

China Opens Licensing Int'l Expo

Liu Yuzhu, director-general of the Department of Cultural Industries, Ministry of Culture of the People's Republic of China, explained why the color red was chosen for the pavilion. "In China, red represents vigor, harmony and passion," Liu says, "A creative business like the video game industry needs passion." Pictured, from left: Wang Shuyan, deputy director general, Enterprise Registration Bureau, State Administration for Industry and Commerce; Charles M. Riotto, president of LIMA; Liu Yuzhu, director-general of the Department of Cultural Industries,



Ministry of Culture of the People's Republic of China; Joe Loggia, chief executive officer, Advanstar; Georgiann Decenzo, executive vice president, Advanstar; and Che Zhahe, cultural consul, consulate general of the People's Republic of China in Los Angeles.

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

Nick's Kid's Product Rolls Out

Nickelodeon Consumer Products announced several launches and retail initiatives for its hottest properties.



For "Victorious," NCP will launch more than 250 products exclusively at Walmart in the U.S. and Canada, in time for back to school season, July-September.

Jakks Pacific has signed on to be the master toy licensee for "Winx Club" as part of a multi-territory agreement for launch in fall 2012. The toy line will debut alongside new

episodes of the series.

NCP entered into its first consumer product line for the Team Umizoomi property and will focus on math skills. The Team Umizoomi Preschool Math Kits will be available exclusively at Toys 'R' Us in mid-July.

Playmates Toys will continue to be the master toy partner for the "Teenage Mutant Ninja Turtles" with a global product line for kids.

LF USA Runs Off with Skechers Fitness Deal

Skechers will team up with LF USA to produce a Skechers Fitness apparel and accessories collection for men and women. The multi-year licensing agreement will include Shape-ups, Tone-ups and



Skechers Resistance branded activewear, outerwear and performance accessories beginning in 2012.

"We see tremendous opportunities to build on the brand's solid foundation as we bring consumers a new, differentiated performance apparel line," says Rick Darling, president of LF USA, pictured.

Breaking News

Ben 10 Heads to Theaters

Ben 10 will make its way to the silver screen, thanks to an agreement between Cartoon Network, producer Joel Silverstein and Silver Pictures. Silver and his production company exclusive have rights to develop and package the property in advance of the theatrical production.

TapouT Taps into Ochocinco

Wide receiver for the Cincinnati Bengals Chad Ochocinco is heading to the field with TapouT Mouthguards and TapouT RealG Performance Brands to brand innovative and affordable mouth protection systems. The deal was executed in partnership with Authentic Brands Group, with product produced by Battle Sports Science.

WBCP Underwear on Way

Warner Bros. Consumer Products will partner with Undergirl on a line of women's underwear and sleepwear featuring DC Comics' female superheroes including Wonder Woman, Batgirl and Supergirl. The new collection will be available in time for back to school at specialty stores such as Hot Topic, Spencer's and Journeys.

Weta, Paramount Unveil Rough-and-Tumble Collectible Sculpture

Paramount Licensing and Weta Workshop have unveiled the first in a series of collectibles from the forthcoming release, *The Adventures of Tintin*. The figures will hit retail at film release. The sculpture recreates Tintin's companion, Captain Haddock, and will be available in gift, specialty and online stores.





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LIMA Names Toy Story 3 Best at Annual Awards

LIMA (International Licensing Industry Merchandiser's Association) hosted its annual award ceremony last night, and *License! Global* was on hand as winners in the industry were announced. In total, LIMA presented 15 international licensing excellence awards recognizing the best and most successful licensing properties across seven categories.

The winners are:

Overall best licensed program of the year—Toy Story 3 (by The Walt Disney Company).

Character/toy brand—Hello Kitty (by Sanrio, Inc.), best character/toy brand program; Smart USA (for Hello Kitty), best character/toy brand licensee: hard goods; and Loungefly (for Hello Kitty), best character/toy brand licensee: soft goods.

Corporate—Animal Planet (by Discovery Communications/The Joester Loria Group), best corporate brand program; and Shabby Chic for Simply Shabby Chic at Target, best corporate brand licensee.

Film, television, celebrity or entertainment—Toy Story 3 (by The Walt Disney Company), best film, television, celebrity or entertainment

program; LEGO (for Harry Potter), best film, television, celebrity or entertainment licensee: hard goods; and Awake, Inc. (for Glee), best film, television, celebrity or entertainment licensee: soft goods.

Sports and sports-themed entertainment—NASCAR Team Properties (by NASCAR and Teams), best sports program; and Jakks Pacific (for Ultimate Fighting Championship), best sports licensee.

Promotion—Dove Glee (for All by Twentieth Century Fox Film Corp.), best licensed promotion.

Retailer—Boots (for Strictly Come Dancing), best retailer.

Art—Victoria and Albert Museum (by Victoria and Albert Museum), best art/design program; and Dom Perignon (for Andy Warhol), best art/design licensee.

"It is extremely gratifying to see the breadth and quality of programs created by the licensing community around the globe," says Charles Riotto, president of LIMA. "The more than 220 entries represent the best of the best and the Association is proud to honor the winners for their ingenuity and for demonstrating licensing industry expertise."

Zodiak Rights Names Lawlor SVP of Strategy and Planning



Jennifer Lawlor, Zodiak Rights' new senior vice president of strategy and planning, consumer products, outlined her priorities in a role Matthew Frank, Zodiak chief executive officer, calls "an absolutely key hiring."

As Zodiak Rights continues its international rollout for top preschool properties like Waybuloo and Little Princess, Lawlor says: "We will develop rounded business plans for all the Zodiak properties, evolving what is already going on at a vital time for the company. From grass roots Zodiak has grown some fantastic properties and now we want them to play a bigger role on the international stage."

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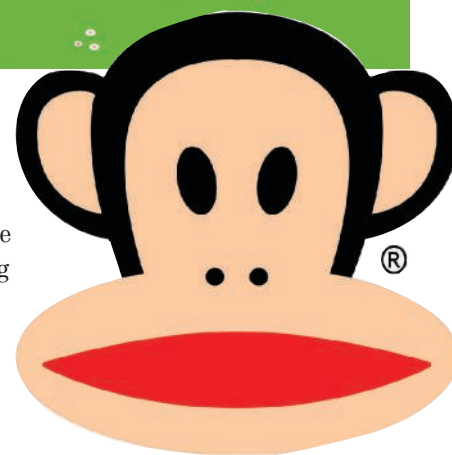
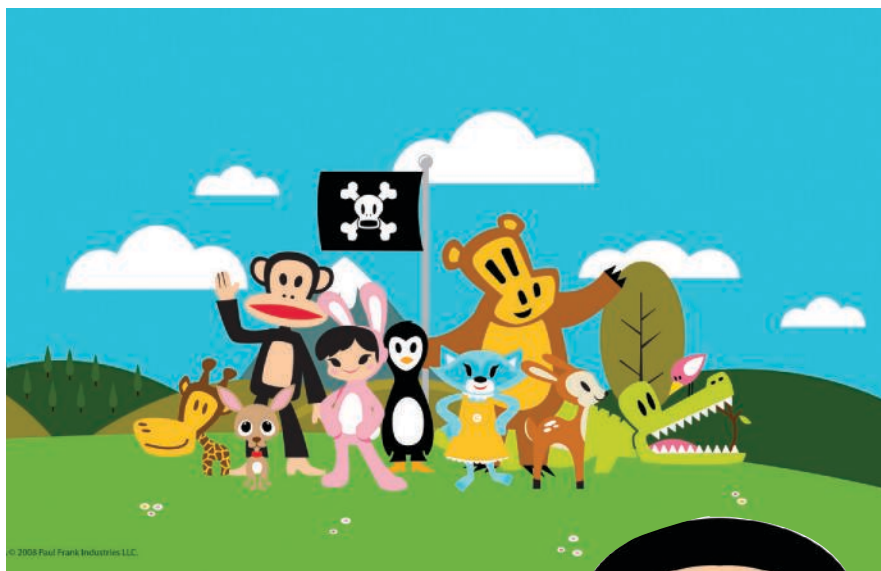
Saban Brands Expands Paul Frank

Saban Brands is expanding the reach of its Paul Frank brand with a live tour, a Christmas special, branded surfboards and an appearance in this year's Macy's Thanksgiving Day Parade.

First, Saban is planning the Paul Frank "Academy of Awesome Mobile Tour 2011," a national tour with more than 50 stops in a newly designed Winnebago.

Julius and other characters from the Paul Frank brand will host performances from local bands and interactive contests at each stop. The tour will make field trip stops to American landmarks, as well as detours to entertainment venues, music festivals, beaches and parks.

The "Academy of Awesome Mobile Tour" kicks off this month with a party in Los Angeles. The Winnebago will make its way east across the southern portion of the U.S. and come back through



Boy Scouts Shoot for Eagle Licenses

The Boy Scouts of America introduces the Eagle Scout Centennial property for license at the International Licensing Expo.

In 2012, the Boy Scouts of America will celebrate the 100th anniversary of the first Eagle Scout award to Arthur Eldred. Since 1912, the Boy Scouts of America has awarded 2,099,551 boys the Eagle Scout rank, and while this number seems large, only about 4 percent of Boy Scouts ever achieve this prestigious rank. The Eagle Scout rank is the Boy Scouts of America's highest rank and among its most familiar icons.

Also available for license are characters PLUG and AXEL, Be Prepared, Pinewood Derby, Wilderness Outfitters, Black Bull and other properties.

the northern route.

The "Academy of Awesome Tour" activities will include a museum displaying limited-edition co-branded products dating back over a decade, as well as a product showroom and lounge showcasing

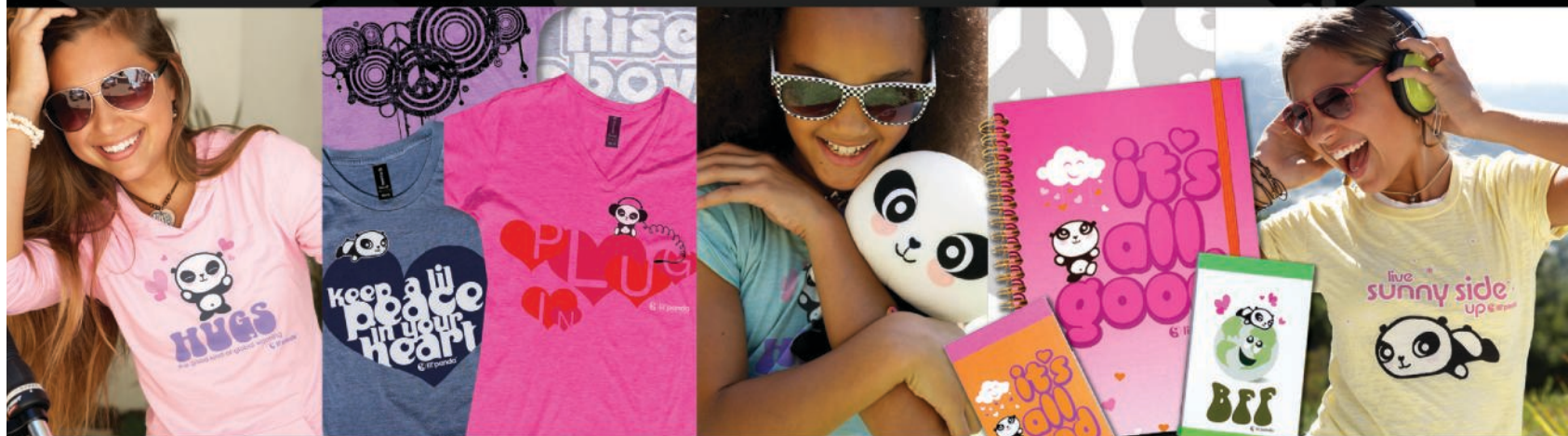
Paul Frank's latest collection. The specially equipped Winnebago also features an interactive station for social media and music—all driven by iPads.

In addition, Saban Brands started pre-production on a Christmas special featuring Julius and other existing characters from the Paul Frank brand. This animated primetime event makes its debut next December.

Robert August, the famed surfboard manufacturer, will create 30 limited-edition surfboards for charitable fundraisers and a promotional contest hosted by Paul Frank this summer.

Finally, Julius the Monkey will make a colorful debut above the skies of New York City as a giant helium balloon character in the 85th annual Macy's Thanksgiving Day Parade on Nov. 24.

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Despicable Me 2 Program Strategies Under Way

Universal Studios is gearing up for the 2013 release of *Despicable Me 2*, and licensing programs and strategies are beginning to take shape.

A follow-up to 2010's \$540 million global blockbuster *Despicable Me*, plot details have yet to be released, but program expectations are already running high for the 3D CGI sequel from Universal and Chris Meledandri's Illumination Entertainment.

"We had this small and really creative program and it just exploded," says Stephanie Sperber, president of Universal Partnerships and Licensing. "Licensees and retailers quickly realized they were smart to buy into *Despicable Me* sight unseen, so now we're in a really good place."

The first film was one of the largest cross-promotional campaigns ever developed for an original property and included 20 licensing and marketing partners, including Best Buy and IHOP—the most substantial promotional partner in UP&L history, says Sperber. Particularly

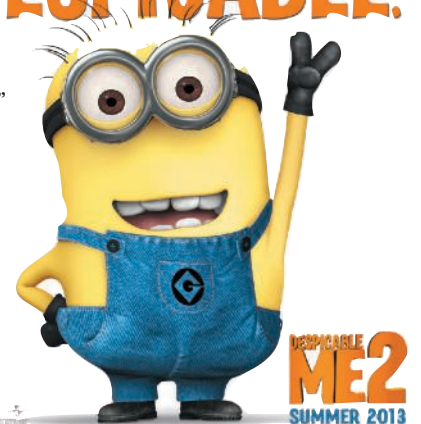
successful was the Universal/Best Buy partnership, which paired limited edition plush with the DVD release and sold out product "within hours."

Early strategies for the film's licensing and marketing program will center around the Minions characters, breakout stars of the original film and a consumer product boon, across all categories including digital and traditional games, social expression, apparel, toys, publishing, home décor, food and beverage and more. Universal is particularly interested in licensees that can bring a non-traditional perspective to consumer products.

While no master toy licensee was in place for the first film, Sperber says UP&L is open to conversations with partners this time around. As for further entertainment brand extensions, *Despicable Me 2* will feature multiple mini movies, a component of the original film.

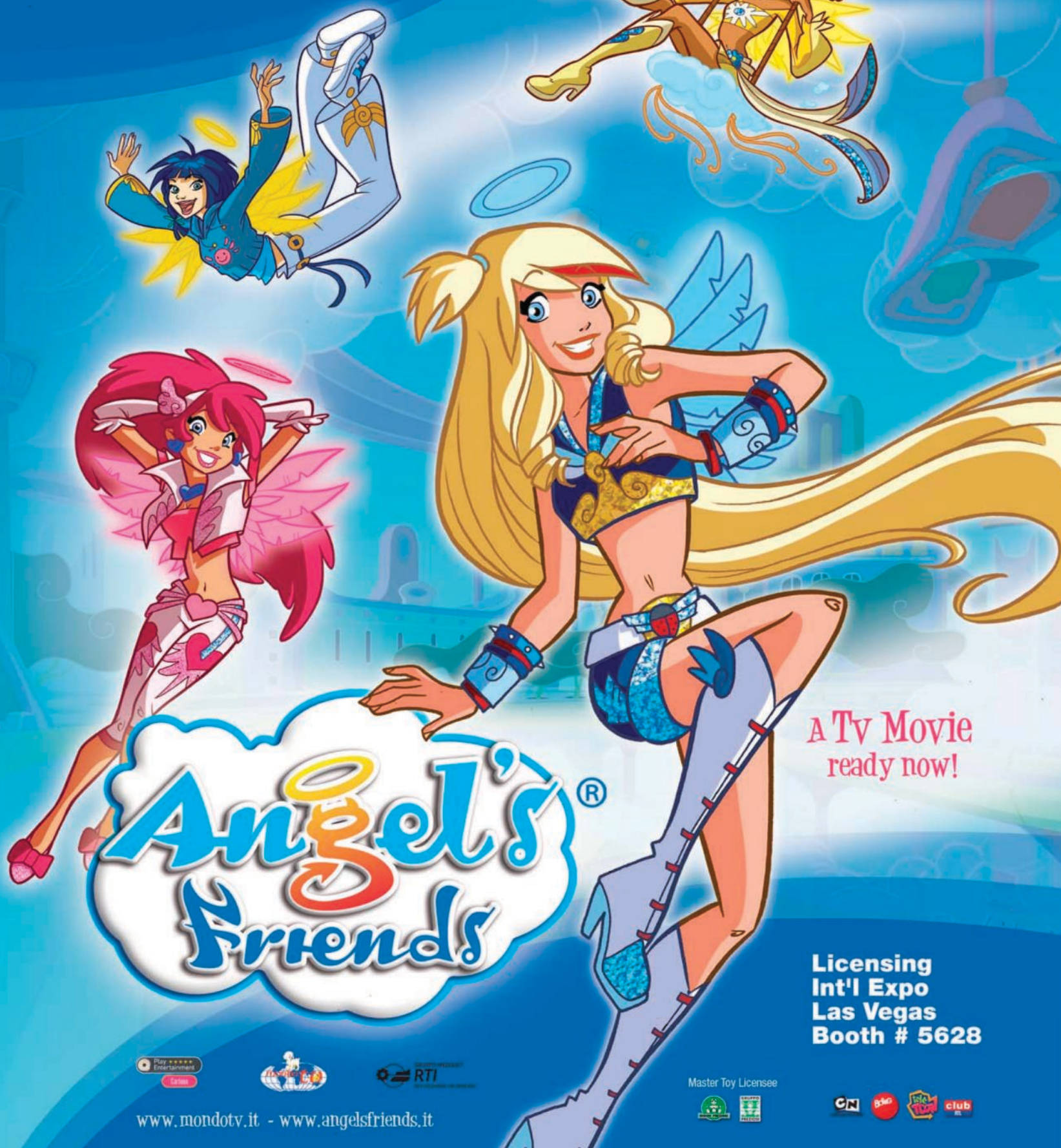
Products are expected to begin rolling out as *Despicable Me 2*'s release date draws nearer.

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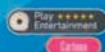
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Kidz Bop Turns 10

Kidz Bop, the No. 11 music brand for kids ages 5-12 in the U.S., is celebrating its 10th anniversary this year with new products, promotions and events.

The music brand is releasing the latest volume in its best selling audio series, "Kidz Bop 20," July 19. The album, which includes 16 chart-topping hits sung by kids for kids, is being supported with a national TV ad campaign running on Nickelodeon, Disney XD and more.

Not limited by music, Kidz Bop

and publishing partner F+W/Adams Media are launching the brand's first book series Aug. 1. The series features three titles: a how-to guide, a junior novel and a create-your-own-story book, which include a free Kidz Bop music download.

In addition, American Greetings is continuing to roll out Kidz Bop musical greeting cards, while D3Publisher is making Kidz Bop Dance Party! for Wii available in retail stores.

Kidz Bop is also kicking off its



second annual

Kidz Star USA Talent

Search this summer, in which the winner will receive a recording contract and starring role in a Kidz Bop TV commercial and music video. Celebrity judges and sponsors are being announced in the coming weeks.

Big Tent Continues Domo-nation

Big Tent Entertainment has announced even more partners that will bring new products to store shelves in 2011 and beyond to help feed the appetites of Domo fans nationwide.

In the U.S., Concept One and Dark Horse Comics are continuing with the cultural icon; while new Domo licensees include: Abrams (calendars and books), Advanced Graphics (cardboard standees and wall jammers), Classic Imports (home décor), Elope Inc. (costumes), Gramify (mobile voice greetings), Hori (video game accessories), License2Play (plush, novelty items and select games), MTC Marketing (outerwear), PS Brands (fashion accessories), Coveroo (Laser engravings) and Music Skins (mobile accessories).

In addition, Domo is going digital with his

first Facebook game, Planet Domo, as well as his first foray onto the iPhone. A line of Domo-inspired virtual goods are available on the WeeMee Avatar Creator app from Virtual Greats.

Domo is also expanding internationally with programs in Mexico, the U.K. and Australia/New Zealand.

Big Tent is at Licensing International Expo seeking additional licensees in fashion, video games, casual games, electronics and home décor.



Brand Central Hits 10 Year Milestone

Brand Central is celebrating its 10th anniversary this month as one of the premier global brand consultancies and is at Licensing International Expo 2011 with new deals for such clients as Baja Fresh and Seventh Generation.

Within the restaurant space, Brand Central is increasing licensing for Baja Fresh, extending the Mexican chain into refrigerated meals and shelf-stable categories, such as salsa and guacamole.

In an effort to grow its clientele beyond the food and beverage category, the agency is focusing on getting Seventh Generation into cleaning tools and automotive supplies, beyond existing household care.



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Golden Bear, BBC Meet Mike the Knight

HIT Entertainment has appointed Golden Bear to produce arts and crafts products and BBC Worldwide as the magazine publisher for its new preschool series, "Mike the Knight." Character Options is already signed as master toy partner. BBC Worldwide will include Mike the Knight in its *CBeebies* magazine in November and will publish a stand-alone magazine starting in September 2012. BBC Magazines' preschool publisher Pauline Cooke, tells *License! Global*: "Everyone in the team is very excited about *Mike the Knight* magazine. Its fantasy world of knights, dragons and magic offers a wealth of opportunities for a new magazine that will have huge appeal for



this audience."

Golden Bear's arts and crafts products will include mechanical arts and crafts, felts and dough, launching in late 2012. Tracy Griffiths, senior director of HIT Brands EMEA says: "We are delighted to have Golden Bear on board. They have a fantastic track record and some innovative product ideas. Our quest is for Mike the Knight to become a major new global preschool property, and with such a fantastic line-up of licensees supporting the brand, we are confident of achieving our goal."

Co-produced with Corus Entertainment's Nelvana Studio "Mike the Knight" is a new 52x12

CGI series that transports viewers back in time to a

Mondo Seeks Playtime Buddies

Mondo TV is looking for partners in key categories for its preschool animated series, "Playtime Buddies," which debuts worldwide in the third quarter of this year. The licensing rights for "Playtime Buddies" will be represented globally by Licensing Works! The master toy partner has already been announced as MEG Toys, whose first products launch at retail in the third quarter of 2012.

The series features fantasy and real life role models who

inhabit the everyday lives and imaginations of children. Each episode features Best Buddy and Sweetie Pie Buddy and their exciting adventures with all their friends in Playtime Village. The tagline that embodies the spirit of the show is, "because that's what Buddies do!"

Opportunities exist for partners in publishing interactive, apparel, accessories, bedding, back-to-school, stationery, confectionery and health and beauty aids.

magical medieval age. Mike is a 10-year-old boy with a big future ahead of him. The son of the King and Queen of Glendragon, he is determined to follow in his father's royal footsteps to become a brave and noble knight. With the triumphant motto, "Be a Knight, do it right" the would-be hero is joined throughout his adventures by his trusty steed Galahad, two eccentric dragons, Squirt and Sparkie, and his sister Evie, a trainee wizard. The series starts broadcast on CBeebies this fall.



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Martha & Friends Ready for Bow

“Martha & Friends” is a new animated multimedia series that will launch this month with a 30-minute primetime July 4 holiday special on the Hallmark Channel and an interactive website. The Martha & Friends online world will feature webisodes, games and how-to instruction for the projects featured in the animated stories. New webisodes will be introduced every other week, and Hallmark will air five additional 30-minute primetime TV holiday specials throughout the year.

“Martha & Friends” features a 10-year old Martha Stewart who, along with her three best friends and two dogs, show how fun and easy it is to do it yourself.

Licensing categories include toys (cooking and food play), do-it yourself craft and activity, furniture, mobile/interactive, international sub-agent, publishing, games and puzzles, novelty, food/candy, home furnishings, seasonal and costumes, social expressions and party and stationery.

Webisode stories will include “Spa Sleepover”—Hannah and Lily join Martha for a rejuvenating spa sleepover at her house. Together they make



natural beauty products like avocado masks, mood mist, lip balm and give themselves natural manicures.

“Francesca & Sharkey’s Party”—Martha is throwing a party for Francesca and Sharkey and her friends help her make homemade dog biscuits, dog dishes and name tags for each of the guests. Just as they finish decorating the room, Francesca and Sharkey arrive home muddy from playing in the yard.

They give them a bubble bath, just in time before their guest arrive.

“Scrappy Birthday”—When Kevin’s cousin moves to town, he decides to throw her a birthday party to help her meet new kids, but he doesn’t have any money. No problem! With scraps and

materials they collect from Martha’s craft closet, they create a craft-themed birthday party and the kids have fun creating their own personalized scrapbooks and frames.

A Squared Entertainment (A2) is a full-service brand entertainment company that creates, develops, produces, programs, markets, merchandises and distributes content across all channels: online, offline, on-air and at retail outlets.

A2 was created by co-presidents Andy Heyward and Amy Moynihan Heyward in 2009. Having spent the last quarter of a century in the kids industry, the two created A2 with a mission to develop meaningful entertainment in various formats and recreate the way brands are managed and brought to market in a multimedia, multitasking world. A2 is currently producing the “Secret Millionaire’s Club” with billionaire Warren Buffett, “Gisele & the Green Team” with supermodel Gisele Bündchen and “Martha & Friends” with American media mogul and business magnate Martha Stewart.

Cartoon Network Taps Jazwares for Toys

Cartoon Network Enterprises has inked a deal with Jazwares to create a line of toys based on the network’s animated children’s comedy hit, “Adventure Time.”

Debuting exclusively at Toys ‘R’ Us this fall before going wide to other mass market retailers beginning spring 2012, the toy collection will include action figures, plush, role play items, collectibles and more. It will be available in both the U.S. and Canada.

Unveiled at Licensing International Expo, the deal is a key driver for Cartoon Network’s multi-tiered product strategy for “Adventure Time.”

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Grani & Partners Roll Mad Ugly Monsters

Grani & Partners is here promoting its Mad, Ugly and Monstrous brand. Mad, Ugly and Monstrous are 36 little monsters that come in three different gangs (mad, ugly and monstrous) and are available as 3D figurines in all Italian kiosks under the Preziosi Collection.

They roll and bounce as small balls, but to play with them you need to be learn the tricks. You can also download the iPhone app, MUM invasion, and defend the planet from the Mad Ugly Monsters invasion.

Grani is offering the concept as a promotional gadget for corporate clients or as collectible gadgets for



publishers.

Grani is also the preferred premium supplier worldwide for Stikeez,

collectable sticky gadgets that stick perfectly to any smooth surface. When they are in their Stikkobubbles, they can be joined up in pairs, in a long chain or put together to build complicated constructions.

Grani & Partners is part of the Giochi Preziosi Group and boasts a deep and extensive knowledge of creating licensed premiums and gadgets after working with the world's major entertainment brands.

To explain more about its services, there is a maxi-touchscreen on its booth showing the best from Grani & Partners' production.

Johnny Test Scores First Licensing Deals

CPLG, the licensing arm of Cookie Jar Entertainment, is launching a wide range of consumer products based on the animated series "Johnny Test" airing on Cartoon Network.

The products, which mark the first-ever licensing program for the hit children's show, include DVDs from Mill Creek Entertainment; a Nintendo DS game from 505 Games; a comic book and graphic novel from Viper Comics; print-on-demand apparel and accessories, room décor, party supplies and holiday items from TysToyBox.com; an apparel and accessory line from MTC Marketing; as well as novelty toys from ID Toys.

"We're very excited to finally bring Johnny Test consumer products to market to satisfy the enormous consumer demand for anything Johnny Test-related, as substantiated by the TV ratings success and Q-scores generated by our 'Johnny Test' TV series," says Michael Berreth, vice president of marketing for Cookie Jar Entertainment.

The items are scheduled to debut throughout 2011.



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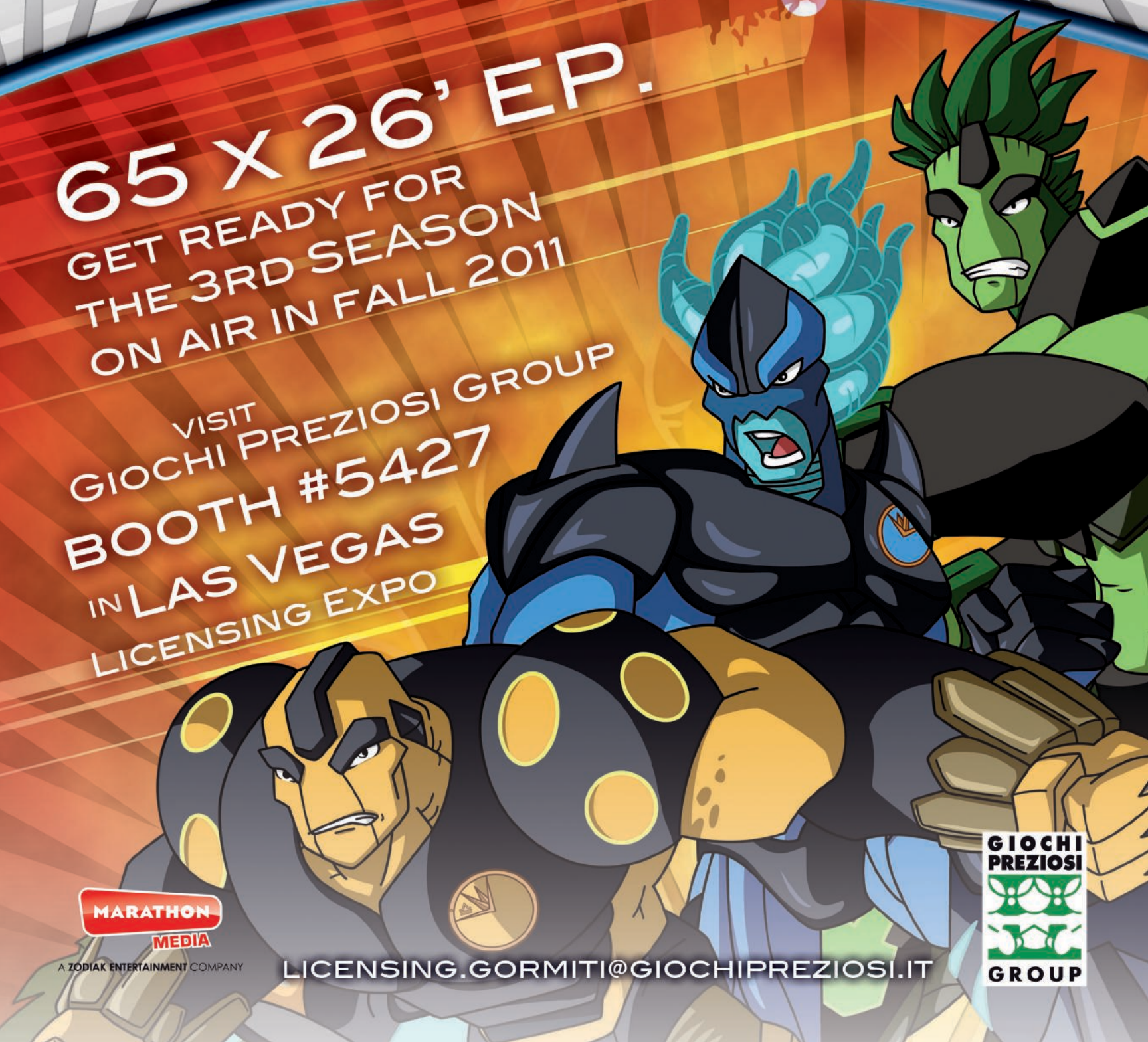
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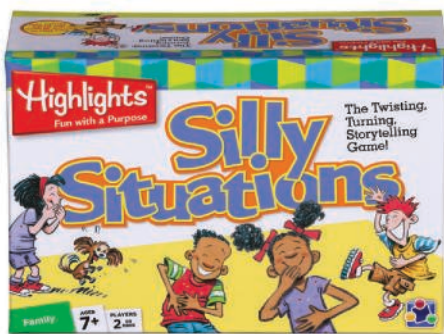
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Highlights Marks 65th Anniversary

Highlights for Children is celebrating the 65th anniversary of its flagship magazine, *Highlights*, at Licensing International Expo by expanding its reach into consumer products.

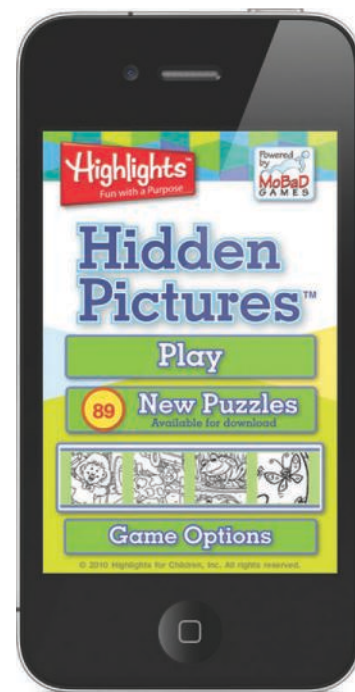
The evergreen children's publisher is boasting an impressive line-up of licensed products based on the magazine, including stationery and social expression products from CSS Industries, board games and iPad apps from Discovery Bay Games, activity sets from Horizon, jigsaw puzzles from Ravensburger, calendars from



Trends International and iPhone apps from MoBaD Games.

"It's exciting to see our first licensed products enjoying success at retail. With a 65-year legacy of bringing rewarding and fun experiences to children, we have a great foundation," says Robin Sayetta, vice president of licensing for Highlights.

The company is seeking new licensees in additional categories, such as greeting cards, electronic toys, crafts and mobile apps.



TLC Unveils Halo Strategy

TLC has announced an initial strategy for the brand, which will include:

- new creative,
- expansion into new markets,
- new segmentation,
- new retail stores,
- and greater ambition.

TLC unveiled a three-tier strategy that will provide a halo across the licensing program.

It has the working title "Jeep Xtra Performance" (JXP) and will be supported with massive marketing and public relations.

TLC has identified real life climbers, trekkers and cyclists to sponsor and become the brand ambassadors. TLC will appoint new high performance licensees in the areas of apparel, watches and sporting goods.

Rainbow's Gladiators Cast Takes Shape

Rainbow has announced that Julianne Hough is in advanced negotiations to become the first American voice talent for *Not Born to Be Gladiators*, the 3D spoof animation made by Italy's Rainbow Studios and released in the U.S. by Paramount. Hough, a former "Dancing With the Stars" champion now attached to Paramount's *Footloose* remake and New Line's *Rock of Ages* adaptation, will voice the love interest of goofy gladiator, Timo.

Paramount will launch the 3D family film in the U.S. in February 2012. It is the first time since Roberto Benigni's *Life is Beautiful* that an independent Italian film will be widely distributed in the U.S.

Not Born To Be Gladiators is a spoof that takes place in ancient

Rome, where young, aspiring fighters are sent to gladiator academies. Directed by Iginio Straffi, chief executive officer and founder of Rainbow, the film has a \$40 million budget, a script by Michael J. Wilson, the Oscar-winning writer of *A Shark's Tale* and *Ice Age 2* and cutting edge animation. High-profile actors for the main voices will be announced soon by Paramount.

Not Born To Be Gladiators will be presented to the international market for the first time at this year's Cannes Film Festival by Rainbow, which has retained worldwide rights, excluding the United States and Canada. A *Gladiators* sequel is in the early development stages and is also being written by Wilson.

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Skechers Inks Street Flyers Deal

Skechers has inked a licensing agreement with Street Flyers to produce sporting goods and safety gear collections for children and young adults, set to launch in the U.S. and Canada in spring 2012.



Under the agreement, Street Flyers will design, produce and distribute Skechers-branded bicycles, skateboards, scooters, skates and safety gear and incorporate designs and images from Skechers' "Zevo-3" animated TV series, as well as Skechers' Kids characters, including Twinkle Toes, Sporty Shorty, HyDee HyTop, The Incredible Elastika Bungees, Punkie Rose, Bella Ballerina for girls, and Z-Strap, Kewl Breeze, Hot Lights and Luminators for boys. The Skechers footwear branding will be used for young adult collections.

"We have found phenomenal success in the performance fitness arena, developing high-performance athletic footwear for adults. Sporting goods are a great way to reach children and

are a natural extension of our athletic offering," says Michael Greenberg, president of Skechers. "We are thrilled to launch Skechers-branded sports equipment with a well respected company like Street Flyers. Skechers is the No. 1 children's footwear brand in the U.S., and Street Flyers is one of the largest wheeled sporting goods companies in North America, so the partnership is a natural fit."

"Skechers is one of the most recognized footwear brands in the world, which is an ideal platform to launch sporting goods under the Skechers name," says Ike Tawil, chief executive officer of Street Flyers. "We're confident that the young adult sporting goods collections will also be a successful new addition to the Skechers brand."

JLG Rolls Out Deals for Discovery Brands, Pepsi

The Joester Loria Group is gearing up for a busy 2011 and beyond with new and expanded licensing for its key clients. Among the deals being presented this week at the Licensing International Expo, are:

- New Animal Planet licensed product launches including a 30-title book series from Kingfisher (Macmillan Publishing), activity packs, lunch bags, footwear and the debut of Animal Planet Baby in leading baby retailers in 2011.

- Top-rated Discovery Communications series' "Mythbusters," "Deadliest Catch" and "River Monsters" are being developed in categories that include gaming, apparel and books, and for "River Monsters," a line of fishing gear and accessories.

- Pepsi is continuing to expand in

soft and hard goods categories with new partners, focusing on Pepsi Throwback and the return of Ray Charles on a limited collection of Diet Pepsi products.

- Johnsonville and SoBe have been added to JLG's portfolio of food and beverage brands.

- Mountain Dew is expanding apparel categories with Fifth Sun and Trau & Loevner, Concept 1 and Briefly Stated.

- AMP is debuting a co-branded product line with Mixed Martial Arts champion, Urijah Faber, which includes apparel and footwear available at Pac Sun and other specialty stores via licensee Form Athletic, a division of K-Swiss.

- Entenmann's new food and food-related categories include a new coffee

licensee, cookbooks by Parragon and bakeware by DuraKleen.

- Car and Driver is introducing functional automotive and automotive-related products later this year, including jump-starters, invertors, 12-volt car accessories and alternate power sources.

- New products for the Pinkalicious franchise include paper party goods, fashion accessories, bedding and room décor from Franco and interactive games from Gamemill.

- Baby Genius is teaming up with new global master toy partners Jakks Pacific and Tolly Tots to develop and market preschool music-based electronic and classic toys. The line, slated to launch in fall 2012, will be introduced at Toy Fair in October.

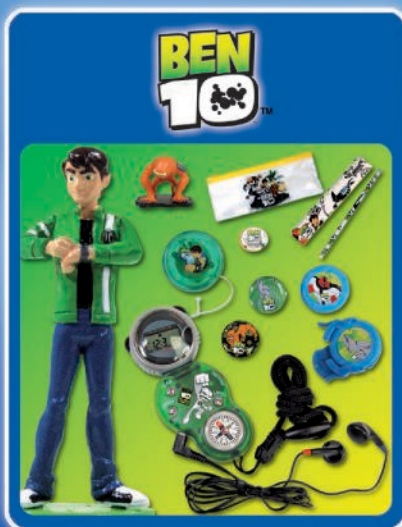


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Wildflower Wins New Deals for App Game

The Wildflower Group, a leading New York City-based licensing and branding agency, is joining forces with Chillingo and ZeptoLab to extend the reach of the popular, award-winning app game Cut the Rope with new licensing programs.

Already on board for licensing is Commonwealth Toy & Novelty for soft/plush toys and accessories, PVC toys and accessories, activity sets, room décor (pillows, flags, wall hangings, etc.) and balls. In addition, apparel manufacturer Changes is currently placing Cut the Rope products at retail chains nationwide in the following categories: t-shirts, sweatshirts, fashion tops and track jackets for kids, teens, young adults and adults.

The Wildflower Group is also in discussions with potential licensees for Cut the Rope board games, card games and puzzles; back to school, stationery and other paper products, including journals, stickers, posters and calendars; sleepwear, loungewear and boxers; publishing; food and candy; and accessories, including bags, backpacks and jewelry.

The game, which launched in October 2010 and has sold more than 7 million paid downloads on the iOS platform within six months, challenges players to feed the ever candy hungry monster, Om Nom, by cutting the rope that holds the candy at precisely the right time so that it drops into his mouth.



Beanstalk Extends Rosa Mexicano

Beanstalk, a leading global brand licensing agency and consulting firm, today announced the addition of Rosa Mexicano to its impressive client roster. Beanstalk will help Rosa Mexicano extend its authentic and modern Mexican fine dining experience out of the restaurant arena and into a line of food and beverage products, launching next year at major grocery and club stores.

Dubbed the “gold standard” in upscale modern Mexican cuisine by Zagat Survey, Rosa Mexicano has grown to 10 locations in New York, Washington D.C., Baltimore, Los Angeles, Miami and Atlanta since first opening its doors in 1984. With additional locations slated to open throughout the year, the licensing program will provide consumers with greater access to the award-winning recipes and flavors from Rosa Mexicano’s critically acclaimed restaurant chefs.

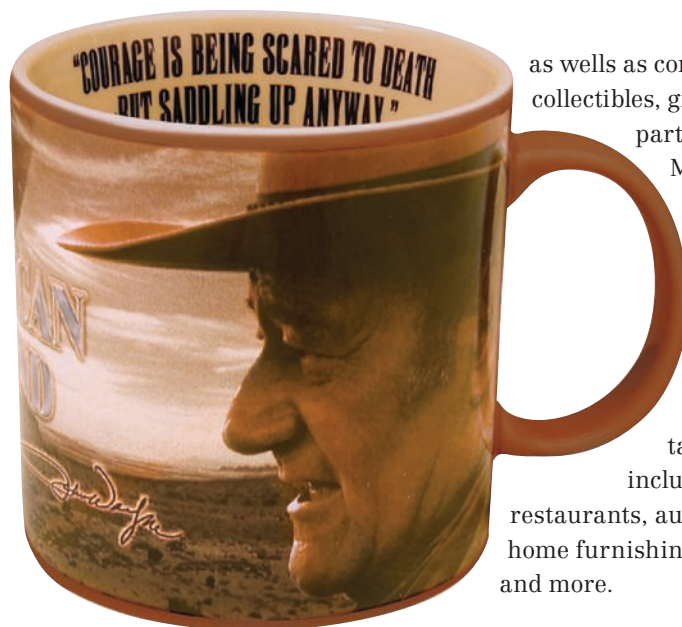
Known for its made-at-tableside guacamole and pomegranate margaritas, Rosa Mexicano played a leading role in defining authentic Mexican cuisine and establishing a new dining category that brought a casual, social and stylishly festive experience to American diners. Like Rosa Mexicano’s prized dishes that have made complex flavors widely accessible, licensed products will blend traditional Mexican flavors with inspired innovation while remaining true to the heritage and ingredients integral to authentic Mexican cuisine.

Beanstalk looks forward to bringing the brand’s unique flavors to American homes in categories such as frozen meals, appetizers, salsas, marinades, sauces, chips and snacks, alcoholic beverages and mixes, as well as frozen novelty items.

John Wayne Set to Ride Again

Celebrity Entertainment has signed on as the international licensing agent for Europe for John Wayne Enterprises. The appointment is in addition to 13 new domestic licensee and seven new international licensees secured over the past eight months.

Celebrity Entertainment will represent the John Wayne in the U.K., Germany, Belgium, Netherlands, Luxemburg, Denmark and Holland as the brand extends into new categories including apparel (American Classics and Steamline Design & Silkscreen) and the launch of a global publishing program (Powerhouse Books, ARIA Multimedia Entertainment),



as well as core categories including collectibles, gifts and novelty products with partners such as Aquarius, Funko, Merrick Mint, Royal Bobbles and Trend Setters.

The campaign will grow further with the launch of the first official one-stop-shop for John Wayne merchandise this fall with an online retail platform targeting men. Expansion plans include categories such as branded restaurants, automobiles, apparel, accessories, home furnishings, food and beverage, gaming and more.



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VeggieTales Adds Bushel of Licensees

VeggieTales from Big Idea Entertainment will expand its licensing program with several new deals with partners across multiple categories, including play sets from Box Creations, “GigglePOD” interactive kid’s video booths from Primary Leisure Global, wall art from Brewster Home Fashions, children’s furniture from Golden Chair and Karaoke CDs from DayWind. Products will debut at retail this summer.

“We are honored to have such high caliber new partners on board as our licensing and merchandising program continues to grow,” says Brian Mitchell, director of marketing and licensing for Big Idea Entertainment. “All of our partners provide us with wonderful opportunities to deliver top-quality

and engaging VeggieTales Products to an ever-expanding worldwide fan base. With several open categories, we believe there is even more consumer product growth potential for VeggieTales as we share the enduring values the brand represents through wholesome family entertainment.”

The new licensees join existing partners including Strotzman International (kids’ meal promotions with Chik-fil-A), American Puzzle Company (wooden puzzles and trains), Zoobies (plush and blankets), Tabbies (index tabs, stickers, temporary tattoos and wall clings) and Victoria Designs (children’s guitars).



9 Story Entertainment Shows Three Properties

Production and distribution company 9 Story Entertainment is seeking licensing partners for Almost Naked Animals, Wibbly Pig and Wild Kratts at Licensing International Expo this year.

The properties are being shown by 9 Story’s exclusive licensing agency, The Licensing Shop, says its chief executive officer Vince Commisso.

“Almost Naked Animals” is an animated comedy currently airing on YTV Canada. The show has also been licensed by Cartoon Network in the U.S.; Disney Channel in Latin America, Italy and India; CITV

(U.K.); RTE/Dublin films (Ireland), Super RTL (Germany); NPO (the Netherlands); NOGA (Israel) and ABC (Australia).

Based on the hugely successful Wibbly Pig books, the “Wibbly Pig” preschool series currently airs on TVOntario and Knowledge Network in English-speaking Canada, Cbeebies in Latin America and on the Cbeebies VOD service in the U.S.

Wibbly Pig will soon debut on SRC in Quebec. 9 Story Entertainment shares distribution rights with BBC Worldwide and holds North and Latin American

rights to the property.

“Wild Kratts” is an animated half-hour adventure comedy that premiered in January on PBS KIDS GO! in the U.S., TVOntario, Knowledge Network and Télé-Québec in Canada.

The series has also been sold to Discovery Kids Latin America, Al Jazeera Children’s Channel (Middle East), NOGA (Israel), TV3 (Spain), SIC (Portugal) and RTE/Dublin Films (Ireland).

At Licensing International Expo, The Licensing Shop will be offering 9 Story Entertainment’s properties at booth 1677.

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FOR MORE INFORMATION, PLEASE CONTACT: Domestic Licensing: Cindy Chang 818-777-2067 or Tricia Chaves 818-777-2440 • International Licensing and Promotions: Ray De La Rosa 818-777-5694
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, D.B.A. Brainsy Baby	1858	Zodiak Rights	2661
		Zolan Company	5411

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TINTIN
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STAR TREK 2
2012

G.I. JOE II
2012

LICENSING UNIVERSITY

WEDNESDAY, JUNE 15 • CONFERENCE SESSION DESCRIPTIONS

From Good To G'rate: What Every Licensing Professional Should Know About Royalty Rates

10 a.m.–11:15 a.m.

Adina Avery-Grossman, Elise Contarsy, Lori Gould, Stephanie Lawrence, Tammy Talerico

Come hear leading industry experts talk about royalty rates and how they can take a licensing agreement (and a licensee/licensor relationship) from good to g'rate! Course will cover a 360° view on royalty rates—what they are, how they differ by category, how they relate to margins and cost of goods, and how they relate to other business terms like advances and guarantees. We'll talk about traditional licenses and DTRs (direct-to-retail programs) and how royalty rates vary in these very different approaches. We'll explain the risk/reward effect, demystify the "net sales definition," tell you when to escalate or de-escalate, and if there's time, heck, we'll even get our F.O.B. on!

Building Sports Brand Licensing: Lessons Learned on the Field of Play

10 a.m.–11:15 a.m.

Rick Van Brimmer, Bill Priakos, Paul Merrell, Dee Scott

What does a professional football team; one of the nation's largest public universities; a global giant in footwear, activewear and sports equipment; and a leading skateboard/snowboard company have in common? They all know the secrets to building brand equity through a base of qualified licensees—and they are willing to share their secrets! Sports brand licensing continues to outpace the licensing marketplace, and these top brands are leading the way with their innovation and "out of the box" thinking. Learn how they have established their brand attributes, how they choose licensees that are a good fit in promoting and exploiting those attributes and the lessons they have learned on the field of play—the retail floor space we all compete for!

Branding for Success in Art Licensing

10 a.m.–11:15 a.m.

Paul Brent, Jay Burch, Katie McRostie, Tara Reed

Includes the following topics; branding basics, what a successful brand can do for you, branding brainstorming, branding pitfalls, strategies for branding success, steps to accomplish to build your brand with

a time table of one week, one month and within the following three months. A case study in branding.

An Appetite for Licensing—Food, Beverage and Restaurant Brand Activity

11:45 a.m.–1:15 p.m.

Cara Bernosky

Food and beverage products remain the largest segment of brand licensing and this sector's brands are among the world's biggest licensors and licensees. With more and more consumers dining at home during the recession, restaurant brands are using licensing to make vital connections with their customers for in-home eating occasions so when the economy rebounds and in-restaurant traffic rises, their customers will be as loyal as ever. Using real life examples of food and beverage strategies at work, this talk will help attendees understand how food and beverage licensing can help grow brands and support core business objectives.

Advanced Licensing Strategies

11:45 a.m.–1:15 p.m.

Stu Seltzer, Steve Cohen, Laura Cohn

Building upon the Beginner Licensing basics class, this seminar will explore some of the different strategies utilized by licensors, licensees and retailers to grow their businesses. We will explore some of the current trends and discuss why some of the old licensing strategies are not very effective today. We will explore the new retail landscape and new methods to maximize your licensing programs. We will also look at best practices from some of the leading companies in the licensing industry. Our expert panel will discuss their own strategic approach to licensing and share many ideas that are sure to make your licensing endeavors more lucrative.

The Ins and Outs of Clearances... Celebrities and More

11:45 a.m.–1:15 p.m.

Chris Arledge, Nancy Prager, Mark Roesler, John Tehranian

The seminar will address the important legal issues to consider when using a celebrity's name, image, likeness or works to promote a product or company. Specifically, we will address: the right of publicity, and how it impacts my ability to use

a celebrity or celebrity impersonation in my branding; when copyright law prevents me from using music, video or pictures in my branding; when trademark law prevents me from using a celebrity, a celebrity impersonation, or a work associated with a celebrity in branding.

The Licensee Survival Guide to Licensing

1:30 p.m.–3 p.m.

Steve Stanley, Claire Gilchrist, Mary Rafferty, Jim Kipling

This presentation will examine best practices for manufacturers, importers and distributors of licensed products in negotiating and dealing with licensors and retailers to achieve strong sales as they tackle some of biggest issues they face today: working with licensor RBD teams, direct-to-retail license competition, high royalty demands, advertising and promotion, growing China production costs, social responsibility, product testing requirements and other retailer and licensor demands that increase the cost of doing licensed business.

Hot Trends in Interactive

1:30 p.m.–3 p.m.

Careen Yapp, Germaine Gioia

Opportunities to license character and brand IP to the interactive industry have expanded significantly in recent years. Emerging digital platforms offer the licensors and licensees a range of new ways to deliver licensed interactive content directly to the consumer. Come meet a variety of professionals from leading game publishers, film studios, television networks and agencies making this new era of licensed interactive entertainment a success.

Improving International Licensing Practices

1:30 p.m.–3 p.m.

Marty Malysz, Sheri Dhami, Neena M. Gordon

Session is geared to licensors and agents looking to improve their international licensing operations dealing with deal and transaction complexities such as fluctuating currencies (USD), multiple taxation (withholding, VAT, GST, etc.), international revenue recognition and foreign audits. Focus will be placed on placing standard processes within a licensing organization to keep better

track of licensing brands in other territories including potential industry financial administration techniques. Panelists have industry knowledge of where to improve compliance across cultures, business practices and local accounting practices. Practical examples of "real world" scenarios will reinforce topics reviewed during this session. Attendees should expect to take away better procedures to immediately improve any international licensing portfolio.

Big Fish, Small Pond: Big Pond, Small Fish—Making the Transition

3:15 p.m.–4:45 p.m.

Neil Ross Russell

Cracking the U.S. market remains the benchmark of global brand success. Using examples from BBC Worldwide's portfolio of brands we will give an overview of the different strategies BBC Worldwide have employed when launching to a U.S. market. By taking BBC Earth, In the Night Garden (launched this month), Lonely Planet and Doctor Who as case studies we will be able to share our learnings of what works and what doesn't and understand what it takes to successfully grow your brand in this highly competitive but highly lucrative market.

Issues in Sourcing and Manufacturing

3:15 p.m.–4:45 p.m.

Christian Ewert

Protecting licensed brands by assuring socially responsible treatment of workers in the supply chain, using the International Council of Toy Industries CARE Process as an example.

Changarros, Kirana and Souks: International Retailing Beyond Walmart and Carrefour

3:15 p.m.–4:45 p.m.

Ira Mayer, Karen Raugust

Walmart and Carrefour, H&M, Toys 'R' Us, Zara and Tesco are all pushing into emerging markets. But all are also learning, sometimes the hard way, that local retail traditions pose formidable competition. This session focuses on the retail practices common in the most significant emerging markets for licensed merchandise, the lessons multinational retailers have learned, and how changarros, kirana and souks, among other local retail operations, will influence your market strategy.

“PLAYING GAMES ON THE INTERNET IS NEVER GOING TO MAKE ANYONE ANY MONEY”



Yeah right, go tell that to Disney or Zynga.

Today, it's hard to imagine life without social networks, the internet and smart phones connecting us with social games. 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 would rather crank the time machine back to 1982 and go rock out to "A Flock of Seagulls" you may want to come by **booth #1675** and check out SquishLand.

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Contact: Micheline Azoury
m.azoury@mondotv.it

Pics Around Licensing International Expo



From left: Hasbro's Derryl DePriest, Konami's Christine Catle, Tomy's Phil Ikeda, D-Right's Takamoto Miura and Corus Entertainment's Colin Bohm.



Angela Farrugia, group managing director of The Licensing Company, (center) with Anheuser-Busch's Tracy Neier, senior manager, licensing, (right) and Jill Stobie, manager, marketing solutions.

Pictured on Tuesday are (from left) Discovery Enterprise's European sales director Ian Woods, Australian sales director Richard Heuson, Asia Pacific sales director Pinky David, senior vice president Nicolas Bonardi, Esteban Domiti and creative director Alison Paye at the company's international press breakfast.



FremantleMedia Enterprise's executive vice president of children and family entertainment and senior vice president of children and family entertainment Bob Higgins pictured with Jon Hudson, Jared Wolfson, Dominic Laurienzo and Jeremy Padawer of Jakks Pacific at the FME cocktail party at The Foundation Room at The House of Blues, Mandalay Bay, Monday.

Khan Signs on to Baby Genius Team

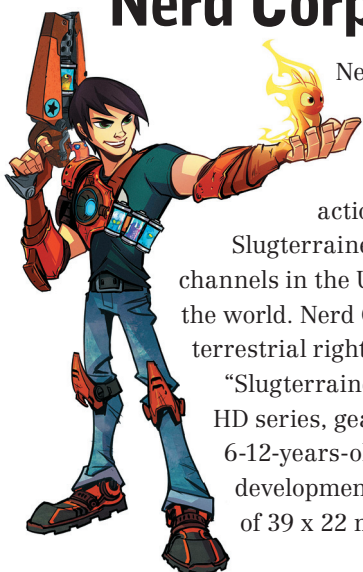
Pacific Entertainment, creators of Baby Genius, has announced today the appointment of Alfred Khan as exclusive consultant in the preschool and children's markets for the brand.



Kahn comes to Pacific Entertainment from 4kids Entertainment, where he was the founder. In 2006 he was inducted into the LIMA Murray Altschuler Licensing Hall of Fame.

"We are proud to welcome Al to the Pacific Entertainment team and pleased that he sees the tremendous growth potential in our company and the Baby Genius brand," says Klaus Moeller, CEO of Pacific Entertainment. "Mr. Kahn will bring great energy to our effort, as he works to develop additional children's edu-tainment and branded educational opportunities for Pacific Entertainment."

Nerd Corps Slugs it out for 'Slugterrainea' on Disney XD



Nerds Corps announced a deal to broadcast its original comedy action property Slugterrainea on Disney XD channels in the U.S. and around the world. Nerd Corps will retain terrestrial rights.

"Slugterrainea" is a 3D animated HD series, geared for boys 6-12-years-old, currently in development for a 2012 airing of 39 x 22 min. episodes. The

series, set deep underground, centers on a cavernous world where only these quickest survive. Elias Shane is determined to be the greatest "slugslinging" hero, and he and his team battle the forces of evil using slugs (who have the power to transform into magical beasts) to collect, train and duel with.

"It's just a great fantasy world to spend time in," says Ace Fipke, series creator and CEO of Nerds Corps.

Nerd Corps has tapped industry veterans Juli Boylan, Mark Matheny and Peter Maule to help build a retail and merchandising

strategy, launching this week on the Licensing International Expo floor. Nerds Corps is in discussions with multiple partners to extend into categories such as toys, interactive, publishing and other long-lead categories.

"Disney XD has seen considerable increases year-on-year since they launched, and we're very excited that they are so on-board and recognize the potential for this show to have a massive appeal, one that we believe will reach beyond television," says Ken Faier, president of Nerds Corps.

PartyPics



Liz Crawford, Advanstar; Andrew Mininger, Mada Design; Liz Kalonder, CBS Consumer Products; Joe Loggia, Advanstar CEO; and Georgiann Decenzo, Advanstar.



Maria Doolan, Jose Maria Castillo and Reyes Massa of Zinkia Entertainment.



Joanne Loria, James Slifer, Christine McAuliffe and Jessica Wichard of The Joester Loria Group.



Christina Miller and Pete Yoder, Cartoon Network with Jeanne Perry, Wildflower Group.



Juli Boylan, JB Advisory; Melissa Tinker, Chorion; Steven Ekstract, *License! Global* magazine; and Bettina Koeckler, Chorion.



Monique Fletcher, Ethan Wayne, Amy Shepard, Elliot Lederman and Katrina Seide of John Wayne Enterprises.



Michela Baiocchi, Rachele Geraci, John Russel and Claudia Mazzucco of Atlantyca Entertainment, with Sabrina Propper, RPIPR.



Stu Seltzer, Stu Seltzer Licensing; Sally Brown, UNILEVER; and Ricky Yoselevitz.



Steven Mandel, Sketchers, and Liz Crawford, Advanstar.



Snooky Bellomo, Trina Mann and Tish Bellomo of Manic Panic.



Brad Wildes, SEGA; Ashley Maily, Activision; Vickie Farmer; and Geoff Carroll, Activision.



Terence McCann, Bang on the Door; Simon Foulkes, Rainbow Productions; and Ian Downes, Start Licensing.



Darran Garnham and Michael Acton-Smith, Mind Candy with Bruce Foster and Roz Nowicki of 4kids Entertainment.



Emily Sabo and Brice Cooper of Pan Am Brands.

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