www.porterfieldsfineart.com).

- Three new partners have paired up with Virginia-

based property Peace Frogs for gifts and more.

The deals include Westland Giftware for gifts, Kurt Adler for holiday ornaments and Gearmax for backpacks.

Other categories open for licensing are garden, health and beauty, stationery, apparel, kids apparel, pool toys, home décor, flags, food and beverage, books and videos.

- Sara Prints, a division of SIT, has teamed up with PlanetColor By Todd Parr for a new line of licensed merchandise.

The licensed product line will include sleepwear for boys and girls, from size 12 months to size 14. The products are expected to launch in spring/fall 2010 and will join a merchandise program that already includes apparel (Jen's Ideas), backpacks (Four Peas), and journals, coloring/activity books and stationery items (Chronicle Books).

In addition, Planet Color by Todd Parr, will soon have a large-scale online media component, thanks to a partnership with digital creative agency Animax Entertainment.

The online playground will feature activities that embody the key Planet Color brand attributes of "having fun with color while being kind to the earth and each other." Animax is already developing a range of games designed to push the edge of technology and engagement.

- Sunnyray, Breezy and others from the eco-character brand Planetpals launched a new green gang of designs called PeacePal at this year's Licensing International Expo. The PeacePal range, says creator Judith Gorgone, complements the characters of Planetpals with messages for a better world, such as "world peace and love or bust!"

Gorgone's Planetpals has teamed with Woods International for a line of room décor expected to hit specialty retailers and the catalog segment in the U.S., Canada and the U.K. this December.

Other Planetpals licenses include eco-friendly toys from Ceaco, natural bars from Dante Confections and kids music from Digital Sound Productions. ©



# a page out of licensing

**T**his year's Licensing International Expo played host to a number of the biggest names in the publishing category. Deals were signed across a number of different properties, with many focusing on some of this year's much-anticipated big-screen releases.



■ Hasbro's upcoming offerings for movie properties include:  
—Simon & Schuster Children's Publishing for 11 children's books (coloring, activity and storybooks) based on the upcoming G.I. Joe: The Rise of Cobra.

—HarperCollins for nine titles (novelty, sticker books and junior novels) based on the upcoming Transformers: Revenge of the Fallen. Similar titles will be published in Australia and New Zealand by Ice Water and in Europe by Hemma.

—Random House's Del Rey for five adult and collector titles based on Transformers: Revenge of the Fallen and G.I. Joe: The Rise of Cobra, as well as others titles, such as the "Essential Guide to G.I. Joe vs. Cobra" and more.  
—Reader's Digest Children's Publishing for two novels based on Transformers: Revenge of the Fallen and two others based on G.I. Joe: The Rise of Cobra.

—Bendon Publishing for six coloring and activity books.

■ Twentieth Century Fox Licensing & Merchandising has inked a number of deals for *Alvin and the Chipmunks: The Squeakquel*, including HarperCollins for storybooks and Bendon Publishing for color, activity and educational books.

Fox also secured several merchandise deals for its upcoming release of *Ice Age: Dawn of the Dinosaurs*. The latest agreements in the U.S. include HarperCollins for story and puzzle books

and Hallmark for cards and party goods.

■ Scholastic Media has launched a nationwide summer promotion with Amtrak for The 39 Clues, the bestselling multimedia book series. The promotion, which encourages travelers to "Get on Board for the Ride of Your Life" runs July 1 to Aug. 31, 2009, and will spotlight the property during the busy family travel season.

In stations nationwide, 2 million branded ticket jackets will be distributed, and on trains, passengers will be greeted by branded dining car placemats and seatback signage. In more than 90 locations, counter cards will promote The 39 Clues "Ride the Rails" sweepstakes in which consumers can enter for a chance to win a trip for four anywhere Amtrak travels in the United States.

In other news, children's online destination Toots has selected Scholastic to support its brand as licensing agent.

Toots, or tootsville.com, is a social networking, gaming and educational Web site for kids ages 6

to 12, where they can create avatars, homes, clothing, furniture and more. The brand currently offers live character appearances, promotional products, charity tie-ins and live music by Herd.



Wordgirl is getting new books from Scholastic and games and puzzles from Briarpatch. Goosebumps is in line for new books and products from Fox Home Video and Mezco.

Scholastic continues to expand its merchandising program for ISPY, The Magic School Bus, Kim Parker Kids, Little Scholastic/Scholastic, Dragon and Maya & Miguel and is looking for partners for its 3-D animated television series, "Turbo Dogs."

■ CBS Consumer Products has inked deals in new product categories for its "America's Next Top Model" series. The latest partners include Modern Publishing for tween activity books (available





now); Rizzoli for fashion

and beauty guides (one title available now); Scholastic Books for young adult fiction novels (fall); and Penguin Young Readers Group for MadLibs (winter).

- Publishing deals from Paramount include G.I. Joe: The Rise of Cobra Mission Dossier from Titan Books available this month; a hardcover coffee table book for the 50th anniversary in 2011 of *Breakfast at Tiffany's* from Anova/Pavilion Books; and from Dabel Brothers a five-part comic book adaptation of The Warriors being released this month.
- Corporate Creative Licensing and Redan Publishing have teamed up for a two-year deal on preschool property ToddWorld for Redan's compilation magazines.

Redan will feature ToddWorld in its "Fun to Learn Friends" and "Fun to Learn Favourites" titles.

Todd and friends will appear in a range of formats from activity pages and storylines to cover mounts, posters and workbooks.

"ToddWorld" is based on the books by Todd Parr and is airing on CBeebies in the U.K. Scheduling is secured with the BBC until 2012.

- ITV Global has signed Dorling Kindersley to publish a book this fall based on the ITV1 daytime show "Britain's Best Dish."

The 224-page hardback will be published on Sept. 1, coinciding with the series' third season. The book will feature recipes from all three seasons.

- Cookie Jar Entertainment has inked a number of deals for Richard Scarry's Busytown Mysteries. NCircle Entertainment brings Richard Scarry's world to home video with six DVDs. Simon & Schuster will debut a new line of books for summer 2010. A QSR promotion will run nationwide from January to March 2010. "Busytown Mysteries" are on CBC in Canada and around the world.

- Condé Nast Editorial Assets & Rights is further developing licensing programs for several magazines in its portfolio.

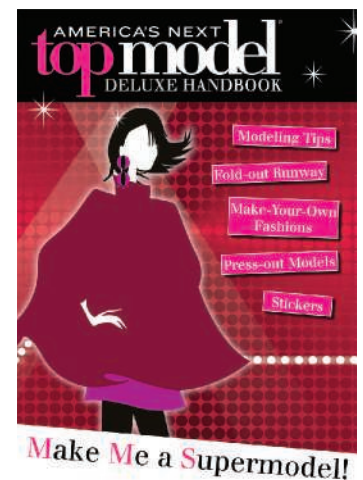
Building on its licensing for *Golf Digest* magazine, Condé Nast has signed GolfDigestTeeTimes.com for online tee time bookings and Pan Digital, the digital photo frame company, to showcase courses from *Golf Digest's* photo collection.

In anticipation of the 85th anniversary of *The New Yorker* in February 2010, the company has inked a deal with specialty puzzle manufacturer New York Puzzle Company to develop puzzles of the magazine's covers. Other newly signed categories include wine gift bags and boxes featuring wine-related cartoons and cycling jerseys featuring vintage covers.

In addition, the company has named Liz Ross the licensing agent for *The New Yorker* for several categories, including tabletop and entertaining products, food storage, baby apparel and accessories, holiday ornaments and pet products. Licensing for all other categories will continue to be managed directly by Condé Nast.

The Condé Nast Archive also signed stationery licensee Te Neues to take 1930s-era *Mademoiselle* covers and translate them onto note cards, which are expected to hit retail shelves in the fall.

- Big Tent is launching new property Swim, Swim Fizi based on the popular book "Hooray for Fish" by children's author-illustrator Lucy Cousins and expanding Purple Ronnie in the U.S. with a licensing program initially focusing on social expression, casual game, publishing, apparel, gift and novelty categories. ©



# gaming in vegas

By Bernadette Casey

**T**oys and interactive games have always been strong licensing categories and, despite a down economy, 2009 has been no different. The biggest names in the toy business were on hand at the Licensing International Expo promoting properties from Transformers to Barbie, while top players such as Electronic Arts and Nintendo were part of the expo's first-ever interactive pavilion.

Some of the new deals announced and top properties being showcased included:

- Hasbro's toy and game properties will debut on a variety of video game platforms in the second half of this year. EA will launch in August G.I. Joe: The Rise of Cobra on the Xbox 360, PlayStation 3, Wii, PlayStation 2, PSP, Nintendo DS and mobile devices. The company also plans versions of Battleship, Yahtzee, Connect 4, Scrabble, Boggle and Sorry! for the Xbox Live Arcade.

For the fall, EA has several games in development as part of its Family Game Night 2 for the Wii. The new Wii version will showcase a collection of five games, including Operation, Jenga, Bop-It, Pictureka and Connect 4X4. For on-the-go players, a Nintendo DS version called Hasbro Family Game Night will feature Connect 4, Battleship, Sorry! Sliders, Operation and Bop-It.

Littlest Pet Shop Friends on the Wii and Nintendo DS will launch in the fall, along with Littlest Pet Shop Online.

PDP will create a new line of Hasbro-branded video gaming accessories and products for the Wii, Nintendo DS, Xbox 360, PlayStation 3, PlayStation 2, iPod and a variety of mobile phones. Licensed accessories will feature Transformers and G.I. Joe in support of the movie and video game, as well as Littlest Pet Shop and Nerf.

- Mattel and Fundex are teaming up to offer Barbie and Hot Wheels game time collections. The Barbie pink-inspired game collection features pink-fashioned girl card games. Hot Wheels offers car-inspired games and puzzles, such as the Hot Wheels Make'em Move special feature puzzle with moveable "car part" pieces and the Hot Wheels Body WorX Lunch Box Game that is packaged in a reusable lunch box tin (available fall 2009).

In the outdoor play category, Barbie is partnering with ToyQuest for pools and pool toys, bubbles, sand boxes, outdoor toys and gardening accessories to be available by spring 2010.



J. Lloyd International will create a Hot Wheels ride-on vehicle, also for spring 2010.

On Aug. 1, Mattel will debut an original animated television series, Hot Wheels Battle Force 5, on the Cartoon Network, followed by a line of toys from Creative Design International for spring 2010.

Also for the Hot Wheels brand: Fix 'N' Go Toolbox, Repair N' Rev Engine, Pit Crew Racer, the Red Line Racer and Turbo Racing Gear.

- United Media Licensing is continuing its long-time relationship with Hallmark to build licensing programs for Rainbow Brite. Master toy licensee Playmates has developed a line of contemporized fashion dolls and horses exclusively at Toys"R"Us, in time for the 2009 holiday season. Rainbow Brite-themed plush, small and large dolls and play sets will follow at other retailers in 2010.

Other upcoming licensing initiatives for United Media include: the signing of Babymouse, the children's graphic novel series published by Random House; the continued expansion of the Fancy Nancy toy program at Target, with soft lines available in department stores and specialty retailers this fall; and Raggedy Ann's 90th birthday celebration in 2010.

- A range of original, self-contained hand-held video games from Atari Interactive and Zizzle will be available in 2010. The first titles will include Pong, Super Breakout, Missile Command, Asteroids, Crystal Castle, Centipede and Battlezone. Others are expected to launch in 2011.

- Nickelodeon and Viacom Consumer Products has signed 2K Play to create a video game for the holiday season based on preschool series "Ni Hao, Kai-lan."

The game will be available for Wii, Nintendo DS and PlayStation 2. 2K Play also plans to release another Nickelodeon game this holiday, Dora the Explorer: Dora Saves the Crystal Kingdom.

Ni Hao, Kai-lan also will see a line of toys at retail in the second half of the year.

- A Baby Genius toy line will launch at Walmart stores nationwide in the fall. The 2009 licensing program also includes a series of Baby Genius board books, which are currently distributed through Simon and Schuster. For 2010 and beyond, The Joester Loria



Group plans to pursue additional categories, including juvenile products, feeding accessories, infant and toddler apparel, party supplies, bedding and electronic learning aids.

- A range of Family Feud-based games for PCs, Macs, gaming consoles, the iPhone and iPod touch will launch this September through Ludia and FremantleMedia Enterprises.

This year, FME announced a strategic minority equity investment in Ludia to expand its video game market presence.

Besides Family Feud, FME's property roster includes American Idol, Press Your Luck and The Price is Right.

- CBS Consumer Products has inked a deal with Gamaka Games for a board game based on its "America's Next Top Model" series. The game will hit retail shelves in November.

- Cartoon Network and Lego have joined forces to produce a line of construction toys based on TV series "Ben 10 Alien Force." The products will hit U.S. stores spring 2010 and will later roll out in other territories.

- Disney Interactive Studios plans to release a Nintendo DS video game based on the Jonas Brothers franchise this fall. Jonas, which is currently in development, will allow players to take on the role of one of the three brothers in adventures from the Disney Channel series of the same title. Access to Dgamer, an online community exclusively for Disney gamers on Nintendo DS, is also included.

In a separate deal, a new action role-playing video game, Pirates of the Caribbean: Armada of the Damned, will hit stores in fall 2010. It's being developed by Propaganda Games. The video game will be available for gaming consoles and Windows PCs.

- A range of hand-held and console games based on live-action series "Kamen Rider Dragon Knight" will be created by Namco Bandai Games, according to Adness Entertainment. The games, published by D3Publisher, will hit stores in November 2009 in North and South America.

Bandai America, also the master toy licensee for the series, will be releasing a full toy line nationwide this month. The line features action figures, vehicles and role-play accessories.

- Jakks Pacific has been tapped for plush, figures, dolls, play sets and novelty toys for Alvin and The Chipmunks through Twentieth Century Fox Licensing & Merchandising. JS Karaoke was signed to produce a line of karaoke products.

- Mega Brands entered a multiyear, global licensing agreement with HIT Entertainment to develop construction toy



**Baby Genius**

sets based on Thomas & Friends. The Mega Bloks licensed product offerings will launch worldwide in spring 2010, marking Thomas & Friends' 65th anniversary. The Thomas & Friends construction sets by Mega will be available at department stores, toy retailers, mass market retailers, specialty stores, e-retailers and wholesale clubs.

- Francesca Simon's Horrid Henry book series and TV property will see a video game released this fall through SouthPeak Interactive and Asylum Entertainment.

The Horrid Henry video game is being developed for Wii, Nintendo DS and PC.

- THQ is working on the first video game based on Marvel's new animated series "The Super Hero Squad Show," as well as one for NBC Universal's "The Biggest Loser."

Marvel Super Hero Squad will hit stores in the fall, coinciding with the series' debut on Cartoon Network. It's in development for Wii, Nintendo DS, PlayStation 2 and PlayStation Portable.

The Biggest Loser interactive health and fitness game is being developed exclusively for Wii and Nintendo DS. For release this fall, the game will feature the show's trainers Bob Harper and Jillian Michaels, both providing diet tips and exercise activities.

- A range of entertainment-branded gaming accessories from Sakar International featuring The Biggest Loser, iCarly and SpongeBob SquarePants will hit stores later this year.

Nickelodeon's iCarly and SpongeBob SquarePants will appear on protective cases for Nintendo DS/DS Lite/DSi hand-held game consoles, peripherals for Wii and bundle accessory kits. The products, retailing from \$9.99 to \$29.99, will be available in the third quarter at Toys"R"Us.

Sakar also will develop a line of exercise accessories for Wii Fit games and Wii balance board to be sold under The Biggest Loser brand. The products will be available in the fourth quarter in the U.S. and Canada.

- WowWee has been tapped to create a line of plush toys, figures and animatronic playmates based on book series' character Bear Crimbo, written by Matt Gross and published by Hilton Publishing Co. The book will be distributed in September by Ingram Publishing Services.

- Literary and film rights to develop games based on The Lord of the Rings trilogy have been granted to The Saul Zaentz Company and New Line Productions in an agreement with Warner Bros. Interactive Entertainment.

The first game to be released this fall will be The Lord of the Rings: Aragon's Quest, a third-person action-adventure game for Wii, Nintendo DS, PlayStation 2 and PlayStation Portable. ©



# walk the walk

**f**or the first time, licensing took to the catwalk at this year's Licensing International Expo at the Mandalay Bay in Las Vegas, showcasing the latest looks for kids and adults. Three fashion

shows a day were held on the expo floor each day of the show, featuring lines from some of the biggest names in licensing, including Disney, Twentieth Century Fox, Mattel, Paul Frank and NASCAR. ©



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# fashioning a future

Fashion was a key category at the Las Vegas show, with runway events an expo first

By Josephine Collins

**F**ashion was front and center at Licensing International Expo in Las Vegas, spearheaded by the 7th Avenue Fashion Show—the three-times-daily catwalk events that highlighted apparel collections for children, teens and adults, from sportswear to high-end fashion.

Some 75 companies—including Crew Only Clothing Company, Angel of Peace, Skin Industries, Monnalisa, Disney Consumer Products, RDF Rights, Fulanitos, Sanrio, Dreamworks Animation, Errea Sport, FremantleMedia Enterprises, WWE, Skechers and V&A—took part in the events, organized by Onebox Productions. The runway was complemented by a fashion zone within the exhibition, which was the first time fashion has been highlighted at LIE in this way—a reflection of the growing importance of the category for both licensee and direct-to-retail deals.

Among the latest apparel deals are:

- Pepsi's new 360° multi-platform media campaign, "Refresh Everything," uses slogans such as "Yes You Can" and "LOVETC." The Joester Loria Group is incorporating this new Pepsi positioning with the licensing plans for fall 2009 and beyond, including a "Refreshed" e-commerce site set to launch this summer. Complete with exclusive product offerings and special Web promotions, the store will offer everything Pepsi, from the latest in pop culture fashion T-shirts, hoodies, board shorts, hats and totes to home goods and collectibles. Beginning in fall 2009, licensees will be able to expand their offerings with three new graphic packages created by award-winning design agency, Parham Santana. These new assets will include seasonal themes based on upcoming trends in pop culture and fashion.
- Mountain Dew, the top U.S. non-cola beverage, is expanding its licensing program through The Joester Loria Group with the introduction of innovative, new seasonal graphics inspired by the Green Label Art program, a series of limited-

edition Mountain Dew bottles featuring designs by emerging artists. The new graphic packages will be used in new apparel and accessory collections launching at retail beginning in spring 2010.

- Cookie Jar has signed a number of new apparel deals for Strawberry Shortcake. The new licensees include master apparel licensee Children's Apparel Network with a line set to debut this fall. It will feature T-shirts, fashion apparel, daywear and activewear.
- Hybrid Tees has signed with Cartoon Network Enterprises to roll out products based on "The Secret Saturdays." Hybrid Tees will create a line of boys' T-shirts and sweatshirts to hit all tiers of retail for the holiday season.
- Chorion has signed more deals for its Mr Men and Little Miss brand in the fashion category. New licensing partners in the U.S. include Demand Made for Mr Men T-shirts aimed at young adults and juniors. The print-on-demand apparel and accessories can be bought via yerzies.com. In the U.K., the Corporate Clothing Company is developing Mr Men apparel for the souvenir market. The young adult fashion business for Mr Men and Little Miss also continues with retailers including H&M, Marks & Spencer and Target offering products.
- Barbie's adult fashion repositioning is picking up speed in the U.K. and Ireland with product destined for department stores and high-street retailers. Barbie is now in the Brown Thomas store in Dublin and Miss Selfridge throughout the U.K. Mattel also signed a deal with sister Arcadia chain, Topshop, for the coming autumn. Another yet-to-be-named direct-to-retail deal is being developed covering sleepwear and lingerie, accessories, cosmetics and gifting for Christmas. ©







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Bill Burke and Liz Kalodner of CBS and Kirk Bloomgarten of Cookie Jar



Licensing International Expo show director Liz Crawford with Lisa Licht of Twentieth Century Fox



Brandgenuity's Jay Ascher, Ajay Vidure of MGM Studios and Darren Kyman of Paramount



License! Global's Bernadette Casey, The Licensing Company's Angela Farrugia and Debra Joester of the Joester Loria Group



Aysha Kidwai of ITV Global Entertainment, Maria Romanelli of TeamWorks and Marina Lum-Kang of ITV Global Entertainment



Charlotte Hargreaves from Atari and Andy Topkins from Brandgenuity



Tom Keefer, Hannah Laird and Guy Lamont of BBC



Karen Duncan, Terence McCann and Samantha Stringle of Bang on the Door



Liz Crawford of Licensing International Expo, Steven Ekstract of *License! Global* and Bryony Bouyer from Hasbro



MODA International Marketing's Michelle Alfandari and Scott Todd

## HIT's International Pingu Awards



HIT Entertainment's International Pingu agent winners: Morten Geschwendtner from Kidz Entertainment, Winter Yuen and Jennifer Chan from PPW, Tom Punch and Gloria Carmona from Haven Licensing, Graham Stephen from CLM, John Triantatyllis of JT Licensing and Hendrik Rinsche from Super RTL



HIT Entertainment's Jeff Dunn and Peter Byrne



Mike Brown of American Greetings with Val Formica from Gateway Licensing



Pam Westman from HIT with Harold Chizick from Mega Brands

## MGM/Pink Panther Celebration



MGM's Mike Vollman is on hand to help the Pink Panther celebrate his birthday

### Warner Bros. Wizard of Oz Party



Kevin Curran of Fisher-Price, Maryellen Zarakas of Warner Bros. and Angel Stallings of GrapeVine Productions



Stacey Sobin of Franco Manufacturing, Debbie Molloy of Warner Bros. and Heather Verasca of Franco Manufacturing

### Fox Party/Homey Awards



Alicom Licensing's Roland Lindholm, Fuad Khan, Karl-Johan Rydberg and Christian Wallin at Fox Licensing's reception Sunday night



(Clockwise from left) Elsa Gomes of CPLG Spain/Portugal, Gerold Kolenbrander of CPLG Germany, Marina Narishkin of CPLG France and Grazia Caimi of CPLG Italy



Danny Schweiger and Thomas Schweiger of Character World with celebrity Robin Leach

### FremantleMedia Enterprises Party



At FremantleMedia Enterprises' party at The Foundation are FME's David Luner with Kyle Rogers from MDI Entertainment



FME's Mark Newton, Jon Penn and Keith Hindle



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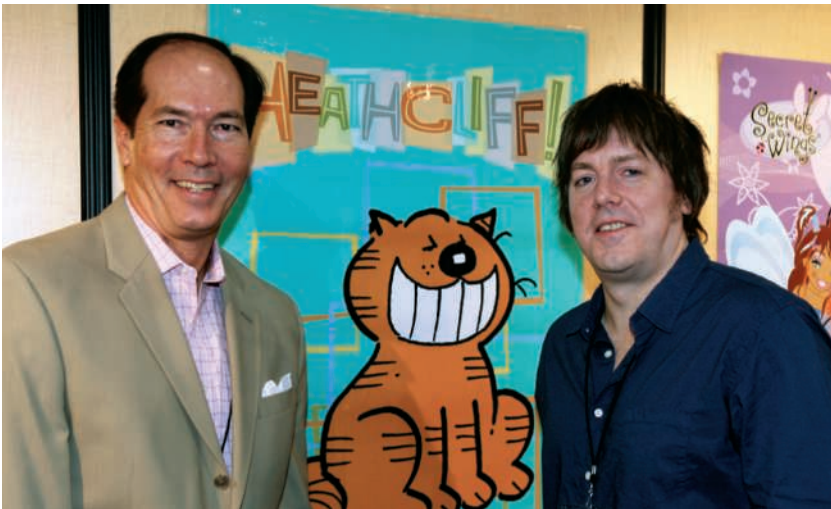


Official Publication:





Fame Farm hosted celebrity Tony Curtis at its booth on his 84th birthday with Karan and Michael Feder from Fame Farm and Curtis' wife, Jill.



Hamp Hampton of FitzRoy Media and Heathcliff artist Peter Gallagher



Andy Mooney of Disney Consumer Products, Rich Ross of Disney Channels Worldwide, Wilmer Valderrama and Handy Manny



Celebrating the signing of the toy license deal for PopPixie are Rainbow's Joanne Lee and Inigio Straffi with Bandai's José Antonio Vargas and Rosie Bayles



Celebrating 20 years of Mr. Bean are Humphey's Corner creator Sally Hunter, The Sharpe Company president Charles Day, Mr. Bean and his producer, Tiger Aspect's Katherine Senior



Hallmark's hoops&yoyo creators Bob E. Holt and Mike Adair at the United Media booth



Brandgenuity's Adina Avery and Jay Asher, *License! Global's* Steven Ekstract, with Andy Topkins and Louis Drogin of Brandgenuity



MoonScoop's Paul Fish, Cynthia Money, Bill Schultz, Mystique/Hero: 108 and Andre Mattyer



Marvel honored Bimbo as its Best Promotional Partner in 2009. Tycoon Enterprises' Elias Fasja and Christian Howland, Bimbo's Ariel de Coss and Jose Franch, Marvel Entertainment's Simon Philips, Bimbo's Ana Vanessa Murillo and Marvel Entertainment's Peter Stalder and Clara Wooller



Jorge Canela of Dorna Sports



Energizer's Danielle Kyriakos, Barb Lueckenotte and Michael Rivard



Brad Bailey and Jennifer Ward from Skelanimals



Blake Davidson of NASCAR



Hello Kitty designer and Rebecca Bonson creator Yuko Shimizu at the Fremantle booth



Model Cambri and Stuart Garner of Norton Motorcycles



# listen and learn

The extensive conference program enhanced the success and value of the Licensing International Expo. It was highlighted by two exclusive opening sessions focusing on consumer and retail trends that were offered free to all registered attendees. In addition, LIMA's Licensing University featured almost 30 sessions—many of which were standing room only.

The opening keynote session, held prior to the official opening of the expo, featured Dan Stanek, executive vice president at consulting and marketing research firm TNS Retail Forward, who discussed consumer attitudes and buying habits.

It was followed by a retail panel, moderated by *License! Global's* editorial director Tony Lisanti, that addressed several topics on how retailers view licensing, the importance of understanding today's consumer and the role of licensed products in the future. Panelists included Gaye Dean of Target Stores, Beth Bowman-Taylor of Spencer Gifts

and Brand Sense Partners' Sid Kaufman.

In summary, the retailers were bullish about the future of licensed products and emphasized the need to understand the changing mindset of consumers given how the economic crisis has impacted spending and changed buying habits.

One of the Licensing University's conference sessions that attracted a standing-room-only crowd was "How to Work With Licensing Agents and Consultants,"

moderated by Lisanti. Panelists were:

- **Adina Avery-Grossman**, managing director, Brandgenuity LLC
- **Michelle Alfandari**, founder, president, Moda International Marketing
- **Angela Farrugia**, co-founder, managing director, The Licensing Company (TLC)
- **Liz Murphy**, executive director, international licensing, United Media.

**Q:** *With the economic crisis top of mind over recent months among consumers and retailers, how do you think it has affected the licensing industry?*

**AAG:** At Brandgenuity, we are not distressed about the economic crisis, as some brands that haven't considered licensing are now looking at licensing. As companies have made some cutbacks, they are looking for other opportunities. Food Network is a strong example of a company that embraced licensing and now has more than 600 SKUs of products at Kohl's.

**MA:** I have never felt more positive and robust about the opportunities in licensing in 2009 and beyond. We are looking not at what's going to be in the market today but looking out five years from now. Moda represents several non-profit companies, and it's best for us to co-brand with private label. For example, for National Trust for Historic Preservation, we developed an exclusive line of historic paint colors with Lowe's and recently extended into historic molding. We were able to offer differentiation and added value to the Lowe's consumers.

**AF:** The economic crisis has changed consumers' lifestyles, and people are not going back. We need to listen to and stay in touch with consumers. So much is being written about dollar stores as a whole new area of growth, and we need to take this into consideration as a lifestyle change. The basics have become so important in consumers' minds. The froth has been taken off the market, and we have come down to essentials. The economic crisis has created a whole new level of change among consumers and what they are spending money on.

**LM:** Classic brands are very popular among retailers. In Europe, we are seeing growth with Peanuts, as this is a safe brand with no risk. It's been around for 60



TNS Retail Forward's Dan Stanek was part of the keynote session.



Gaye Dean of Target, Sid Kaufman of Brand Sense Partners, Beth Bowman-Taylor of Spencer Gifts and Tony Lisanti, *License! Global*



At the "How to Work with Licensing Agents and Consultants" panel are Adina Avery-Grossman of Brandgenuity, Michelle Alfordari of Moda International Marketing, Tony Lisanti of *License! Global*, Liz Murphy of United Media and Angela Farrugia of The Licensing Company

years, and retailers are saying that this is what I want to have on the shelf.

**Q: How has the role of licensing agents changed?**

**LM:** We are more actively involved working with our international agents and licensees, whereas in years past, we relied more heavily on recommendations from licensing agents. We are much more involved in the business.

**AF:** We provide a roadmap for companies that need a vision for what they want and how to get there. It's about getting back to the basics of marketing and minimizing failure and minimizing risk for the brand owner.

**MA:** The role has changed not just because of the economy, but an agent has to become fully integrated into the client's organization and culture.

**AAG:** A licensing agent can help a brand establish a licensing strategy smarter, better and faster. We help protect a brand and help inspire licensees. We can manage the entire process and help build the necessary disciplines.

**Q: What are the most important characteristics you look for in brands and licensed products?**

**AAG:** Is it a brand or loved brand? Does it have awareness? Are you committed to licensing as a priority? Is there a commitment to resources?

**AF:** It's important to build long-term relationships to create a legacy brand for clients. Commitment all the way to the top of the organization is critical, and licensing cannot be a stepchild business.

**LM:** Brand awareness is key, and the brand must fit into our roster of brands.

**Q: What should a potential brand partner and licensor look for in a licensing agency?**

**AAG:** Consider the experience, processes, the people actually working on a brand, the culture of an agency, the fit with your company, how many clients does an agency have and where do you fit in the portfolio and priorities. Check references with licensees, legal and marketing to determine what it's like to work with the agent on a day-to-day basis.

**Q: What are the key components/terms of your partnership agreements and how might they differ from a year ago?**

**AF:** There is no cookie-cutter agreement, but the scale is very much in your favor as a brand owner/licensor.

**MA:** It's an annuity business, and we are really becoming partners and are vested with you.

**Q: Has your agency's retail strategy changed over the past year? And how?**

**LM:** There are more DTR deals and trying to manage that process.

**AF:** We are already finalizing programs for fall 2010.

**AAG:** Food Network produces television programming and never had a product before. We show FN how that's engineered into product and teach a retailer how to leverage the elements of the brand and do it in a timely manner. DTR is very resource intensive and time intensive. ©

## Getting Space at Retail

Zeroing in on a compelling product pitch to a buyer and more was discussed at the Licensing University seminar "Getting Your Licensed Product on the Retailer's Shelf."

James Lewis, chief executive officer and founder of Enhanced Retail Solutions, offered attendees advice on what is required when working with retailers, especially in today's economy.

Lewis, a 15-year retail veteran, stressed the importance of understanding the buyer's perspective and creating a pitch that appeals to both the creative and analytic side of the buyer.

"Right now retailers are in panic, survival mode," says Lewis, a former J.C. Penney buyer for men's, women's and home textiles. "Think about what you are pitching. You've got to leave them with a story to remember."

Lewis' other strategies included competitive shopping before meeting the buyer and creating an informative one-page "placemat" proposal to show the buyer that the product fits the retailer's philosophy, illustrating sales forecasts, demographic targets and more. He suggests becoming the buyer's trusted advisor, eliminating risk potential.

"Walmart's ladies' blouse department is a billion-dollar business run by three people," says Lewis. "How do they optimize it? Vendors optimize it. Give them the information. Create an action plan."

Lewis also told attendees that it's important to know retail buzzwords and the buyer's key statistics.

"Prove to the buyer you understand the retail business and that you can help manage it," he says.

# The 2009 lima award winners



**Best Licensed Promotion:** *The Dark Knight* theatrical release. Warner Bros. Consumer Products' Karen McTier and Dave Hedrick



**Murray Althuler Licensing Industry Hall of Fame Inductee:** Gregory J. Battersby. LIMA's Bernie Leifer, Battersby and LIMA's Charles Riotta



**Overall Best Licensed Program:** *Bakugan*. Nelvana's Mark Northwood, Cartoon Network Enterprises' Christina Miller with Matt Wexler and Adam Beder from Spin Master



**Best Retailer:** *Hot Topic for Twilight*. Most Management's Marc Mostman, Nancy Kirkpatrick from Summit Entertainment and Striker Entertainment's Russell Binder



**Best Character Brand Program:** *Hello Kitty*. Sanrio's Jennifer Campbell and Janet Hsu



**Best Corporate Brand Program:** *Jeep Consumer Products*. Debra Joester and Joanne Loria of the Joester Loria Group



Colin Bohm from Nelvana and Doug Murphy from Corus Entertainment with MAGIC's Chris DeMoulin



Nickelodeon Viacom Consumer Product's Laurent Taieb, Nick U.K.'s Clare Piggott and NVCP's Jean-Philippe Randisi



Fisher-Price's David Ciganko, consultant Caren Shalek and Stan Clutton, also from Fisher-Price



Guests at the LIMA Opening Night Awards Party, held at The House of Blues at Mandalay Bay

## Rounding Out the LIMA Award Winners are...

### ART

**Best Art Brand Program:** The Andy Warhol Global Licensing Program by The Andy Warhol Foundation for the Visual Arts (fourth year in a row)

**Best Art Brand Licensee:** Tonymami for Skelanimals

### CHARACTER

**Best Character Brand Licensee (hard goods):** Kodak Gallery for its Hello Kitty photo books

**Best Character Brand Licensee (soft goods):** Briefly Stated for its line of Disney sleepwear and daywear

### FILM, TELEVISION AND ENTERTAINMENT

**Best Film, Television & Entertainment Brand Program:** Twilight by Summit Entertainment, Striker Entertainment, Most Management

**Best Film, Television & Entertainment Brand Licensee (hard goods):** Spin Master for Bakugan toys and trading card games

**Best Film, Television & Entertainment Brand Licensee (soft goods):** National Entertainment Collectibles Association for Twilight

### SPORTS

**Best Sports & Sports-themed Entertainment Brand Program:** Beijing 2008 Olympic Games by IOC/The Beijing Organizing Committee for the Games of the XXIX Olympiad

**Best Sports & Sports-Themed Entertainment Brand Licensee (hard goods):** Electronic Arts for Madden NFL 08

**Best Sports & Sports-Themed Entertainment Brand Licensee (soft goods):** The Northwest Company for its Collegiate Sports Program Promotion



Raphaelle Vallauri from Reed Midem with Nadia Belhiba from FitzRoy Media

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# The Ultimate Collection

**The U.K.'s national museums are grant-aided by the government with funds that are not growing, but licensing activity is ramping up as museums look to enhance all their revenue streams.**

By **Josephine Collins**

With collections running into tens of millions of separate items, mouth-watering visitor numbers and recognition that resonates across the world, the U.K.'s elite museums are enviable brands.

And unlike many of their international rivals, the U.K.'s national museums—14 museums designated of national and international importance by the U.K. government—receive grants in order to maintain free entrance for visitors.

Although the figure runs into hundreds of millions of pounds, it is not growing. And running museums is a very expensive business. They are not simply collections of objects to show, but also research and conservation institutions.

While the free entry policy has seen a welcome and consistent growth and increasing diversity in visitor numbers this decade, the country's major museums are looking at other forms of revenue generation. Enter licensing.

While not a new revenue stream, licensing activity is ramping up. And the emphasis is shifting away from museums' own retail operations within the museum premises toward complementary wholesale collections that disseminate the museums' collections and ethos onto the high street.

That is not to say the in-museum store is not important. But it takes product to those who have already crossed the threshold—licensed

wholesale ranges take the collections out to a much bigger and broader customer base.

The likes of the big London institutions—The British Museum, The National Gallery, the Tate Galleries and South Kensington's Victoria & Albert, Natural History and Science Museums—have all ramped up their licensing activity.

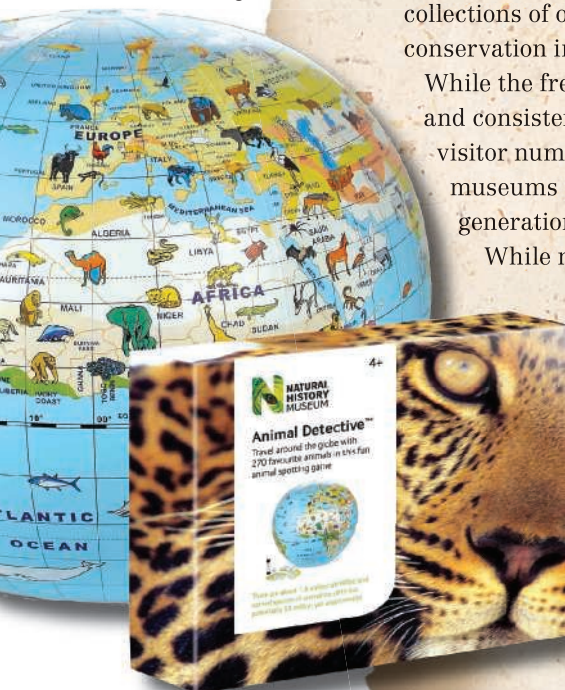
In a recent interview, Dr. Michael Dixon, director of the Natural History Museum said that U.K. museums are experiencing a boom time, but he pointed out that the museums have dramatically increased the amount of money they are generating themselves.

The V&A was an early adopter of licensing, and this is paying off with significant revenues—in 2008 it generated more than £107 million (\$177.1 million) at retail and entered the *License! Global* Top 100 Licensors listing at No. 82.

Lauren Sizeland, head of business development and licensing at V&A Enterprises, says that many more museums and art galleries are getting on the bandwagon. "For some museums, licensing through wholesale ranges is a fairly new revenue stream," she points out. "They've looked at what other museum colleagues have been doing and have come on board and started to exploit their own collections. As in any business, they have seen something new happening and looked at how they can compete."

Sizeland points out that although the profits are all covenanted back into the work of the museum, "We are part of the hard commercial world. We are competing for new business and to retain established business. We know our grant in aid

**Natural History Museum Animal Detective game**



three years in advance, and it is not growing. Therefore the museum is very reliant on the profits we covenant each year," she says.

Licensing is also a relatively straightforward business for a museum to pursue. For Jeremy Ensor, head of retail and licensing at the Natural History Museum: "Museums have realized that licensing can contribute an important revenue stream to their commercial activities. Unlike some brands, museums have longevity and attract many visitors from home and abroad and online. In the case of the national museums, this runs into millions of people."

Sizeland concurs: "Licensing, and our other trading activities, is extremely important to the V&A. It is also low-risk—and lower risk than our own retail—has a low overhead and benefits other parts of the business, for example the V&A shop, with which we work very closely."

By buying a product branded to a museum or gallery, consumers gain a feel-good factor, Sizeland maintains. "Consumers feel that they are giving something back as they buy in to an institution—its culture, its heritage and its educational aspects."

And from a licensee point of view, there is "an absolute wealth of material to be used to create product, and they also achieve the benefits of the brand association."

Sizeland's latest project is to develop the overseas markets, particularly the U.S. and the Middle East. V&A exhibited in the U.S. at Licensing International Expo in Las Vegas for the first time. She also signed a number of ground-breaking deals, including direct-to-retail deals with both Debenhams, on the Duffer men's fashion brand, and John Lewis with a home range.

Consultant Ian Downes of Start Licensing worked with the National Gallery for two years. "One of the benefits of museum and art gallery trading is that product can appeal to a new sector of retailers in the premium sector not predisposed to licensed product. That also opens up a new sector for licensees. And the museums can use the product as part of their outreach—some people do find visiting museums challenging, but through products in stores around the country, museums can take their collections to more people."

Downes continues: "Museums and galleries are now much more tuned in to the commercial world. They exhibit at the key licensing shows alongside entertainment brands and major agencies, and they increasingly produce well-targeted product that retailers can understand."

The National Museum of Science and Industry Trading has amalgamated the commercial activities of a number of brands in recent years, now covering the National Railway Museum, Flying Scotsman and the National Media Museum, as well as London's Science Museum. The licensing function operates within the IP team, which also has a commercial picture and footage library that licensees have access to.

Brand licensing executive Ben Jackson stresses how each branded product has to carry the values of science with it. "One of the things that the licensing program can do is make people more aware of our collections, so every product has to have a link to science. It has to be something that we can explain, and each product has a curator-written briefing on the packaging that links back to the appropriate gallery."

For the year to April, NMSI sales at retail hit £15 million (\$24.9 million) with core product categories in toys, gifts and gadgets. But like other IP owners, NMSI is looking at new categories, too. "It's one of our ambitions for the coming years to expand out into categories such as stationery and DVDs. But we are also



Victoria & Albert Museum jewelry



Science Museum Smart Dog Alarm Clock

## Visitor numbers 2008/09

### Tate Galleries

(Modern and Britain) . . . . .7.45 million

British Museum . . . . . 5.4 million

National Gallery . . . . .4.4 million

Natural History Museum . . .3.8 million

Science Museum . . . . .2.6 million

Victoria & Albert Museum . .2.5 million

# The Ultimate Collection



Science Museum travel clock

Natural History Museum  
Gigantasauros celebration cake



developing a game for the iPod and iPod Touch with Bright AI." The game will be based on the Science Museum's Launch Pad concept and sold at the App Store.

NMSI is also giving a push to its Flying Scotsman brand. In 2010, it is launching "experience" journeys following a refurbishment program on the train, and other initiatives will follow.

Jackson says the potential for the brands is also coming from product innovators. "A number of licensees are developing bespoke product for us, and that means there is interest in us coming from new markets."

NHM's Ensor goes on: "While museum licensing has been until now the Cinderella of the licensing world, hard work has gone into developing the museum brands into fun and exciting places, full of marvelous objects, images and experts on many subjects. Licensees are attracted to museum properties because of the popularity and visibility and authenticity that their brands give to products. For the customer, the endorsement of a museum brand gives the product credibility and assurance."

Like the V&A, the Natural History Museum is serious about expanding its wholesale business, showing at Licensing International Expo for the first time last month—the first time it has shown at any exhibition outside the U.K. In 2007, the retail value of Natural History Museum product hit £8.5 million

(\$14.1 million) sold in retailers including Argos, Asda, Currys, Debenhams, Dixons, House of Fraser, John Lewis, Sainsburys and WH Smith.

Ensor says: "Licensing has done well at the museum over the last year with new licenses signed and current ones doing well, despite the economic situation. The program is now expanding away from its more traditional range of toys and games into home decor. NHM has the largest collection of natural history art in the world, with images covering every subject, and licensees see great potential in the development across many categories."

So is museum and gallery licensing different? "We are not so different from any other licensing sector," Jackson says. "We are just as professional, and everyone values the properties. But we do have a special responsibility and have to be careful with our products so that they properly represent the museum to the public." ©

V&A  
Gardens  
trowel



## What they do

### Victoria & Albert Museum

V&A South Kensington is a leading world museum of art and design, with collections unrivalled in their scope and diversity. It holds 3,000 years worth of artifacts from many of the world's richest cultures, including ceramics, furniture, fashion, glass, jewelry, metalwork, photographs, sculpture, textiles and paintings.

### Natural History Museum

The NHM has more than 70

million specimens that include about 28 million insects, 27 million other animals, 9 million fossils, 6 million plants, 1 million birds, 500,000 rocks and minerals and 3,200 meteorites. More than 350 scientists in the NHM study the collections and carry out research.

### The Science Museum

The Science Museum has more than 300,000 objects in its collections, with particular strengths in the history of Eastern science, technology and medicine since 1700. It holds an unrivalled collection relating to the Industrial Revolution plus medical artifacts from all periods and cultures.



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# Viva Licensing Las Vegas

**Industry veteran Danny Simon reports that the doors opened, and to the surprise of more than a few skeptics, a crowd streamed into the aisles of the first Las Vegas Licensing International Expo, ready to conduct business.**



**Danny Simon is president and ceo of The Licensing Group Ltd.**

## **What was your opinion of the move of Licensing International Expo to Las Vegas?**

The relocation of the industry's long-standing trade show from its New York roots to Las Vegas has been a source of much debate over the past year. At the core of such discussions has been the issue as to whether the show would continue to draw significant attendance. Other arguments made against making the move also included the suggestion that the move would affect the attendance of retailers, loss of national press coverage, a sizable reduction in the number

of East Coast-based exhibitors and reduced attendance of European visitors. In my opinion, the expo was unquestionably a success.

## **What contributed to the show's success?**

Many factors contributed to making it a successful show—some obvious, others not. High attendance of qualified traffic is vital, and this was accomplished. From the opening of the show until its conclusion, we were booked with appointments—most of which were with companies there to do business, not to engage in idle chit-chat. The critical issue is that the hall was filled with quality attendees.

## **Did the expo achieve adequate press coverage?**

I can tell you that I found it mentioned on the front page of the Sunday newspaper prior to the show's opening. I saw a number of film crews working the show floor, so I can only assume that we achieved some TV coverage, and I know that almost all of the press kits my company put in the pressroom were gone by the end of the show.

## **What was your view about international participation?**

As for attendance by European visitors, they were plentiful. I had the pleasure of meeting with a number of our European licensees, and a few new Europe-based companies that hopefully will become licensees. Most seemed happy to be in Las Vegas, in spite of the extra travel time involved, and several remarked on the savings that Las Vegas offered in comparison to being in New

York—especially the contrast in cost of hotels.

## **What did you think of the Mandalay Bay facility and amenities?**

The simple fact that the show was contained in a single location I believe had much to do with generating a better working environment. I found that for the first time most all my appointments arrived at our booth on time, and we experienced almost no cancellation of appointments.

## **What were some of the less obvious advantages of being in Las Vegas?**

A prime example is that few licensees have headquarters in Las Vegas, so this year's show was not subjected to the problem of key licensors staging off-site multihour marketing meetings during show hours, as has happened so many times in New York. When such meetings were held, they would drain the show floor of prime attendees, which of course would have a negative impact on the remainder of the exhibitors. Also due to the fact that the show was staged in a central location, and many also chose to stay in either the Mandalay Bay Hotel or the Luxor Hotel, it made it far easier to socialize after show hours.

## **What about the future?**

As an industry I hope we are now past the squabbles that punctuated the last year concerning the relocation of the Licensing International Expo to Las Vegas. Las Vegas, love it or hate it, just happens to be an ideal site for conventions. Collectively we need to remember the importance the LIE has come to play within the licensing community. For many of us, it affords the ability to not only conduct business, but to promote our companies to the whole of the licensing industry, an important factor for obtaining new properties for representation.

To end on a positive note, I hope that what I, and most everyone I spoke to, judged as a successful licensing show will garner full support by the industry and will stand behind the 2010 Las Vegas Licensing International Expo. Remember one simple fact is that it is in everyone's best interest to ensure the success of a single annual, LIMA-supported licensing show: Viva Licensing Las Vegas. ©



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# Redefining An Industry

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-Wikipedia

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