

Welcome to the Expo!

This year's exhibition promises to host the most powerful brand licensing opportunities to date. With more than 200,000 square feet of exhibition floor occupied and 91 countries present, the 2011 Licensing International Expo will showcase close to 400 exhibitors representing more than 5,000 brands, enabling visitors to get a first-hand look at the largest collection of intellectual properties.

Enhanced this year is the Gaming/Interactive Pavilion. Take a look at the big ideas coming down the pike from the top

Don't Miss: China Pavilion Opening Ceremony

The Ministries of Culture, Finance and Commerce from the People's Republic of China cordially invite attendees to join them at Booth D103 at 10:30 a.m. to officially open the China Pavilion with a special ceremony. The China Pavilion has more than 17 companies from animation, interactive and gaming showcasing their intellectual properties.

companies in the sector, including Electronic Arts, Konami, Sony PlayStation, Capcom, Ubisoft, Sega, Blizzard and THQ. Visit the Pavilion for a chance to win gaming prize packages and to enter the daily raffle. (Entry forms are available at each Pavilion booth.)

Unique this year is the Brand Showcase, a designated location to inspire and highlight exciting brand extension programs.

Being as the show is a function to make lasting connections, the Licensing International Expo will feature a Networking Express event that will bring together licensees, exhibitors and attendees. Also a highlight is the International Networking Lounge, a dedicated meet-and-greet area of the show for international buyers looking to network with peers from around the globe.

For today's full Licensing University schedule, turn to page 34.

Mooney: Disney Set for Retail Growth

Disney Consumer Products chairman Andy Mooney says DCP is poised to continue expanding its presence on retail shelves, broaden its market reach and increase global sales. Mooney says that sales of Disney licensed merchandise have increased at a compounded rate of 11 percent annually over the past 10 years. Last month, DCP reported global sales of licensed merchandise of \$28.6 billion. Among DCP's key strategies:

- The first Disney Baby store will open in the fall of 2012 at The Americana at Brand in Glendale, Calif.

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Hasbro Inks Deal with Target

Hasbro has worked with Target to create "You're Invited to Canterlot. Only at Target!" The exclusive U.S. retail program debuts in August with a specific focus on the magical world of Canterlot from the "My Little Pony Friendship is Magic" TV show airing on The Hub.



The promotion will feature a wide array of products, such as Canterlot-

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Breaking News

Paramount Licensing Extends Top Gun Deal

Paramount Licensing and Leg Avenue have renewed their partnership with a six-figure, multi-property Top Gun deal based on superior performance in 2010, reports LeeAnne Stables, executive vice president of worldwide marketing partnerships for Paramount Pictures and head of Paramount Licensing.

The popular men's and women's Top Gun costumes, between \$60 and \$90 for a two-piece set, include men's bomber jackets, men's flight suits, women's bomber jackets

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Mattel Hot Wheels Electronics to Roll Out at TRU

Mattel has announced a direct-to-retail program at Toys 'R' Us



featuring Hot Wheels electronics. Products will be merchandised in the toy aisle, reports Mattel, and each item has unique look with a rugged, yet distinct

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Discovery, Delsey Join Forces on Luggage Endeavor

Discovery Expedition, the official lifestyle brand of the Discovery Channel, is teaming up with Delsey, the leading global luggage manufacturer, to develop a luggage line inspired by the adventurous, rugged feel that is inherent to the brand. The line will include backpacks, messenger bags, duffel bags, trolley cases and ski and surf bags. Ranging in price from \$59.99 to \$399.99, the collection is set to debut in January

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THE POWER IS BACK!



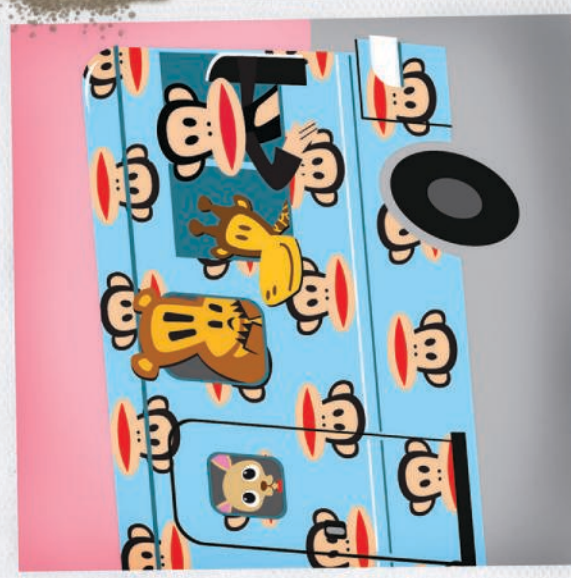
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at the best parade**



Deals and Optimism Crowd Expo Aisles



By **Tony Lisanti**
Editor-in-Chief

Considering the number of pre-show licensing news announcements and deals, the stronger sales performance among major retailers worldwide and the record number of square footage on the exhibit floor, brand licensing is hot, and executives are more optimistic than they have been in recent years.

Several barometers include the summer movie blockbusters, retail sales, the number of new deals, new exhibitors and the optimistic forecast from many of the Top 125 Global Licensors. Consider the following:

- Summer blockbusters. From *Thor*, which released last month, to upcoming mega franchise releases, including *Green Lantern*, *Cars 2*, *Transformers* and *Harry Potter*, there's no

doubt it's a licensing bonanza for retailers this summer and through the Holidays.

- Retail sales. Monthly retail sales have been decent through the first half of the year, according to Kantar Retail.

- New deals. As you flip through the exclusive show dailies, you will read about dozens of deals at this year's expo that reinforce brand licensing's importance at retail.

- New exhibitors. With 150 new companies, this reflects the growth potential and opportunities in brand licensing.

- Disney Consumer Products, the No. 1 global licensor, reported in its annual expo briefing that it is bullish on retail growth. DCP's position is always indicative of brand licensing, which means it will be a strong marketplace in 2011.

Welcome to Expo No. 31



By **Liz Crawford**
Show Director

Welcome to the 31st annual Licensing International Expo! This year's show promises to be one of the biggest and best yet with more than 400 exhibiting companies—including 150 new companies—that will be showcasing more than 5,000 global brands available for licensing.

The growth on the show floor has been overwhelming. We have boundless opportunities for every attendee to conduct business, meet new partners and reconnect with friends.

From the entertainment companies and studios, to apparel, interactive and gaming, to corporate and media brands, the show will be the most diverse brand marketplace ever.

This year, we are proud of the expanded international presence. Be sure to stop by the wide array of international pavilions that include dozens of companies from Japan, Korea, China, Spain, Taiwan, Thailand and more.

If you need any assistance from the Licensing International Expo staff, please stop by the show office located on the exhibit floor. We are here to help you make this event as productive and enjoyable as possible.



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*Source: The Nielsen Company; 2010 vs 2009 [12/28/09-12/26/10 vs. 12/29/08-12/27/09], L7, W18-49, (000), Women's nets. OXYGEN, WE, LIFE, LMN; Subject to qualifications upon request.

Power Rangers Make Live Push

The cast of “Power Rangers Samurai” will make their first appearance at this year’s Comic-Con International July 21-24. All five Rangers will take part in a question-and-answer session moderated by fan-favorite actor, Paul Schrier, who has portrayed the character Farkas “Bulk” Bulkmeier since the first “Mighty Morphin Power Rangers” series in 1993.

Actors Alex Heartman (Red Samurai Ranger), Najee De-

Tiege (Blue Samurai Ranger), Erika Fong (Pink Samurai Ranger), Hector David Jr. (Green Samurai Ranger), Brittany Anne Pirtle (Yellow Samurai Ranger) and Steven Skyler (Gold Samurai Ranger) will also be on hand to sign autographs in the Nickelodeon booth during the convention. Costumed Power Rangers will make appearances throughout the convention for photo opportunities with fans.



In addition, Saban Brands launched its Power Con contest, which offers the chance to win VIP treatment at this year’s Comic-Con by posting homemade videos to the Power Rangers Samurai YouTube channel June 1-28.

The top videos will be selected and posted to the Samurai Facebook page, and fans will vote for six winners—one for each Ranger. Winners will receive front row seating at the Power Rangers panel, a special VIP meet-and-greet with cast and a t-shirt signed by the cast.

“Power Rangers Samurai” ranks No. 1 in its time slot across all of TV with boys ages 2-11, boys 6-11 and kids 2-11. The series premiered on Nickelodeon in February.

“We are absolutely thrilled by ‘Power Rangers Samurai’s’ performance during its first season, which demonstrates the enduring popularity of the franchise,” says Elie Dekel, president of Saban Brands. “The series has clearly been embraced by a new generation of fans, and we are looking forward to introducing it to viewers around the world.”

Activision Names Maily to Head New In-House Licensing Group

Activision is one of the largest video game publishers in the world and owns some of the most recognizable brands in all of entertainment.

In an effort to capitalize on the power of its brands, Activision recently appointed Ashley Maily to lead the creation of an in-house licensing group to help the company aggressively step up its licensing activities and develop strategic alliances

with licensing and promotional partners worldwide.

Maily brings more than 16 years of experience in licensing and brand building and has worked on leading entertainment brands such as Power Rangers, Ghostbusters and the Spider-Man film franchise. As part of this effort, Activision is exhibiting this year at the Licensing International Expo for the first time.

Activision’s portfolio includes some of the best-selling and most innovative brands in the video game industry, including Call of Duty, one of the largest brands in video games that has sold in excess of \$3 billion worldwide, and Skylanders Spyro’s Adventure, which debuted this year at Toy Fair in New York and was named on most “Best of Toy Fair” lists, including *The Wall Street Journal*, CNN and *Popular Science*.

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Looney Tunes Expands Actively Across Europe

Warner Bros. Consumer Products EMEA (WBCP EMEA) has confirmed new European developments for all three of its Looney Tunes brand program, the Looney Tunes Show, Looney Tunes Active and classic Looney Tunes. U.K. broadcast has been confirmed for The Looney Tunes Show on Boomerang in September. All other EMEA markets will follow within 12 months, and Looney Tunes Show licensed products will debut at retail in 2012. (The Looney Tunes Show premiered last month on the Cartoon Network in the United States.)

Looney Tunes Active has notched up sales of more than one billion products across the region, and the brand dominates the European private label food business. Co-Op in Italy launched a Looney Tunes Active food direct-to-retail in February with 30 lines including cereals, pasta and smoothies. Système U, the third largest grocer in France and whose Looney Tunes Active food program is Central Europe's biggest licensed food and beverage DTR, has refreshed its Looney Tunes cereal and yogurt packaging to incorporate an augmented reality concept. Consumers place the product packaging in front of a web cam to unlock Looney Tunes games. WBCP's partnership with Nestlé Waters has notched up sales of 870 million bottles of Looney Tunes Active branded water since 2001.

The Classic Looney Tunes brand-licensing program is still growing in the apparel sector accounting for more than half of all the WBCP apparel created with George at Asda in the U.K., for example. It also forms a significant part of WBCP Spain's deal with the Inditex Group, owners of high street fashion favorites Zara, Mango and Pull and Bear. WBCP Germany has a DTR deal with fashion retailer Oliver.

Bruno Schwobthaler, senior vice president of sales and business development at Warner Bros. Consumer Products EMEA says, "The Looney Tunes franchise is a perfect example of our skill in taking classic brands and building relevant brand extensions that relate to current market trends and add value to the classic brand proposition."





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European Master Toy Licensee

CBS Poses Global Top Model Push

CBS Consumer Products has lined up several partnerships for its Next Top Model global licensing program to extend the brand at retail in the U.K., Australia and New Zealand.

In the U.K., the Britain and Ireland's Next Top Model property will get its first complete beauty collection from FB Beauty to include cosmetic gift sets, fragrances, bath and body essentials, bronzing kits and other beauty accessories. Revlon will continue to be the official makeup partner of Britain and Ireland's Next Top Model and will maintain its in-store and online promotions as the show heads into its seventh season next month. The show



airs on Sky Living.

Down under, Australia will see its first local format apparel deal outside of the U.S. as an Australia's Next Top Model-branded fashion collection from Casco Blu, available at Factorie stores. The apparel collection will include outerwear, sleepwear, footwear and accessories. Other extensions include mobile company Telestra's continued

deal to provide Australia's Next Top Model branded Samsung Galaxy 5 mobile phone handsets in time for the cycle seven premiere Aug. 8 on Fox 8.

Finally, in New Zealand, CBSCP will partner with Cover Girl for in-store and online promotions and marketing surrounding the New Zealand's Next Top Model property, whose season seven launched this month on TV3.

AGP Intros New Pal for Strawberry Shortcake



Still soaking up the sweetness of her 30th anniversary last fall, Strawberry Shortcake continues to remain a top priority for American Greetings Properties in 2011 with the introduction of a new character in Berry Berry City. Cherry Jam, a singing sensation who becomes best friends and forms a band with Strawberry Shortcake, makes her debut this October during the second season of the hit CGI animated Strawberry Shortcake series, "Berry Bitty Adventures," on

The Hub network. In addition, Cherry Jam will be the feature of Hasbro's all-new musical-inspired Strawberry Shortcake toy line that is set to hit store shelves nationwide in time for the 2011 holiday season.

With Copyright Promotions Licensing Group as global licensing agent, Strawberry Shortcake's success and appeal is still growing with nearly 500 licensees worldwide, including global licensing partners Hasbro and Fox Home Entertainment, and more than \$3.6 billion in retail sales since 2002.

Other American Greetings brands being showcased at the Licensing International Expo include the lovable Care Bears, whimsical Maryoku Yummy and hilarious Twisted Whiskers.



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Brandgenuity Creates Chris Madden Oasis



Brandgenuity has signed on with Chris Madden, celebrity interior decorator and best-selling author and designer, and her signature style of “turning home into heaven.”

Madden has served as the original design correspondent for “The Oprah Winfrey Show,” hosted of her own series on HGTV for eight seasons and wrote 17 lifestyle books.

Brandgenuity will extend Madden’s The Chris Madden Collection for JCPenney Home into categories including home and outdoor furnishings, home fragrance and more to capture Madden’s distinct design concepts into her product lines: romantic, serene and adventurous.

with Chris Madden,” says Jay Asher, partner at Brandgenuity. “So many people find decorating a home to be an overwhelming challenge. Chris’ mission is to help people everywhere to transform their homes into personal sanctuaries with ease by offering clever style tips and smart solutions to create the home that they crave.”

“We are excited to begin collaborating with Brandgenuity,” says Nick Madden, director of Brand Development, Chris Madden Inc. “Chris’ clear and authoritative design vision resonates with a large swath of Americans. She is ecstatic about growing her licensing program with partners who share her passion for helping others coordinate their homes in a cohesive way.”

“It’s an honor to be working

Big Tent Signs New Deals for Discovery Properties



Big Tent Entertainment has inked two deals for its Discovery properties.

Big Tent, which is the North American agent for Discovery Kids and TLC brands, will expand its partnership with Discovery Communications to include Science, a thought-provoking network. The agency is building a consumer products program that focuses on the Science brand and its programs, which include “Through the Wormhole with Morgan Freeman,” “Pumpkin Chunkin” and “How It’s Made.”



The program will emphasize partnerships rooted in science and pop culture and will focus on the tween, teen and adult demographic across categories including toys, activity/kits, electronics, do-it-yourself, apps, décor and outdoor.

Big Tent has also signed a long-term licensing agreement with KNOK, Inc., an affiliate of Keung Metal & Plastic Manufactory Limited, for a collection of remote controlled products inspired Discovery Kids. The line will launch in the U.S. and Canada in toy, mid-tier and mass retailers this fall.

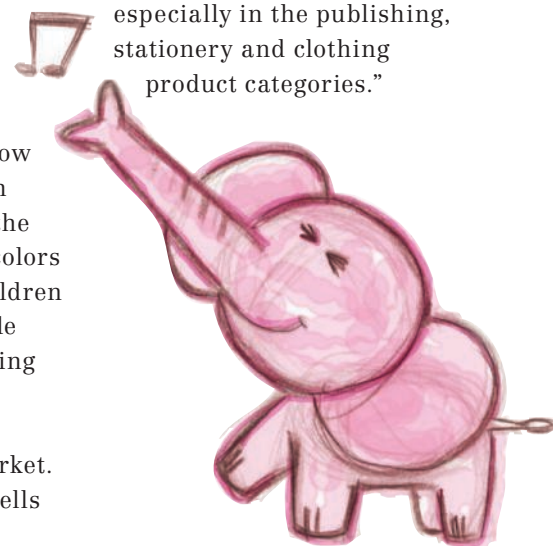
Withit Launches Two New Licensing Opps

Withit, the company behind the 10-year-old art and design brand of the same name, is at Licensing International Expo this year with its latest additions.

DoodleBoo features some of the original drawings behind the Withit characters and now is a separate property in its own right, aimed at the preschool market. Soft colors will appeal to young children and their parents. A style guide and artwork is being unveiled at the show.

Booists targets the teenage and student market. Withit’s Richard Woolf tells

License! Global: “The Booist characters have an edge with humor, and we will be looking at licensees that can bring this quality to product, especially in the publishing, stationery and clothing product categories.”





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Marvel Zaps Superhero Franchises

Driven by its top character franchises, Marvel Entertainment is showcasing several major properties at Licensing International Expo, while continuing to build worldwide integrated licensing programs and

anticipated, multi-character movie event Marvel's *The Avengers* on May 4, 2012. Major partners are already signed on for portfolio-wide programs, including master toy licensee Hasbro, Hallmark for social expressions,

Entertainment is developing a massive multiplayer online game based on the Super Hero Squad franchise, and Marvel is seeking additional licenses to develop merchandise.

Female superhero fans are getting their own products based on the Black Widow, one of the world's greatest spies and a master of disguise who is featured in Marvel's *The Avengers*. Devised for the fashion-conscious consumer, Marvel's feminine lifestyle apparel and accessories incorporate the company's iconic super hero and romance art with fashion-forward glamour and design.

Current partners include Sky High (stationery and desk accessories), JEM (tees), Fashion Accessory

Bazaar (bags), Mighty Fine (athletic shorts and tops) and Richard Leeds (loungewear and sleepwear).

Marvel is looking for new partners across all categories to get in on the action and grow its powerhouse franchises.

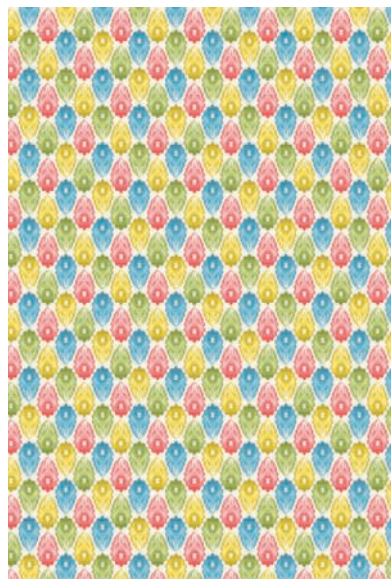


elevate its retail position.

Anchoring the Marvel brand is the *Avengers Assemble* series of feature films, led by the blockbuster release of *Thor* on May 6, followed by *The First Avenger: Captain America* on July 22, and culminating with the highly

Franklin for sporting goods and Maisto for die-cast toy vehicles.

Not limited by movies, Marvel is also developing a major multimedia and merchandising campaign for "The Super Hero Squad Show," one of its top animated programs. Gazillion



V&A Stitches Up with Westminster Fibers

V&A Licensing has signed a deal with Westminster Fibers, a key player in the quilting industry in the United States, for Westminster to launch a range of V&A fabrics in late 2011.

The range draws on the concepts from some of the most treasured albums of design in the V&A's British textile collections, based on patterns ranging from the mid-18th century to the 1920s.

The new fabrics are available to be

previewed at the V&A's Booth 2154 this week.

Heading into the next year, the V&A is staging a major exhibition, to be called *British Design 1948-2012*, which showcases 60 years of British creative talent. The exhibition is a broad opportunity for V&A's licensees, and a number of highly commercial patterns have recently been uncovered and are available as a resource.

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Giochi Preziosi Launches Dinofroz

Giochi Preziosi is launching its new adventure-packed property, *Dinofroz*, at Licensing International Expo today. Co-produced by Giochi Preziosi and Mondo TV, the “*Dinofroz*” TV series tells a story of four children who discover that their ordinary board game is a portal into a new dimension and they are teleported into a prehistoric world where they are morphed into dinosaurs. Aimed at boys aged 4-10, the series of 26x26 episodes will be produced in HD 2D animation with CG effects, and first episodes are expected to be ready by fall 2012.

The brand already exists as pocket-sized collectable toys made by the Giochi Preziosi Group, and as the TV show launches, so will a brand new toy line, with figures and play sets based on the



BRB Pumps Up TV Properties

Spanish company BRB Internacional is increasing exposure for its newest animated TV properties at Licensing International Expo.

“*Suckers*,” an animated comedy about a group of toys who live in the back windows of cars, will soon be on free TV in Mexico on Canal Once and in Argentina on Canal 7 and Cartoon Network. The series is also being broadcast on K2 in Italy, where Granni & Partners is launching a line of *Suckers*-based plush for crane machines later on this year.

In Europe, Tomy is coming on as the master toy partner for BRB’s “*Canimals*” TV series. It will produce and distribute a range of toy and gift lines, including plush, toy figures, electronics, and arts and crafts for the U.K., Germany, France, Austria, Benelux and Switzerland and capsule toys for all of Europe. *Canimals* is scheduled to premiere by the year’s end.

animated series. The licensing program, managed by Giochi Preziosi, launches in 2012. Mondo TV is the executive producer and has television and home video distribution worldwide for 10 years.

Graziano Delmaestro, Giochi Preziosi’s licensing director, tells *License! Global*: “*Dinofroz* introduces children to a new dimension, with fun, distinctive characters and captivating story lines. We are confident in the success of this new licensing program, as the property represents a major investment opportunity for many sectors. Las Vegas is the perfect place for us to announce details of *Dinofroz*, and we are looking forward to meeting with new prospective licensees at the show.”

Giochi Preziosi Group is also behind “*Gormiti*,” (co-produced with Marathon Media) and “*Puppy in my Pocket: Adventures in Pocketville*,” (co-produced with MEG and Mondo TV).



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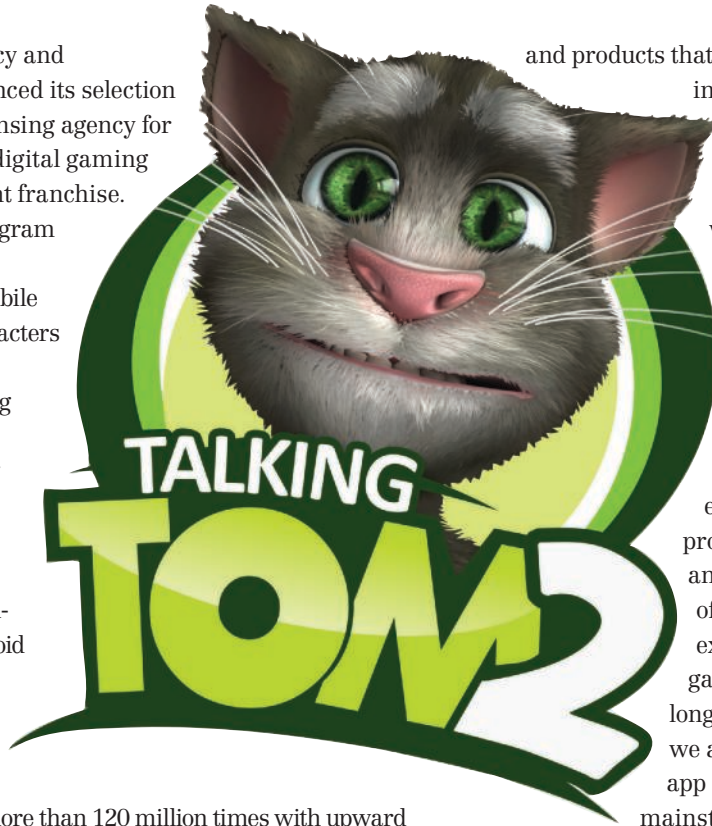
Beanstalk Gets Chatty With Friends

Global brand licensing agency and consultancy Beanstalk announced its selection by Outfit7 as the exclusive licensing agency for Talking Friends, the series of digital gaming applications and entertainment franchise.

Beanstalk will launch the program across multiple categories for Talking Friends, its series of mobile applications and its cast of characters including Talking Tom the Cat, Talking Ben the Dog and Talking Gina the Giraffe.

Launched in 2010, the Talking Friends app features fully animated 3D characters that come to life when poked, tickled and played with on mobile touch-screen devices for iOS and Android platforms and allow the user to create customized videos to share via Facebook, YouTube, MSS or email. Since its launch, the app has been downloaded more than 120 million times with upward of 10 million people daily engaging one of the Talking Friends characters.

Beanstalk will launch a global licensing program with characters



and products that incorporate specific play patterns and interactive features unique to each character.

Select products will incorporate developmental elements of the characters such as speech, music, coordination, reading, writing and sensory interactions. The licensing program will have a two-pronged focus with consumer products designed for the user demographics: children ages 2-8 and tweens, teens and adults.

“Expanding the Talking Friends franchise into the real world through creative and innovative licensing and brand extension programs is truly an exciting prospect for Beanstalk and representative of an important emerging trend in the world of entertainment,” says Michael Stone, chief executive officer of Beanstalk. “While video games, digital and online properties have a long history of brand extensions and licensing, we are just witnessing the tip of the iceberg for app brand licensing. Apps have become such a mainstream part of our lives now that they occupy the same kind of loyalty and affinity as movies, television programs and other entertainment properties.”

Scholastic Builds Momentum for Hot Properties

Scholastic Media is celebrating important milestones and is introducing unique partnerships for several of its top children’s properties at Licensing International Expo.

As Clifford the Big Red Dog anticipates his 50th anniversary in 2012, Scholastic is inking new deals to ensure he reaches his milestone in a big way. HP, Russ Berrie, The Canadian Group, Kids Toyz, Zoobies, Twisterz, Ranir, Trends International and Hero Nutritionals are all signed on to have products on store shelves this year. In addition to a new DVD release from Lions Gate Home

Entertainment, “Clifford the Big Red Dog: A BIG Family Musical” from Mills Entertainment is premiering in 2012, and a major retailer is launching a Clifford-branded exclusive program for the 2011 back to school season.

This year also marks the 20th anniversary for I Spy, and the brand is getting new releases from Scholastic (publishing), Briarpatch (I Spy-branded games and puzzles) and Kellogg’s (fruit snacks). I Spy Super Challenger for Leapster Explorer is landing in stores this summer, and I Spy Castle for Nintendo DS is arriving this fall.

Finally, the vocabulary heroine of the PBS Kids Go! hit, “Wordgirl,” is again serving as Scholastic’s Ambassador of Summer Reading as part of its annual Scholastic Summer Challenge program. New Wordgirl products include branded comic books from Kaboom Studios, games and puzzles from Briarpatch and educational toys from Twisterz.

Scholastic also will be showcasing its other well-known properties, which include: The Magic School Bus, Goosebumps, The 39 Clues, Animorphs, FlyGuy, Turbo Dogs, Dear America and Maya & Miguel.

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Lunartics Unveils 40 Apps at LIE

Lunartics will unveil its first apps for the brand at Licensing International Expo this week. The range of 40 Lunartics apps have been developed with Mobile Software House and will be available to download for iPhone, iPad and Android beginning this summer. The initial range comprises simple free games to introduce the fun and quirkiness of the Lunartics brand, extending through paid games that provide for a wholly interactive and engaging discovery of the Lunartics world.

Created by one of the world's leading science fiction artists Danny Flynn, in collaboration with Simon Harris,



Lunartics continues to strengthen its position as imaginative and collectable properties for children ages 7-12.

Recent developments include a new consumer-facing website and new

artwork. Funky Pigeon has launched a range of personalized cards featuring exclusive Lunartics designs, and a range of stationery and paper goods is now available for retail across the U.K.

Redrover Makes a Splash with Toy Deal



Redrover, the Korean stereoscopic 3D animation production studio, is teaming up with Maksco Toy to create water blaster toys for the Bolts & Blip brand.

As worldwide licensee, Maksco is bringing to life the world of "Bolts & Blip," the animated action adventure series co-produced by Redrover and Toon Box Entertainment. The first round of toys is scheduled to be released in December in time for the summer season in Australia.

Bolts & Blip: Quest of the Battle-Bots, the water shooting game for the iPhone and iPad, was just released in the Apple App Store. Broadcast partners for the series include Nelvana in North America, as well as Nickelodeon Israel, Canal+, TV3, Teletoon, ABC, Indosiar, KBS, Cartoon Network Korea and Tooniverse.

A movie, *Bolts & Blip: Battle of the Lunar League*, which is based on the TV series, is planned for release later this year.

Spin Master Revs Up

Spin Master and NASCAR are teaming up to reach young fans of the racing sport with an innovative toy program.

Among the items in the pipeline for NASCAR are: a collection of authentic diecast replicas of all of the top NASCAR driver cars; indoor/outdoor, fully functional R/C cars for three top NASCAR drivers, including Dale Earnhardt, Jr.; and pullbacks with front wheels that turn and have a coin slot for wheelies. The items will be sold at mass market retailers, as well as Home Depot, Lowe's, Mobil and Napa.

The toys will make their debut in spring 2012.

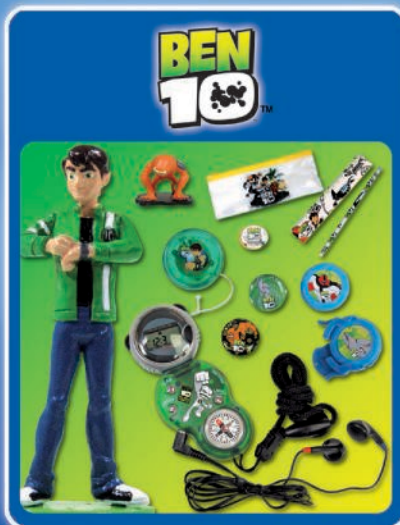


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Plain Lazy Gets to Its Feet

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Plain Lazy is a lifestyle brand that started out as a clothing label inspired by surf, street, skating, music, fashion and leisure. It has now spawned five Plain Lazy stores in the U.K., a range of apparel products in mainstream U.K. distribution and a wide-ranging licensing program that takes in bed linen, bags, backpacks, skateboards and paper products. BMX bikes, car accessories, mugs, trays, sunglasses and gift toiletries are next to hit the market.

Plain Lazy, with the help of agent JELC, now wants to meet North American licensees who

can help to tell the Plain Lazy story. The brand's core market is easy-going men and women between ages 12-25 who appreciate the high quality materials and sharp, funny slogans employed by the brand.

Glenn Stevens, head of sales at Plain Lazy, says: "We've nurtured and developed Plain Lazy both as a highly successful name in men's and women's

clothing and as a brand with great potential across numerous categories. It's now an established and fast-growing lifestyle brand in its home market, and we have enormous confidence in its prospects across the North American market as a whole. In fact, we expect the Plain Lazy booth to be one of the least lazy places at Licensing International Expo."

Toys "R" Us Becomes Exclusive U.S. Retailer for Moshi Monsters

Mind Candy has announced that official toys based on its hit Moshi Monsters brand will be available in the U.S. only at Toys"R"Us stores nationwide and online at Toysrus.com. The exclusive line includes plush toys, as well as collectible Moshi Monster mini-figures from Spin Master. Toys"R"Us will also carry trading cards from Topps and books from Scholastic.

Richard Barry, Vice President, General Merchandise Manager, Toys"R"Us, U.S., told License Global: "After seeing the success of Moshi Monsters, and the brand's ability to engage children online, we are thrilled to be the only U.S. retailer to help kids bring their favorite Moshi Monster out of their computer and into the physical world."

Moshi Monsters is an online game, created for kids ages 6-12, in which players can adopt a monster and earn 'Rox,' the Moshi Monsters' online currency, by completing puzzles and quests. 'Rox' can be exchanged for items to care for their creature. The monsters' pets, called Moshlings, are proving highly collectible both on and off the screen. Moshi Monsters has just announced it has now reached 50 million registered users worldwide.

The U.K. licensing program launched in January with toys from Vivid Imaginations, books from Penguin, trading cards from Topps and a Moshi Monsters magazine.



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BBC Takes Strong Stand at LIE

BBC Worldwide is showcasing several of its strong properties on the Expo floor this year, looking to add new partners for its key brands as it continues to expand globally.

Metal heads and fans of four wheels alike will find new products in the pipeline for car entertainment property Top Gear. The show, which airs in more than 170 countries and features three local versions in major markets, including the U.S., U.K. and Australia, has signed master toy licensee Mondo, K'nex and Hy-Pro for outdoor toys. Other licensed merchandise includes remote control cars, Stig Soap on a Rope and covers for iPhones.

BBC's longest-running sci-fi series "Doctor Who" will continue to launch programs into 2011, with activity gathering momentum around the upcoming San Diego Comic-Con. Currently, the property retains more than 80 licensees from



around the world, including new U.S. licensees Brownout (calendars), Quantum Mechanics (prop replicas and novelties), Titan Merchandise (busts and urban vinyls) and Bif Bang Pow! (action figures,

play sets and bobble heads). Ripple Junction will remain the exclusive licensee for men's and junior's apparel, while Underground Toys holds the master toy license.

BBC Earth, which includes the award-winning "Planet Earth" and "Life" wildlife series, has also slated the 2013 release of the 3D family-friendly film, "Walking with Dinosaurs."

Other strong programs include those for travel guidebook *Lonely Planet*, dance shows "Dancing with the Stars" (U.S.) and "Strictly Come Dancing" (U.K) and children's shows "In the Night Garden" and "Charlie and Lola."



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Classic Media Celebrates Birthdays

Gearing up for the 25th anniversary of Where's Waldo?/Where's Wally? in 2012, Classic Media is building momentum globally across publishing, mobile, apparel, stationery and other key categories including the second app in the franchise by interactive entertainment company Ludia, ranked a top 10 best selling app



in 15 countries, and more gaming is continuing to roll out across mobile and other platforms, as well. Meanwhile, evergreen property Postman Pat is celebrating his 30th anniversary this year with a major broadcast commitment from the BBC for the next five years, through 2015. Master toy partner Character Options is also continuing to extend the world of Postman Pat with its successful toy range of vehicles and play sets.

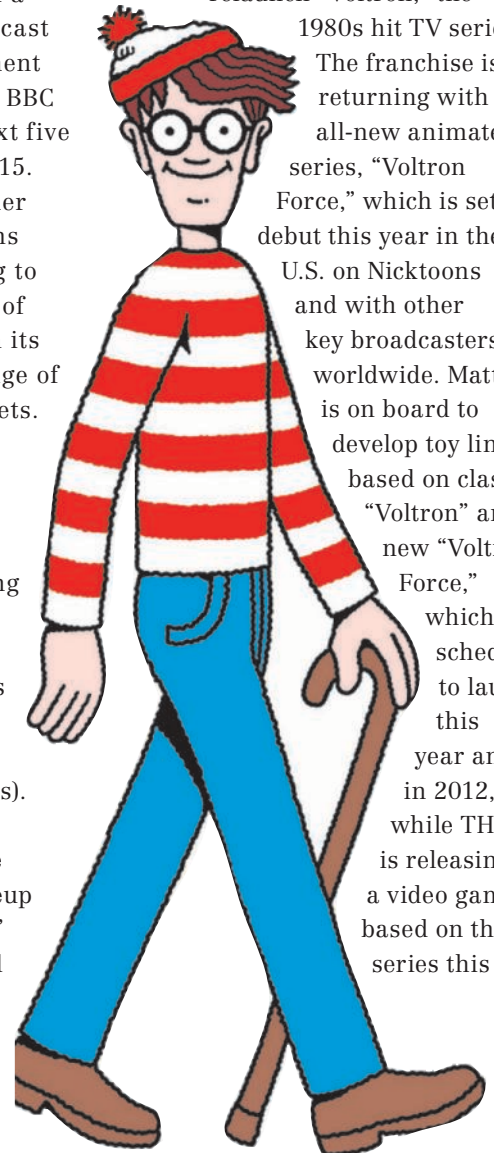
In addition, multiple leading consumer products partners in the U.K. have renewed their licenses, including VMC (accessories and dress up), TV Mania U.K. (apparel), Smiffy's (dress up), Amscan (partywear) and Gemma (greeting cards).

Classic Media is also rolling out an extensive consumer products lineup for "Tinga Tinga Tales," the animated preschool series about how animals came to be, in the U.K. Licensees include Bandai as global master toy

partner and Penguin Group as global master publishing partner. Key lines made their debut in France in April. In the U.S., partners include Ravensburger (puzzles), Pressman Toy Corporation (games), University Games (Colorforms activity products) and a line of DVDs, which will join Bandai and Grosset & Dunlap (a division of Penguin Group).

Finally, Classic Media is set to relaunch "Voltron," the 1980s hit TV series.

The franchise is returning with an all-new animated series, "Voltron Force," which is set to debut this year in the U.S. on Nicktoons and with other key broadcasters worldwide. Mattel is on board to develop toy lines based on classic "Voltron" and new "Voltron Force," which are scheduled to launch this year and in 2012, while THQ is releasing a video game based on the series this fall.



First French Deals on for Redakai

Zodiak Kids Paris has announced the first international deals for the boys' action property, Redakai. In the French market, Tennessee has secured a licence for back to school products, and d'Arpège will produce outdoor items. There will be comic books from Dargaud and bedding from CTI.

Zodiak Kids holds the international consumer products rights for Redakai, which is co-produced through Marathon Media and SpinMaster. The TV series will debut in France on Canal J in the fourth quarter of 2011 and then will be broadcast on DTT channel Gulli next year.

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Worldwide Digital Licensing: Bill Kispert 818-777-5446 • Retail: Jamie Stevens 818-777-6716 • Domestic Promotions: Michelle Hagen 818-777-8175

EXHIBITOR	BOOTH#	EXHIBITOR	BOOTH#	EXHIBITOR	BOOTH#
2 Tone Apparel	3870	Buyenlarge.com	2079	Dr. Seuss Enterprises	ste 1
2Spot Communication Co.	5225	Byte In A Cup Co.	5225	Dream Studio	1376
4 Kids Entertainment	D603;D712	C3 Entertainment	1581	Dreamworks Animation	5639
A + E Networks	1881	CAPCOM	D703	d-rights	5463e
A Squared Entertainment	1384	Carte Blanche Greetings	5007	DV8 Studios Boulder	D514
ABC - Adao Bocalbos Creative	5707	Cartoon Network Enterprises	5046	DVA	D313
Act III Licensing	4060	Cartooning with Bruce Blitz	1777	DyseOne	4378
Activision	5004	Cathy Heck Studio	5604	e-Best Digiprint	2179
ADC Licensing	2468	CBS Consumer Products	5437	Edebe Licensing	5228c
Adex, Nihon Kezai/Japan Pavilion	5463g	Cepia	1884	El Ocho, Licencias y Promociones	5025c
ADK-NAS	1282	Chapman Entertainment	D412	Electrolux Global Brand Licensing	1977
Agro-On (Thailand) Co.	5225	Charming Art Corporation	D517	Electronic Arts	D702
Ajung Company	2251	China Animation Comic		Ellen Crimi - Trent	5313
AK Entertainment Co.	2251	Game Group	D206d	Elm Publishing	5706
Akibo Works	D417	China Pavilion	D206;D103	Elvis Presley Enterprises	3277
Alchemy Licensing	5609	Chorion	4860	Endemol Worldwide Brands	2684
Aleman - Cicchinelli	D414	Classic Media	5452	Entertainment One	D309
Amadiva Co.	5225	Claudio Reig	5228a	Exim Licensing Group	3078
American Express Open	2081	Clko Entertainment Co.	2251	EYESCREAM	2251
American Greetings Properties	ste 7, 8 & 9	CMG Worldwide	2274	F.I.I.P. Management Company	D517
Ansada Group, The	5709	Cocaban Co.	2251	Fantasia Animation	D206l
Appible	D215	Collective Licensing International	6023	FDV Artfolio	
Argentina Creative Spot	D414	Commercial Art Products & Services	5927	dba Fabrice de Villeneuve	5501
Art Impressions	4076	Comstocks, The	5703	Feld Entertainment	2462
Art Licensing.com	5812	Condé Nast	ste 2	Felix the Cat	2281
Art Makers International - AMI!	5216	CopCorp Licensing	2478	Fender Musical Instruments	D509
ARTALOG - Brand Licensing	4073	copochara	5075	Firefly Brand Management	1981
Arte y Caballos	D414	Counterpoint Systems	D303	Foto by Eva - Eva Collections	5509
Artestar	2980	CPLG/Cookie Jar Entertainment	2257	FremantleMedia Enterprises	2668
ASPCA	1877	Cranky Girl	3977	Frida Kahlo	D209
Atlantya Entertainment	6222	Creative Artists Agency	5011	Fulanitos	4057
Authentic Brands Group	2284	Creative Licensing Corp.	5168	Fung Art Group	D417
Baby Genius	1577	Crown Creative Co.	5463a	Furrybones	3972
Bang On The Door	4379	CTI Solutions Group	4815	Fuzhou Hunter Product	
BasicGrey	5724	CuLangBiz Kids, The	D312	Imp. & Exp. Co.	D103d
BBC Worldwide	5458	Cultural & Creative Industries		Garfield/ Paws	4675
bCreative	5408	Center, NTNU	D517	GBOX. Co.	5225
Beanstalk	5063	Curtis Publishing Co.	4415	Gecko Hawaii, Dinopack, Big Movers	4268
Becky Bones	3874	CWD Limited	D316	Gelsingers Licensing Group	5811
Bella Sara		Cyboars International	1482	Get Down Art	4276
by Hidden City Entertainment	4775	D&H	2251	Giant Interactive Group	D206j
Bella Zadore	2077	Daewon Media Co.	2251	Gifty Idea Greeting Cards & Such!	5315
Bench Warmer	1378	Dark Horse Comics	5168	Giochi Preziosi Group	5427
Bentley Licensing Group	5713	Darwin Awards	1277	Giordano Studios	5309
Benton Arts	2161	Debbie Mumm	5721	GITCT	2251
Beverly Hills Polo Club	3876	Deidre Mosher Illustrator	5809	Global Icons	5421
Big MaMa Earth Entertainment	1380	Delicate Pen, The	5718	G-Motif Co.	5225
Big Tent Entertainment	4157	Dena Designs	5611	Gogo's Crazy Bones -	
Black Sheep Studio	D319	Denro International Incorporation	D417	Martomagic S.L.U/PPI Worldwide	4478
Blaylock Originals	5406	Denyse Klette Art Studio	5624	Golden Bridge Animation	
Blizzard Entertainment	D714	Dependable Solutions	4475	Production Co.	D206h
Boy Scouts of America	4827	Design Plus	5021	Good Feel Korea	D318
Bradford Licensing	4468	Designseol	2251	Good Link International	D308
Brand Central	4164	Dimensional Branding	5071	Grasshorse	D418
Brand Sense Partners	5430	Discapa	5025b	GreenLight	2076
Brandgenuity	3863	Discovery Enterprises International	2675	Grimm	5514
Bravado International Group	1484	Disney Consumer Products	4432	Grimm Studio	2251
Brentwood Licensing	5173	Dissero Brands	2176	Guide to the Licensing World	2882
Bruno Productions	3885	Donmezler Lisans A.S.	3686	HaiKou Dynamic Vanguard Network	
Build-A-Bear Workshop	1384	Dorna Sports	5028a	Technology Co.	D206n
Bullard Publishing	5813	Dr. Fresh	4708	Hakan Canta	5625
Busted Knuckle Garage, The	D506	Dr. Krinkles	5508	Hallmark Licensing	6221

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Hambone Art	5815	(USA &China)	4609	Muhammad Ali Enterprises	3277
Hanziface Culture Enterprise Co.	D517	Lassen International	5617	Munch Rocks	5808
Hasbro Entertainment & Licensing	4446	Lazytown Entertainment	5268	Muy Pop BV	4171
Henry Repeating Arms	1478	Les Fees Existent	5472	MyMediabox	1280
Highlights for Children Licensing	2058	LeSchitte	3973	Nanaritos	5504
HIT Entertainment	5015	<i>License! Global Magazine</i>	1851	Nancy Bailey & Associates	5063
Holley Performance Products	D616	Licensing Group, The	2981	NASCAR	4460
Hong Kong Trade Development Council	2978	Licensing Letter, The	2168	National 4-H Council	3681
Hot Leathers	5620	Licensing Liaison	5404	National Basketball Association	4412
Howard Robinson & Associates	5307	Licensing Link	1476	NECA	4272
Huevocartoon	D314	Licensing Management Intl. of LA	1476	Nelvana Enterprises	4832
Hunan Blue Cat Animation Media Co.	D206k	Licensing Shop, The	1677	Nerd Corps Entertainment	2262
Hunan Golden Eagle Cartoon Co.	D206g	Licensing Works!	5628	New Rock	5025a
Hunan GreatDreams Cartoon Media Co.	D206i	Lifestyle Licensing Intl.	5316;5416	NewBoy FZCO	5463e
I Will Fancy Co.	2251	LIMA	D609	Nickelodeon	1684
I.B.M.L	5170	LIMA International	5649	Nova Design Co.	D417
I.M.P.S. SA	3676	LIMA Lounge	D617	Octane 5	4807
ICEX	5228d	Lingerie Football League	D513	Olly Oogleberry	5827
Imagine Design Co.	5225	Liquid Blue	3978	P.M.B.Q STUDIOS	5607
IMC Licensing	6025	Lisa Marks & Associates	4618	Pan Am Brands	3872
INCA	2251	Little Farmers	2251	Paradox Entertainment	4672
INDEPENDENCE	2251	Little Horse "Taccu"	D213	Paramount Licensing	2861
Indigo Pixies	1780	Live Nation Merchandise	4604	Pastelbluestudio Co.	5225
Ingvart	5203	LMCA	D203	Patterson International	5413
Intercontinental Licensing	5615	Lo Coco Licensing	2071	Paul Brent Designer	5213
IPWERKS	1575	Loter	4369	Paule Marrot Editions Paris	3878
ITV STUDIOS Global Entertainment	2457	Love and Luck Greetings	5704	Pavilion of Spain	5025;5028;5228
Jaguar Consulting	3685	Lucasfilm	4427	Peiyork International Co.	3869
JAMMY	5463d	Ludorum	4454	Penguin Group	4404
JANET JACKSON	D503	Lunartics	D618	Personality Products	4709
JAST Company Limited	2181	M Luera Collections	5806	Pili International Multimedia Co.	D417
Jewel Branding & Licensing	2174	MADA Design	2678	Pino Studio Co.	D413
Jiang Toon Animation Co.	D206e	Madaras Gallery	5816	Plain Lazy	3976
Jilin Animation Institute	D206c	Maggie Moreno Creative Company	D414	PlaSmart	4607
Jim Hansel Editions	5506	MAGIC	4070	Pokemon Company International, The	5663
Jim Henson Company, The	4611	MANIC PANIC (Brand Name Management)	3868	Poketo	3970
Jinyeol Lee	2075	Marika	1871	Precious Moments	4615
Joester Loria Group, The	5446	Mars Retail Group	6224	PricewaterhouseCoopers	2878
John Wayne Enterprises	3660	Marvel Entertainment	5632	Project109	2251
Joy Tashjian Marketing Group	2474	Mattel	2652	Quanzhou Kadinu Travel Products Co.	D103b
JPatton	4874	Maui and Sons	4376	Radio Days "The Brand"	1861
JRL Group	1278	Maya Studio	5028b	Rainbow S.p.A.	4423
Julie West	3971	McKenna Design	5512	Rainmaker\$ Licensing	1771
Kate McRostie	5723	MDA Consultora S.A.	D414	Ralph Sutton Designs	5069
Kathy Davis Studios	5304	MEG	5628	Raska	2251
Kayomi Harai	5606	Mercis bv	4824	Rebel Girl	4270
KBSN	2251	Metis Group, The	5172	Red Hot Rocket Design	5513
Kenny Bell	5201	MGA Entertainment	4463	Red House, The	D417
Key4Communications	5826	MGL/Vision Licensing	5817	Rediks Graphics	2251
Kids In Need Foundation	D612	MGM Studios	ste 5	Redrover Co.	2251
KillerPumpkins	5507	MHS Licensing	5311	ROAR	4668
Kim's Licensing Co.	2251	MIGHTY WALLETS	3969	robin zingone	5511
King Features	4457	Miller, Kaplan, Arase & Co.	D608	Rockin' Artwork	4279
Knolly Nibbles	5623	Mind Museum Design Studio	D417	Rodale	1880
KOCCA (Korea Creative Content Agency)	2251	MindSpark Interactive Network	1480	ROI Visual	1175
Konami Digital Entertainment	D713	MIPCOM/MIPTV	D515	Rosenthal Represents	5211
Korea Character Industry Cooperative	2268	MODA Licensing	6021	RoyaltyZone	D317
Kukuxumusu	5228b	Mondo TV	5628	Saban Brands	1864
Laserwave Printing & Design		Moonscoop	ste 6	Sam Woo Electronics (WooToons)	2251
		Moshi Monsters	5669	Samg Animation Co.	2251
		Moxie & Co.	1874	Sanrio	6227;6228;6230
				Santoro London	3879

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Scholastic Media	4418	The Licensing Company (TLC)	5055
SEAN Pictures	2251	Think 5 Entertainment	5272
searlearn.com	5517	Thomas Fuchs Studio	5204
SeaWorld Parks and Entertainment	4868	Thomas Kinkade Company, The	6024
SEGA	D709	THQ Inc.	D720
Senitype, The	2069	Tiesto Licensing	5655
Seoul Merchandising Co. (SMC)	2251	Tiga Entertainment Co.	5225
Sesame Workshop	ste 3;ste 4	Toei Animation Co.	1774
Shanghai Huge Scents Factory	D103c	Tomorrow Studio Corp.	D517
Shanghai Oleena Communications	D103a	Toon Studio of Beverly Hills, The	5059
Shanghai Shulong		Toonmax Media Co.	D206b
Computer Technology Co.	D206p	ToonZone Studios	2468
Sharpe Company, The	1681	TopModel Sisters	5716
Sharper Image	4818	Toy Industry Association	1184
Skechers Entertainment	5233	Toz	2251
Skechers USA	5033	Trademarking Resources	4811
SLG Publishing	2057	Tsuburaya Productions Co.	5463f
Smay Design	5720	Tundra Comics	5073
Smiley Company, The	5221	Turner Entertainment Networks Intl.	5824
Smith & Wesson	2054	TÜV Rheinland of North America	2881
Smithsonian Enterprises	ste 12	Twentieth Century Fox	2984
SnapPED	5621	Two Town Studios	5603
Sony Computer		Tyrek	3873
Entertainment America	D708	Ubisoft	D719
Sony Music Entertainment	D217	Uglydoll/Pretty Ugly	3669
Sony Pictures Consumer Products	3268	UNCLE SAM GmbH	4173
Sowell/Tourtilotte	5711	UNILEVER Ice Cream	5468
Spacetoons Media Hub Sdn Bhd	1475	United ERP	1778
Sparky Animation	D219	United Way	3681
Sparky Firepants	5407	Universal Partnerships & Licensing	2968
SPORTS AFIELD	D508	Urban Fish Design	5301
Squishland	1675	V&A (Victoria and Albert Museum)	2154
Stacy Peterson	5613	Vithita Animation Co.	5225
Stephen Sawyer	5503	VIZ Media	2481a
Stonyimage	D417	VIZ Media Europe	2481b
STORMDANCER STUDIO	5303	Vooz Co.	4837
Striker Entertainment/ Most Management	4472	VOOZCLUB Co.	2251
Studio Ilya Animation	D417	Warner Bros. Consumer Products	3254
Stupid Factory Studios	4068	Wild Apple Licensing	5401
Suitidea	D403;D409	Wild Wings Licensing	5207
Summertime Entertainment	4407	Wildbrain Entertainment/ DHX Media	2084
Sun Properties Co.	5463b	Wildflower Group	5659
Sunnyside	2251	Wiley	2064
Sunwoo Entertainment Co.	2251	Withit Licensing	4071
Surge Licensing	2157	WME	2278
Suzanne Cruise Creative Services	5214;5215	Woolbuddy	2061
SuZhou Snail Electronic Co.	D206o	Working Girl Designs	5516
Suzy's Zoo	1781	World Wrestling Entertainment	3663
Synchronicity	5174	WSLicensing	1275
Synergy Licensing	5471	Wyland Worldwide	2051
Taipei Culture Foundation	D417;D517	Yamaha Motor Corp., USA	1855
Tea Party Patriot	1980	Yeong Ay Industrial Co.	3871
Televisa Consumer Products	4854	Yuki 7	D315
Tencent Technology (Shenzhen) Co.	D206m	Zenoscope Entertainment	2180
Tezuka Productions Co.	5463c	Zhejiang Zhongnan Animation Co.	D206f
Thai Smart Life Co.	5225	Zhihe Animation Group	D206a
Thailand Pavilion	5225	Zinkia Entertainment	1856
The Brainsy Company,		Zodiak Rights	2661
D.B.A. Brainsy Baby	1858	Zolan Company	5411

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HUGO CABRET
2011

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GHOST PROTOCOL
2011

★ THE ADVENTURES OF ★
TINTIN
2011

STAR TREK 2
2012

G.I. JOE II
2012

LICENSING UNIVERSITY

TUESDAY, JUNE 14 • CONFERENCE SESSION DESCRIPTIONS

How the Digital World is Changing Licensing Forever
10 a.m.–11:30 a.m., islander d
Liz Kalodner, Mike Fitzsimmons

An exploration of how we now think completely differently about categories, distribution and fan engagement. We'll review e-commerce, on demand product, fan-designed merchandise, virtual goods, social gaming, online gambling, etc.

Anatomy of a License Agreement
10 a.m.–11:30 a.m., islander e
Greg Battersby

A clause-by-clause discussion of a typical license agreement with negotiation points for both licensors and licensees.

How to Work with Licensing Agents and Consultants
10 a.m.–11:30 a.m., islander i
Marty Brochstein, Michelle Alfandari, Linda Mariano, Steve Manners

Licensing agents and consultants can play a central role in the development of an effective licensing program. This seminar will aid participants in defining respective roles; key into the pertinent questions they should be asking if considering an agent or consultant and learn how the best relationships work. Panelists will include executives who work with corporate trademarks, entertainment and character properties, literary and art properties.

Thinking Outside the Big Box: Retail Strategies Beyond the Top 12
11:45 a.m.–1:15 p.m., islander i

Todd Donaldson, Mike Slusar
 Most retailers, large and small, are demonstrating unique strategies in this economic climate. One commonality is their innovative use of brands to

generate traffic. All are using private label programs, corporate brands and trademarks and licensed properties to create innovative direct-to-retail exclusives that are generating excitement and demand from consumers. These strategies, along with the unprecedented growth of online opportunities for branded and licensed merchandise, will certainly outlast this economic downturn and present significant future opportunities for licensed products.

Using Your Style Guide as a Branding and Marketing Tool
11:45 a.m.–1:15 p.m., islander d

Stan Madaloni

Find out how to design a style guide that builds brand equity and gain a better understanding of the benefits of a comprehensive style guide.

Art Licensor's Top 10 Mistakes
1:30 p.m.–3 p.m., islander i
Ketra Oberlander

A number of errors impact art licensor's earnings. Here are Ketra's

14 top 10 mistakes, culled from her real-life experience, specifically addressing artists and art licensors in business less than three years.

Navigating a Cause Licensing Relationship
1:30 p.m.–3 p.m., islander d
Tony Summers

Navigating the non-profit world can be a tricky business with varied outcomes and objectives. This class would endeavor to teach the different models that exist between for-profit and non-profit licensing relationships in addition to how to market those relationships. What makes a partnership successful or what makes it fail? It will share

examples of both from National Wildlife Federation's experience as well as provide a panel of non-profit and for-profit experts in the licensing field such as PBS and Susan G. Komen.

Do I Need to Audit My Licensee?
1:30 p.m.–3 p.m., islander e
Gary Broder

This session will explore all the different alternatives and considerations involved in performing an audit of a licensee. What audit steps should you consider under the circumstances? This presentation will review licensee contracts, licensee reporting, definition of terms, interpretation issues and timing of reporting from licensees.

How to Develop and Manage a Successful Brand Licensing Program
3:15 p.m.–4:45 p.m., islander e

Brooke Bridges, Scott A. Bannell, Ron Feinbaum
 Brand licensing can be a powerful tool that enhances brand value and profitability. This seminar will help brand owners evaluate whether their brand is ready for licensing, evolve internal structures and processes to support the licensing program and explore the overall benefits and risks of licensing. Learn best practices from a panel of licensing experts who head up some of the world's leading licensing programs. The panel will cover how to successfully develop and manage a brand licensing program, including style guide creation, licensing plan development, licensee selection criteria, product development tracking and approvals, contract and royalty administration and auditing.

Licensing in Emerging Markets
3:15 p.m.–4:45 p.m., islander d
Dulce Lim

Globalization is fueling growth for many industries, including licensing. Through case studies and a panel discussion, attendees will learn about the opportunities that exist in Southeast Asia and beyond. Gain better insight into what properties translate well, what common cultural pitfalls to avoid and explore what some properties have done to succeed in the global marketplace.

Marketing and Licensing Experiential Brands: Case Studies of FFFN, Cirque Du Soleil, The Rock & Roll Hall of Fame and Museum and The Grand Ole Opry
3:15 p.m.–4:45 p.m., islander i
Melissa Frayley Agguini,

Marie-Josée Lamy, Jeff Stoller
 Getting consumers to choose a brand and stay loyal is more difficult than ever, but there are companies who not only have consumers choosing them, they interact with the brands through destination experiences such as clubs, vacations and/or shows. Hear from leaders who work with experiential brands about how they get their consumers to commit and show up, and how they've expanded their brands beyond their destination. Attend the session and Enter to win two complimentary Ka Cirque du Soleil tickets for June 14 at 9:30 p.m. KÅ, the unprecedented, gravitydefying production by Cirque du Soleil takes adventure to an all new level. KÅ is a heroic journey of love and conflict, set within a dynamic theatrical landscape, as an entire empire appears on KÅ's colossal stage and a captivating display of acrobatics envelops the audience. Only at MGM Grand, Las Vegas.

“SOCIAL NETWORKS ARE CRAP!”
“THE INTERNET WILL NEVER CATCH ON.”
“SMART PHONES ARE STUPID.”



So says my dad, a 77-year-old Kiwi sheep farmer. I guess somewhere between the 1980's and now, he missed a few things.

Today, it's hard to imagine life without social networks, the internet and smart phones. It's equally hard to believe that brands which can not deliver on the key social trends of today can offer anything more than a cute design or a catchy name.

So unless you're planning on selling stuff to old sheep farmers from New Zealand you may want to come by **booth #1675** and check out SquishLand.

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Licensing International Expo 2011 Floorplan

Paramount Licensing Extends Top Gun Deal

(Continued from page 1)

and women's flight dresses—all with embroidered patches and aviator-style sunglasses.

Directed by Tony Scott and starring Tom Cruise, Kelly McGillis and Val Kilmer, the 1986 hit *Top Gun* follows two macho students of an elite U.S. flying school for advanced fighter pilots who compete to be the best in the class, as one pursues romance with a beautiful instructor.



Mattel Hot Wheels Electronics to Roll Out at TRU

(Continued from page 1)

aesthetic. According to Mattel, the design inspiration comes from the original Hot Wheels bright orange tracks. It is the first DTR program with TRU in the electronics category, according to the company.

The Hot Wheels Electronic collection includes a boom box, an alarm clock, headphones and ear buds. The price structure for the line ranges from \$9.99 to \$39.99.

The ear buds and alarm clock feature a Hot Wheels car that creates a sense of nostalgia mixed with cool, modern innovation. The line is targeted to 4- to 10-year-old boys and will hit Toys 'R' Us stores this fall.

Mooney: Disney Set for Retail Growth

(Continued from page 1)

- The Cars franchise, which has generated global retail sales of more than \$10 billion, is already on track to meet retail projections that will exceed *Toy Story 3* last year, positioning it to become the largest in licensing industry history, according to Mooney. In July 2012, Disney Parks & Resorts will open 10 acres of Cars Land, a new attraction at Disney

Discovery, Delsey Join Forces on Luggage Endeavor

(Continued from page 1)

2012 and will retail in department stores, national mid-tier chains, travel, outdoor and sporting good specialty stores and e-commerce sites.

The Joester Loria Group brokered the three-year agreement.

Among other recent deals for Discovery Exhibition are an expanded relationship with MerchSource that includes sports water bottles, outdoor lanterns, utility flashlights and a mini flashlight; and a consumer electronics product line with Brands Unlimited that includes emergency radios, lanterns and spotlights. A line of museum-quality globes from Herff Jones Inc. debuted this spring.



California Adventure.

- Mickey and friends are on track to generate \$9 billion in global retail sales at DCP in 2011, says Mooney.
- As DCP's second-largest franchise, Winnie the Pooh will return to the big screen in the U.S. next month. Mooney says DCP has already seen a positive lift in product sales.

Hasbro Inks Deal with Target

(Continued from page 1)

themed t-shirts, activity sets, books, bedding, DVDs, arts and crafts and exclusive toys that reflect the sparkle, magic and fantasy of the show with a particular focus on Princess Celestia, her sister Princess Luna and Twilight Sparkle—all fun, effervescent pony personalities that promote friend-

ship, sharing and caring.

Store shelves and end caps will display the bright colors and graphics that evoke the magical world of Canterlot, and Hasbro's licensees featured in the special section at Target include Kid Designs, Moose Mountain, Franco Manufacturing, Children's Apparel Network and Disguise.

"We're always looking to team up with

retailers and deliver fresh, exciting ways for the guests to experience our brands, and we think this exclusive promotion with Target does just that," says Bryony Bouyer, senior vice president of franchise development and marketing at Hasbro. "With this promotion, Target is bringing a little slice of the Canterlot experience directly to the consumer, allowing girls to be part of this magical place."

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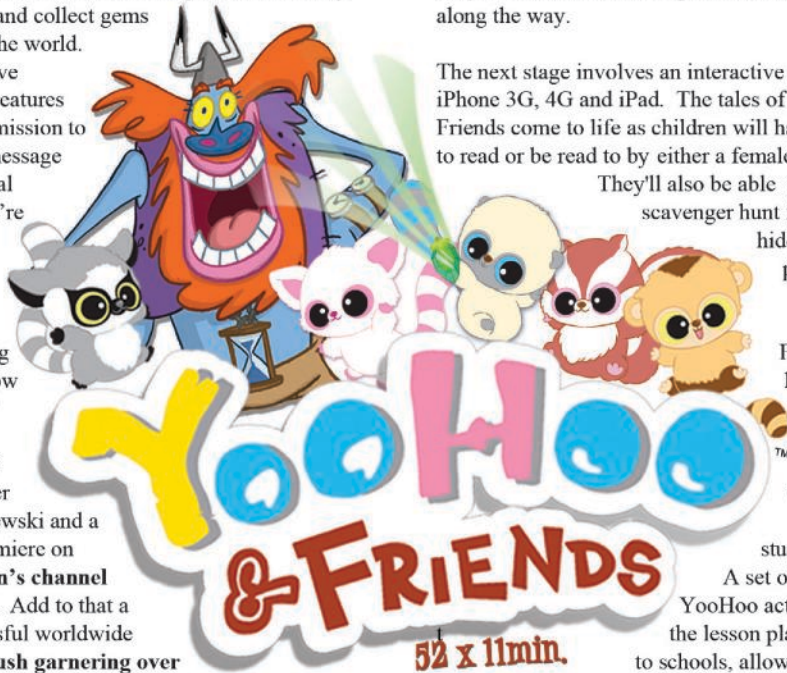
DAY 1

THE WORLD SAYS "WOOHOO!!" TO TOONZONE STUDIOS' "YOOHOO & FRIENDS"

YOOHOO & FRIENDS are on a quest to fix wacky eco-disasters and collect gems from around the world.

These furry five endangered creatures are also on a mission to spread their message on every global platform. We're talking a tv series from Toonzone Studios, with award-winning creator of "Cow and Chicken"

David Feiss, Emmy Award nominee writer **Thomas Krajewski** and a broadcast premiere on **UK's children's channel POP in 2012**. Add to that a highly successful worldwide **plush sales push garnering over \$163 million...so far**. But why stop here? The YooHoos are soaring into the digital arena as well.



zany environmental mishaps, while collecting gems along the way.

The next stage involves an interactive eBook for the iPhone 3G, 4G and iPad. The tales of YooHoo & Friends come to life as children will have the opportunity to read or be read to by either a female or male narrator.

They'll also be able to participate in a scavenger hunt for gems, activate hidden animation and paint several pages within the eBook.

Finally, Toonzone has partnered with schools nation wide on an eco-initiative that ties directly into the current student curriculum.

A set of save-the-planet YooHoo activities reflective of the lesson plan will be provided to schools, allowing kids to make a direct impact on their environment.

The Toonzone Studios multi-media master plan for YooHoo begins with an interactive website that features a 3d online game, using the newest parallaxing technology. The player is able to choose their favorite YooHoo, and launch him or her high into the air. They can then control the direction of flight and clean up a series of

Visit Toonzone Studios' booth (#2468), to play the new YooHoo game, browse the new YooHoo eBook and find how you can become part of the YooHoo licensing world!



BREAKING NEWS

TOONZONE STUDIOS REVEALS "ACTION DAD'S" SUPER SPY FAMILY TO JOIN THE CANAL+ CLAN

Life as a teenager is quite challenging. It gets a lot more so when your dad and mom work for competing spy agencies, and you have to help out by building skyscraper-sized robots, stop attacking ninjoids and make it to dinner...on time. This is your life when you have an ACTION DAD.

"This 007 family series is helmed by Spawn producer **John Kafka**, who's delivered both great creative direction and amazing comedic timing," says Toonzone President **Konnie Kwak**. It is just this type of quality that caught the eye of French broadcaster Canal+, who've recently welcomed ACTION DAD to their family on not one but two of their most popular channels - **Canal+Family and TeleTOON, with a premiere in 2012 and 2013**. Kwak adds, "With such a top notch creative director like Kafka on our series, it really raises the animation bar and more importantly makes our broadcasters very, very happy."

Will this series takeover other broadcast networks? Will a feature film be on the horizon? Will ACTION DAD spy gadgets be available to help everyone become better 007s? Find out this and more by dropping by the Toonzone Studios' booth (#2468)!

 **ADC Licensing**