

## The Toast of the Show

The Licensing Company welcomed its newest client Anheuser-Busch to the Expo floor Wednesday with a celebratory toast and a parade of the Budweiser signature Clydesdales. Pictured (from left): Robert Schwartz, Ryan Dirk, Jill Stobie, Tracy Neier and Angela Farrugia.



## Fisher-Price Unveils Multiple New Products

Fisher-Price introduced a wide range of new products and partnerships on the Licensing International Expo show floor this week.

Up first is a partnership with singer/songwriter Jewel and Somerset Entertainment to release an album, "The Merry Goes 'Round."

Fisher-Price will partner with United Legwear Company to manufacture

and distribute multi-product lines for infants and toddlers. Products will include fashion styles and core basics such as booties, crew socks, anklets, bobby socks, tights and slipper socks with gripper bottoms that incorporate Fisher-Price characters, styles and themes.

Mobi Technologies is teaming with the preschool

and infant toy manufacturer to produce a series of advanced, wireless baby monitors in both audio and audio/video formats.

On the product release side, Fisher-Price unveiled its FastFinder diaper bag line and new baby gear line in partnership with Baby Trend Inc. for car seat/stroller travel systems and playards.

## FME Writes Condé Nast Deal

FreemantleMedia Enterprises and Condé Nast will partner in a deal granting FME the North American rights to lifestyle magazine and internet brands Self, Golf Digest and Epicurious.

FME will look to extend the brands into consumer products and possibly to additional platforms such as television.

"This partnership allows Condé Nast and FME to leverage our respective areas of expertise in order to build and develop these well respected brands across new platforms beyond the publishing world," says James Ngo, director, brand acquisitions and development for FME.

## Brodsky Named to Hall of Fame

Leigh Anne Brodsky, president of Nickelodeon and Viacom Consumer Products, was inducted into the LIMA Hall of Fame Tuesday evening.

Brodsky is just one of 36 inductees.

The LIMA Hall of Fame honors industry veterans who have significantly contributed to the licensing business.

A "visionary" in the business, Brodsky is respected for successful NVCP licensing programs such as Dora the Explorer.



## Breaking News

### Hasbro and Ruckus Get App

Ruckus Media Group and Hasbro will pair up for the first time to release *Chuck and Friends: Friends for the Long Haul* storybook app available via iTunes app store for iPad, iPhone and iPod Touch.

On deck are other storybook apps for other Hasbro brands including My Little Pony and Transformers Prime.

### Wildbrain and AMSCAN Party

Wildbrain Entertainment has tapped AMSCAN to license Yo Gabba Gabba! for a new line of party goods and accessories for retail in early 2012.

The party line will feature DJ Lance Rock and the cast of characters on tableware, accessories, favors and more. Stores such as Party City and independent party supply outlets will carry the line.

### Spin Master Brings Liv Dolls to McDonald's Happy Meals

Hot off the heels of Spin Master's Zoobles campaign for McDonald's Happy Meals, the multi-category children's entertainment company has announced it will bring its Liv girl's fashion doll line to the restaurant.

Beginning tomorrow and running through July 7, Liv miniature characters and three styling heads will be available at participating McDonald's across North America.

The Liv and Zoobles Happy Meal campaigns will expand to international markets later this year and into 2012.



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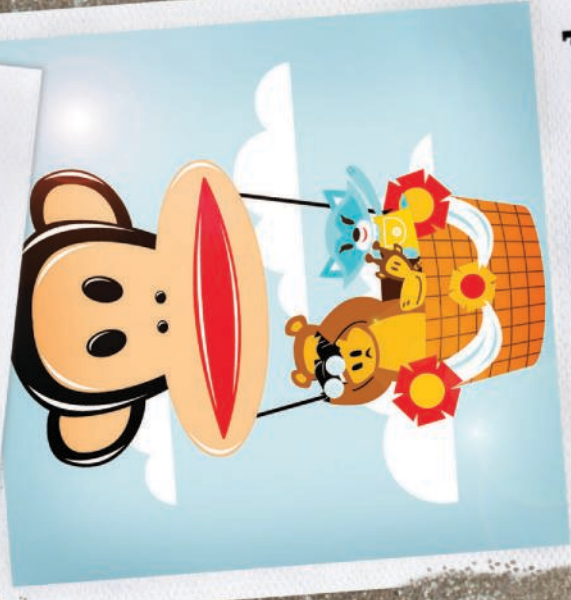
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# Entenmann's Announces White Coffee Partner



Entenmann's Products, one of the nation's oldest leading sweet baked goods companies, has partnered with White Coffee for its new collection of flavored coffees and cocoa. The Joester Loria Group, exclusive licensing agency for Entenmann's, brokered the deal.

The flavored coffee will be available this fall across multiple retail distribution outlets including mass market, supermarkets, club stores, drug stores and through food service applications, as well as in gift packs. The initial range of Entenmann's coffee will feature cinnamon crumb cake, hazelnut,

vanilla and chocolate raspberry flavors. Entenmann's cocoa will be available in regular and vanilla flavors.

"As the premier name in sweet baked goods for more than 100 years, Entenmann's has a great brand heritage and a wide range of product offerings that translate well to flavored coffee," says Joanne Loria, executive vice president and COO of The Joester Loria Group.

## Keynote: Darling Shares Sourcing Expertise

Rick Darling, president of LF USA, delivered the keynote address, Tuesday.

Darling addressed the changing dynamics in the world economic market and how it affects manufacturing, licensing and the entire retail chain. Darling says that the days of manufacturing in one country and re-shipping to another are over, and it is necessary to develop a global network.

"Margins are going to continue to erode for the foreseeable future as prices go up in the U.S. and Europe, most likely with the inability to pass too much of that to the consumer," Darling says. "That means being able to re-evaluate your business model and how you do business and being able to operate at lower margins. The guys that are going to win the game in the next two or three or four years are they guys that are able to lower their margins."



Pictured: Zodiak Rights' Jane Kennedy, Emily French Ullah, Jennifer Lawlor, Aidan Taylor-Goodby, Lisa Simpson, Steve Quirke, Gaby Dior and Angeles Blanco with Tiger Aspect's Katherine Senior.

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# BLE: Mr. Moshi to Give Keynote

Michael Acton Smith, chief executive officer of Mind Candy and the creator of the children's online game Moshi Monsters, will deliver the keynote address at Brand Licensing Europe on the first day of the show in London, Tuesday, Oct. 18.

Moshi Monsters has just reached the milestone of 50 million users worldwide and in some territories like the U.K., half of all children ages 6 to 12 have adopted a Moshi Monster. After building up strong equity online over the last three years, the brand launched into the real world in January with successful products including toys from Vivid Imaginations and a self-



published magazine.

As Moshi Monster's creator and brand guardian Smith describes himself as a child at heart. As an entrepreneur, he has flair and passion and he believes that Moshi Monsters has the potential to change the kids' entertainment landscape as significantly as Henson or Pixar did in their days. This is a brand created for and around a truly digital generation of kids. And he'll be telling us more about the journey so far and what happens next at BLE in October.

BLE takes place in London, Oct. 18 to 20. Please go to [www.brandlicensingexpo.com](http://www.brandlicensingexpo.com) for details.

## Winx Fairies Set to Fly with Nick

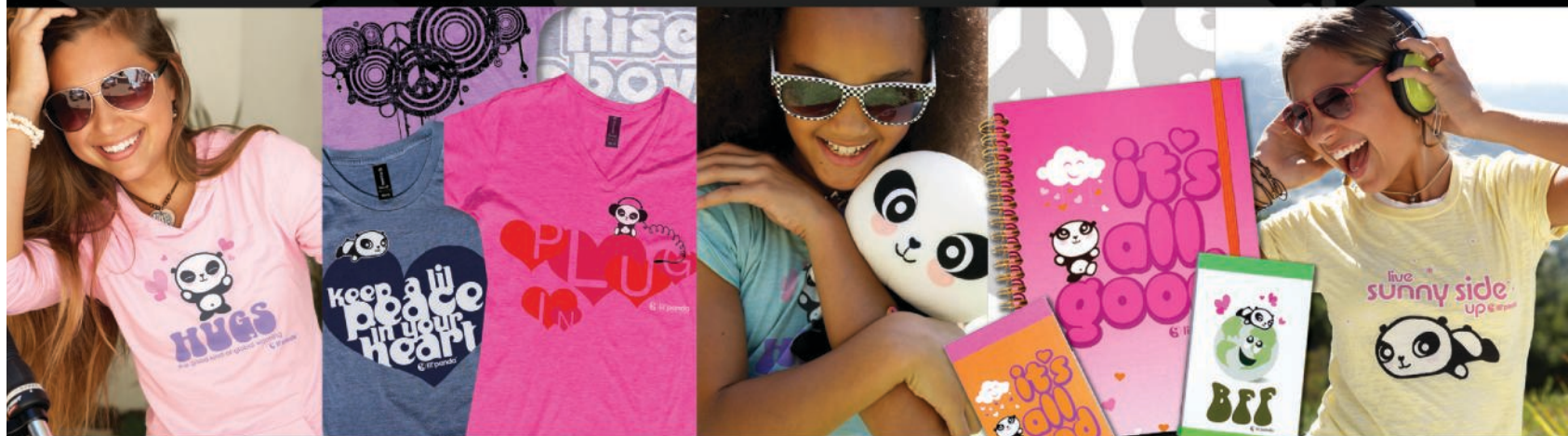


Nickelodeon has confirmed its long-term scheduling plans for Winx Club, giving the property the very best start in its conquest of the American market.

The one-hour Winx Club movie specials (co-produced by Nickelodeon) will air June-September followed by season three daily from October. The broadcast will be mirrored in the U.K., Latin America, Canada and Benelux. The new series five and six (also co-produced with Nickelodeon) will air in fall 2012 and spring 2013. Jakks has been confirmed as the U.S. toy partner.

Winx Club is also the subject of a new deal with CTC in Russia, secured on the back of the show's long-term ratings success in the territory and covering four new Winx Club TV movies, as well as series five. Winx Club has consistently been one the top five highest rated shows on air in Russia since its launch in 2008, and Winx Club is the most successful girls' brand in the territory, winning the 2011 Golden Bear Award for best licensed property because of the outstanding quality of its licensing presence and revenue results.

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## Rainbow Plans Big Push for Huntik Property

Huntik is a priority for Rainbow this week as it announces a second TV series, new theme park attractions, a toy deal with Giochi Preziosi and aims to push Huntik to the top spot in the list of global boy properties.

Series two will have its worldwide debut on RAI 2 this fall, followed by daily airings on RAI Gulp. The series and its licensing partners will be boosted by unprecedented marketing promotions, including Huntik-themed attractions at Rainbow Magicland Theme Park that will boast the first 4D attraction in Europe, Huntik Dark Ride.

Other marketing plans include strong TV support and licensee TV advertising, localized websites, role play community and iPhone apps for 8-16-year-olds.

In 2011, toys and publishing will be the primary categories supporting TV. For Christmas, Giochi Preziosi aims to have action figurines, play sets, plush, building sets and role play on shelves. Tridimensional will continue to distribute approximately 20,000 monthly magazines.

Next year will see the introduction of other licensees and categories, such as total look apparel, outdoorwear and pajamas (Sabor), Easter eggs (Vergani), bicycles (Dinobikes), bedlinen (BLGS), umbrellas (Perletti) and toiletries (Admiranda).





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# iCarly Star Links to Rebecca Bonbon

FremantleMedia Enterprises has announced that Jennette McCurdy, star of Nickelodeon's "iCarly," will be the official brand spokesperson for Rebecca Bonbon products, available exclusively at Kmart and Sears. The teen star will be featured in the marketing campaign for the girls' fashion and lifestyle brand throughout the U.S. and Canada, including on in-store signage.

Pictured alongside Rebecca Bonbon, Jennette is wearing clothing from the 2011 back to school line by master licensee, Kids Headquarters, scheduled to hit stores next month.

FME has also confirmed new international deals for the brand. In Brazil, BIC will launch Rebecca Bonbon stationery products for back to school in September. Clio Style has licensed the brand for backpacks, bags, key rings, pencil cases, make-up bags and laptop cases for launch at the Couromoda market in 2012. French licensee Avenir Telecom will develop 17 mobile phone accessories for Rebecca Bonbon,



which will be available in 30 countries throughout EMEA. Rebecca Bonbon currently has more than 10

licensees in France including Gipsy S.A.S. for branded plush toys. Germany's biggest multi-channel retailer, OTTO, has renewed its license to sell

Rebecca Bonbon apparel through its website and mail order catalog across Germany, Austria and Switzerland. Academy will launch back to school products in Russia, CIS territories, the Baltics and Eastern Europe.

A multi-territory deal has been signed with BLGS Hometextile SPRL for bedding and home textiles in Spain, Portugal and Italy. Finally, Italian licensee Sicem International will launch a new range of ladies' fashion apparel in more than 500 Oviessie stores across Italy in fall 2011.

Rebecca Bonbon is a Japanese bulldog and fashionista designed by Yuko Shimizu, the original creator of Hello Kitty. Launched a year ago, the brand licensing program is growing across North America, Asia Pacific and EMEA.

## Santoro Debuts Fine Art Branch

Santoro London, the U.K.-based creator of lifestyle brands, is captivating hearts everywhere with its new fine art brand, Gorjuss.

Gorjuss features compelling artwork of sweet stripy-socked female characters, wildlife, plants and other natural imagery, as well as childhood toys. They are pictured in heartfelt situations, often with tender and thought-provoking titles that particularly resonate with adults, students and teens. Depth of color and a rich palette of rose pinks, ruby reds, sapphire blues and sea greens help to communicate key themes of love, innocence, serenity and the capacity to dream.

Current products under the Gorjuss brand include greeting cards, postcards, premium quality gifts, fashion bags, accessories and arts and crafts. In addition, Santoro is seeking new partners to develop innovative quality products that reflect the beauty of Gorjuss.





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# Elvis Gets New Look for 35th

Elvis Presley Enterprises has unveiled the artwork that will be used for merchandise, advertising and events to commemorate the legendary star's 35th anniversary in 2012.

The artwork features a variety of Elvis Presley silhouettes in bright, contemporary colors, along with the type, "ELVIS PR35LEY." With multiple versions of the artwork, licensees, sponsors and other EPE partners will have the flexibility needed to use the branding on

many different items.

"Elvis has always been an influence on design through his unique sense of fashion, personality and charisma," says Carol Butler, vice president of worldwide licensing for EPE. "Many of our licensees have shared with me that the bold colors and contemporary look and feel of this design illustrate for them how Elvis is still so relevant today."

Licensed merchandise with the commemorative

2012 ELVIS PR35LEY artwork is under way, featuring products from the following licensees: Bradford, Mattel, Mead, Zippo, IGT and a yet-to-be-announced special music release from Sony.

The 35th anniversary year of Elvis kicks off in Memphis with his birthday celebration on Jan. 5, 2012.



## Brand Central Brings Petit Tresor to BRU



**BRANDCENTRAL**

Brand Central, in conjunction with Ripe Ideas, has announced an exclusive partnership between Los Angeles-based luxury baby boutique Petit Tresor and Babies 'R' Us.

Petit Tresor, known for its high-end products and services that cater to Hollywood's A-listers, will develop two complete lines of bedding and accessory collections, "Nestling" and "Versailles," manufactured by CoCaLo, Inc. and inspired by popular designs created for the boutique's celebrity clientele available at an affordable price point of \$19.99-\$229.99. The complete product line will include

fitted crib sheets, wall decals, window valences, diaper stackers, lamp bases, and shades, wall art, musical mobiles, blankets and plush toys.

The collections will be available at 168 select Babies 'R' Us stores nationwide and online at [www.babiesrus.com](http://www.babiesrus.com).

"We are thrilled to work with CoCaLo and Babies 'R' Us to share our much loved designs with the world," says Nina Takesh, co-founder of Petit Tresor. "The collaborative effort brings our affinity for quality, simplistic, European-inspired designs and products to life."



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# NBCUniversal Has Bevy of Offerings

NBCUniversal Television Consumer Products has brought several properties to the Licensing International Expo this week, including the following:

- *Pawnee: The Greatest Town in America*—Based on the series “Parks and Recreation,” NBCU debuts its hilarious guide to the fictional town of Pawnee, Ind., highlighting the history of the middling corner of America. From Hyperion Books, the book includes interviews, anecdotes, essays, photos and more from Leslie Knope (played by Amy Poehler), with guest contributions from other central characters.

- *First, Do No Harm*—The first book of the series based TV’s “Royal Pains,” *First, Do No Harm* from Penguin Publishing tells the story of Hank Med and his bride-to-be Nicole who suddenly shows no signs of recognition. With the wedding looming, he’ll have to work fast

to ensure her survival.

- *A Touch of Fever*—Another first in an intended series of books this time from Simon & Schuster, *A Touch of Fever* is rooted in the popular Syfy series “Warehouse 13.”

- “Warehouse 13” season two trading cards—Each pack will contain six cards, with two autographs per package from Eddie McClintock, Joanne Kelley, Saul Rubinek, CCH Pounder, Allison Scagliotti, Jaime Murray, Tia Carrere and others.

- “Eureka” season one and two trading cards—Each pack will contain six cards, with two autographs per package from signers including Colin Ferguson, Eric Cerra, Joe Morton, Matt Frewer, Niall Matter, Chris Gauthier and others.

- Telemundo and mun2 prepaid cards—The cards, in partnership with Western Union and available as MasterCard, will offer a fee-friendly

structure with no monthly maintenance or overdraft costs.



## Mondo Unveils The Grossest Collection

At the Expo this week, Mondo TV is introducing “The Trash Pack.” It’s a 2D animated comedy targeting kids 4 to



9 years old. Launch is set for fall 2011 in Italy and Spain, spring 2012 in the U.S. and fall 2012 worldwide.

The Trash Pack will be represented for licensing worldwide by Mondo TV Consumer Products. An extensive toy range is under development by a major international toy company, scheduled for a trade launch this autumn and a retail launch autumn 2012. Mondo is developing a style guide and is keen to meet partners this week for publishing, interactive, apparel, accessories, bedding, back to school, stationery, confectionery, video games and H&BA.

The Trash Pack come to life when the lid of the trash bin is closed. Gross to look at and brimming with gross humor, they just might become the grossest fun in the playground this year, Mondo hopes. There will be more than 100 Gross Trashies characters to collect, including rare, limited-edition Trashies, and the launch will be backed by an extensive marketing campaign across TV, retail and online, promising to pitch The Trash Pack into the heart of the current boys’ collectables trend.

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# Baby Genius Debuts Characters

## Call of Duty 3 to Hit Streets

Activision's Call of Duty is one of the biggest entertainment franchises in the world. Since its debut, the franchise has sold in excess of \$3 billion worldwide and is the only property to set a new record for the biggest entertainment launch in history two years in a row.

Launching on Nov. 8, the next installment in the franchise, Call of Duty: Modern Warfare 3 is already the most highly anticipated game of the year, and Activision expects that the game will set a new standard for the franchise.

The sheer scale of the game and online offering will re-set the bar for the genre, giving players a new level of immersion, connectivity, community and, of course, epic levels of action.

The Baby Genius brand of musical edu-tainment for infants and toddlers are debuting a fresh new generation of Baby Genius characters at this year's Licensing International Expo, says Larry Balaban, chief creative officer of Pacific Entertainment.

Baby Genius was created by the founders of Pacific Entertainment.

The classic Baby Genius characters, Vinko, DJ, Tempo and Frankie, will soon welcome a new group of younger musical buddies created to introduce children to the world of music.

The new characters will be the focus of a major QSR promotion launching next year and a series of iOS applications that will be announced this month.

On the show floor, Pacific Entertainment is seeking licensing

partners for Baby Genius in a wide variety of categories to complement these new branding initiatives and its worldwide master toy license deal with Tollytots, a division of JAKKS Pacific.

In time for back to school next year, Tollytots will be launching a comprehensive line of musical and early learning toys at retail. The new toy line will cover a broad range of exclusive categories, including learning and developmental toys, most plush toys and musical toys, as well as several other non-exclusive categories.

"We are excited to be expanding our most valuable property with a fresh group of endearing characters and anticipate even greater success for Baby Genius as a result of this new initiative," says Balaban.

## AGP Re-Inks Deal with Italian Licensee for Care Bears

American Greetings Properties and licensing agent Starbright SRL have announced that it has renewed Fix Design as a Care Bears apparel licensee in Italy. Fix Design launched its collection in 2010. Care Bears has generated more than \$2.6 billion in global sales since its re-launch in 2002.

The deal will include shirts, polos, hoodies, sweatshirts, shorts, sport jackets, belts, fashion bags, backpacks, rucksacks, cases and pants to debut for spring/summer 2011 and fall/winter 2011/2012.

"We are happy to be furthering our relationship with Fix Design to bring more wonderful Care Bears products to their fans in Italy," says Carla Silva, vice president of global licensing at AGP. "The Italian market has always embraced the lovable, huggable Care Bears, and fans both young and old show their affinity for the brand through apparel."





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# Hasbro's New Brand Man

As Hasbro continues its rollout of major initiatives focusing on the company's branded play profile, instrumental to its strategy is the new role Joe Keane will execute as vice president, brand licensing for the Americas.

With this title, Keane will work closely with the global brand and customer strategic marketing teams to continue creating licensing opportunities and build long-term franchises for Hasbro within North and Latin America.

"Of the four areas of growth and strategic investments Hasbro is making, a critical area is people," says Simon Waters, senior vice president, global brand licensing and publishing for Hasbro. "The quality of people is critical, and we are very blessed to have Joe run the America's business. His aim will be to drive America's business to new heights."

Hasbro currently is a leader in licensed merchandise sales, accruing \$3.5 billion at retail in 2010, and ranking No. 12 on *License! Global's* Top 125 Global Licensors list, the annual report on the sector. Last year, Hasbro launched key ventures,

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**'We have this incredible emotional resonance that is just waiting to get tapped into.'**

**– Joe Keane**

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including The HUB TV network, as well as extended numerous iconic properties, including Transformers, My Little Pony, Nerf and Mr. Potato Head,



Joe Keane

into all categories, to name a few.

"Hasbro has great brands," says Keane. "We have some iconic properties, and as Hasbro moves much more into the entertainment space, I fully expect to leverage those categories more."

Keane plans to focus heavily on entertainment partnerships, of which there are many both currently in development and on the table for discussion.

"We have these great mythologies for our brands, and the films represent a moment in time for the brand and form an overall arch for the properties," says Keane.

Select brands are slated to be franchised for film, television, publishing and more as they

become part of a "much larger story," he says.

"We're very excited for *Battleship*," says Keane, which will premiere in 2012 in partnership with Universal Pictures. "It's a great example of our plans for the future. *Battleship* will be very different from the typical entertainment coming out in 2012."

Keane will also drive Hasbro's extensions into apparel and accessories across all age groups and demographics. Hasbro will look to strong properties, such as Transformers, to roll out full lines in both mid-tier and high-end retailers, leveraging Keane's apparel background as former chief operating officer at Reebok and 5.11 Tactical Inc.

"You may have a 25-year-old fan who may not buy a t-shirt at a big box store, but he will go to a high end outlet. Our products are not defined by one distribution channel nor are they defined by a specific age group," says Keane.

Classic categories will, of course, remain a focus for brand licensing as they continue to drive properties such as Chuck and Friends into bigger spaces like as entertainment and apparel. Likely extensions for classic properties include publishing, which according to Waters will see much activity both in traditional formats and digital; consumables; and home décor, in addition to apparel and entertainment.

"Everyone is genuinely excited by the opportunities we have from a theatrical perspective, from a publishing perspective and from multiple other perspectives," says Keane. "We have this incredible emotional resonance that is just waiting to get tapped into."

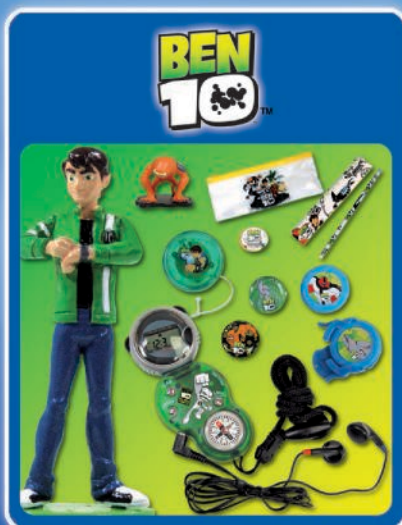


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# Three Years of Superhero Action

WBCP arrived in Las Vegas to reveal 36 months of DC Comics superhero action to inspire retailers and licensees. Highlights include

tour, “Batman Live.” Bruno Schwobthaler, senior vice president, sales and business development, Warner Bros.

we deliver on our commitment to produce new content.”

First to break is Green Lantern. Key partners include Mattel for a full toy line and PepsiCo in Italy. Schwobthaler says, “We’re taking a franchise approach to the brand, investing in original animation for children and ensuring the brand has something to offer super hero fans of all ages, beyond a single movie release.”



new Batman and Superman movies; the first big screen adventure for the Green Lantern, Green Lantern animation and the world arena

Consumer Products EMEA told *License! Global*: “Over the next three years there will be no escaping from the DC Universe as

One focus at the show is the next installment in the Batman franchise, *The Dark Knight Rises*, sequel to *The Dark Knight*, arguably the most successful superhero movie of all time. It’s currently scheduled for release in summer 2012. The Batman world arena tour, “Batman Live,” opens in Manchester on July 19 and tours the U.K. before heading to Europe. “Batman Live” will be seen by an estimated half a million fans in the U.K.

## Suzy’s Zoo Gets New Partners

DCD Publishing, the U.K. licensing agent for Suzy’s Zoo, has teamed up with Suncrest Trading Limited to extend the children’s brand into new product areas.

Suncrest is rolling out nursery bedding and accessories, development toys and preschool car and travel accessories for the Suzy’s Zoo and Little Suzy’s Zoo characters in the United Kingdom in September. In addition, DCD Media has signed University

Games in a deal that includes a variety of games (board games, card games, travel games and electronic board games), colorforms and jigsaw puzzles—all based on the Suzy’s Zoo and Little Suzy’s Zoo characters. The games will be available at retailers worldwide (except Japan) in early 2012.

Lawless Entertainment facilitated the deals.



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## Disney Signs Spin Master for *Cars 2*

Disney-Pixar's *Cars 2* is speeding into theaters this summer with an extensive new toy collection from Spin Master.

The collection of more than a dozen toys includes R/C vehicles featuring Zero Gravity technology, such as the transitioning Zero-G Finn McMissile vehicle. Fans will enjoy hours of intriguing play as Finn McMissile zips across the floor and front wheels allow it to transition up the wall to continue the race.

The toys—which reflect the storytelling, array of characters, and themes of racing, humor and friendship in *Cars 2*—are set to hit store shelves beginning this spring.

## MGL Has New Deals, New Agents

U.K.-based art and design specialist MGL Licensing is at Licensing International Expo with new deals for Reilly and Barbara B, two of its leading artists, and its broadest international team of agents to date.

Reilly designs has signed for stationery by Oftec Paper Products in Israel, for stationery by K Kurtovich Products Ltd in Australia and New Zealand, for car seat covers and accessories for Halfords in the U.K. through Who-Rae Australia and stationery and bags by Premiera in Russia.

The new licensing program for Barbara B starts with a deal with Skyhigh International for stationery in the U.S.

New overseas agents for MGL artists are Edebe in Spain and Portugal, Empire in Asia, Faresak in Brazil, Global International Brands in Israel, Gorian Consumer Products in Germany, Promociones Globales in Central America, Salesworks in Greece and Cyprus, The Sharpe Company in the U.S. and Canada, Starbright in Italy and Supermarcas in Brazil.



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# Discovery Hones Brand Focus

On the show floor, Discovery Communications is focusing on licensing programs for several of its brands, including Animal Planet, Discovery, TLC, Discovery

Core focus areas for the program over the next year will be publishing, building upon major previously signed deals, including a 30-title book series with Kingfisher

digital media, toys and publishing based on popular TV series including "Mythbusters." The 25th anniversary of Shark Week will also be a priority.



(Macmillan Publishing), in addition to pet, which already launched at mid-tier department and specialty retailers with product by Merchsource. Recent pet product branded deals include toys,

Kids and associated brands such as TLC Baby.

Programs for Animal Planet, which is viewed in 97 million U.S. households and has fans across online and social media platforms, will work in partnership with its licensing agent, Joester Loria Group, to broaden already existing pet and lifestyle programs, as well as to develop new merchandising programs that integrate consumers' love of animals with their everyday lives.

accessories, grooming and odor removal with All for Paws, Fabuleash and Pearlessence. Animal Planet will continue to grow its lifestyle program, as well, continuing its longstanding DTR relationship with Toys 'R' Us for toys and play sets to new licenses for footwear and accessory categories. Animal Planet Baby will also debut at retail this year.

Discovery Channel will head into 2012 continuing to develop a multifaceted program including

Discovery Kids will re-launch Discoverykids.com with gaming initiatives this year that tie in to the brand's "explore the world around you" theme. Online offerings have expanded with two iPhone apps as well: Discovery Kids: Agent Arcade and Discovery Kids: Field Missions.

Big Tent will continue to expand Discovery Kids into home textiles with licensees Franco Manufacturing (rugs, draperies, blankets, bath and beach towels, throws and vinyl placemats) and Cosrich Group (bath and activity products). Big Tent will look to expand into categories including video games, MMO, electronics, apparel, home décor, outdoor sport, food and promotional partnerships.

Big Tent will also focus on key categories for the TLC brand in areas such as home and organization, cooking, fashion and weddings. Discovery has also launched the TLC Baby extension, a brand of products providing parents with all the essentials to care for and raise their child.

First product will launch with Spuds (plates, bowls, dishes, utensils, sippy cups, bottles, pacifiers, teething and storage containers). Big Tent will focus on securing additional foundation partners for TLC Baby across categories, including learning and development, health and safety, bath, feeding, electronics, furniture, room décor, bedding, layette and apparel.

## Gomez Dreams of Euro Future

Beanstalk has been appointed European licensing agent for teen sensation Selena Gomez's clothing line, Dream Out Loud.

Teen idol and international presence, Selena Gomez has more than 14 million Facebook fans and has been the cover girl for numerous teen magazines. Dream Out Loud by

Selena Gomez captures the star's fun, free-spirited and relaxed lifestyle with touches of Hollywood glamour.

The line sells at more than 1,000 Kmart U.S. stores. Beanstalk is looking to partner with European apparel licensees to expand the Dream Out Loud by Selena Gomez brand internationally.

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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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Sassafras	5712	The Infantry by Spazmataz	D512
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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**STAR TREK 2**  
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**G.I. JOE II**  
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# A Squared, Build-A-Bear Join Up

A Squared Entertainment and Build-A-Bear Workshop inked new merchandising arrangements with several leading companies, including Enterplay, Playmates Toys, Wild Pumpkin Licensing International and Bulldog Licensing.

These relationships will expand Build-A-Bear Workshop merchandising programs at specialty, mid-tier and mass market retailers, propelling the brand onto new store shelves and into international markets.

Enterplay will create a line of Build-A-Bear Workshop Fun Paks. The global specialty and mass market program includes trading cards, novelty items,

mini-plush with trading cards and other trend products.

Playmates Toys will develop a Build-A-Bear Workshop toy line for girls. The line will include mini-figures and play sets, including a collection of mini bears, other furry friends and play environments. This line will launch at specialty and mass-market retailers next year.

Wild Pumpkin Licensing International will manage all product categories for Build-A-Bear Workshop in Australia and New Zealand, while Bulldog Licensing, a U.K.-based full-service agency, will expand the global entertainment brand through licensed

product in the U.K. market.

A2 Entertainment will also be developing entertainment and external licensing programs for Build-A-Bear Workshop and is looking for new partners and categories for both hard and soft goods for the brand.

“We are delighted to be a part of the expansion of Build-A-Bear Workshop into new areas of entertainment and licensing,” says Andy Heyward, chief executive officer of A2. “This company is already such a favorite among kids everywhere, and we are thrilled to work together to offer more opportunities to have fun and get creative with the Build-A-Bear Workshop brand.”

## Skylander Spyro's Adventure Takes Off

This fall, Activision is launching Skylanders Spyro's Adventure, an innovative universe that brings together the world of toys, video games and the Internet.

Skylanders Spyro's Adventure debuted at this year's Toy Fair in New York and was named on most major “Best of Toy Fair” list, including *The Wall Street Journal*, CNN and *Popular Science*.

The game is receiving strong retailer support, with Jerry Storch, chief executive officer of Toys 'R' Us, calling Skylanders Spyro's Adventure “among the most exciting properties I've seen at any Toy Fair worldwide this year.”

Activision is building its most comprehensive merchandising program ever and is seeking strategic partnerships across all key licensing categories. This merchandise program will be an important component of Activision's plans to make Skylanders Spyro's Adventure the next billion-dollar entertainment franchise.

## Kate McRostie Unveils Latest Design Offerings

Artist/designer Kate McRostie is launching her latest designs, inspired by the ancient ikat weaving technique, at Licensing International Expo. The new designs, part of the Ikat Floral collection, combine her painted interpretation of ikat fabric in bold colors, along with unique florals, for a fresh design. McRostie is also unveiling more than 50 additional new designs available for licensing.

Other new McRostie collections include Treasure Cove, a fanciful tropical fish design featuring colors of the deep sea, coral, navy and turquoise, and Whistler's Garden, a new take on songbirds and vibrant flowers.

Currently, McRostie's artwork is



licensed on home and gift products by more than 40 manufacturers. She is seeking new licensees in bedding, bath, home furnishings, lighting, kitchen, home décor fabrics, gift, stationery and apparel.

# “IF IT’S NOT ON TV, IT WILL NEVER SELL, TRUST ME, I KNOW THESE THINGS”



So said a toy buyer we met a while ago, I guess he never heard of the internet, social networks or mobile gaming.

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 really hate money and would prefer to market everything on TV you may want to come by **booth #1675** and check out SquishLand.

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From left: HIT Entertainment's senior vice president, Asia, Antonio Huab; executive vice president, the Americas, Pam Westman; chief executive officer Jeff Dunn; chief operating officer Sangeeta Desai; senior vice president global brand management and Thomas division U.K. and EMEA Rick Glankler; and senior vice president, HIT global brands, Jon Owen.



From left: Blake Davidson, vice president, NASCAR licensing and consumer products and board member of the NASCAR Team Properties; Craig Sims, Spin Master vice president of global licensing; Scott Hammonds, vice president of licensing for HGJ Licensing and a member of the NTP board.



From Twentieth Century Fox Consumer Products are Jonathan Linn (front), Elizabeth Bohannon (left), Pam Kimick-Cohen and Robert Marick.



## Paul Frank Primed for Primetime, Power Rangers Head to Netflix

Saban Brands will extend Julius and other characters from the Paul Frank brand to primetime beginning with a Christmas special. The primetime event is in pre-production and will debut on TV screens in December 2012.

Also in time for the holiday season, Julius will debut as a giant helium balloon at the 85th annual Macy's Thanksgiving Day Parade on Nov. 24. Saban's Samurai Power Rangers will return to the parade as well.

In other Power Rangers news, beginning yesterday, more than 700 episodes of the "Power Rangers" television series—that's every classic from the show's 17 year run—are now available via Netflix's instant streaming service.

The Paul Frank Winnebago leaves the Licensing International Expo show floor and hits the road for the "Academy of Awesome Mobile Tour 2011," kicking off this month.



Celebrity sighting! Brooklyn Decker, star of Hasbro's upcoming *Battleship* film scheduled for release in May 2012, is pictured with director Peter Brice.



## Henry Repeating Arms Debuts at Licensing Int'l Expo



Henry Repeating Arms for the first time is seeking licensing partners in all categories.

Henry products are sold at most major sporting goods retailers including Walmart, Dicks Stores, Gander Mountain, Cabelas, Bass Pro, Academy stores and independent retailers nationwide. Henry products are also available in 40 countries around the globe.

Henry has a brand following based on the motto "Henry—Made in America, Or Not Made At All," their national television commercials and infomercials, and its link to the Civil War/Wild West era.

Henry has engaged the services of licensing consulting firm the Sconsett Group.

## SqwishLand Fast Tracked to Squeeze Out Tons of Product

SqwishLand is ready to enter the U.S. June 24 with 2.2 million new "cent-sational" SqwishLand collectibles and licensing efforts are taking shape.

Product is in retail, grocery, drug and specialty stores including AC Moore, Justice, Five Below, Hallmark, Hastings, Walgreens and more. Product continues to spread globally.

TK Brand Group has signed on to expand the brand with a focus on mobile strategy centered on SqwishConnect, a mobile app.

For more information, visit booth #1675.



## LIMA Awards



Overall best licensing program of the year winner Mary Beech of Disney Consumer Products.



LIMA award winners assemble after the annual ceremony, Tuesday evening. LIMA presented 15 international licensing excellence awards across seven categories.



Best sports program winner Blake Davidson of NASCAR Team Properties.



2011 LIMA Hall of Fame inductee Leign Anne Brodsky (center) with the Nickelodeon team.



Best sports licensee award winner Jeremy Padawer from Jaks Pacific.



Retailer of the year for Boots/"Strictly Come Dancing" Ian Wickham, Neil Ross Russell and Richard Hollis from BBC.



Carla Peyton of BBC Worldwide Americas with Tony Lisanti of License! Global.



Joni Camacho and Kim Niemi of NBCUniversal Consumer Products.



Scholastic Media's Daisy Kline, Gary Hymowitz and Lesly Schaefer toast The Magic Schoolbus' 25th anniversary.



Ami Dieckman, Hannah Mungo, Olivier Dumont, Jennifer Bennett and Andrew Carley of Entertainment One with Peppa Pig.



Federico de Bellegarde (left) and Ralph Gindi of The Sharper Image.



Melissa Segal of The Jim Henson Company and Andrew Beecham of Sprout Online.

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## “TINY WARRIORS” ARE OFF TO A FLYING BRAZILIAN KICK AT TOONZONE STUDIOS

They may be tiny...but they're tough, and now they're in full production. **Toonzone Studios has partnered with Sumatra Studios**, under the guidance of producer Eduardo Gurman, for TZ's first Brazilian co-production. Toonzone's President Konnie Kwak adds, "Eduardo has an amazing artistic eye and a true passion for the martial arts. These 2 elements combined make for a great one-two creative punch."

The story involves 4 tiny animal warriors, each specializing in a different martial arts form, who must work together to battle some of the galaxy's toughest masters. With it's male and female cast of characters, the series is targeting both boys and girls 6-11. "Martial arts is for everyone and so is this series – small, tall, boys and girls," adds President Kwak.

Martial arts has become a sales giant with over **\$1 billion spent annually on merchandise**. Each year at over 25,000 martial arts schools in the U.S., **20 million people spend an average of \$2,750** on just their tuition. In fact, the number of children enrolled in martial arts has now exceeded Little League Baseball.\*

Toonzone's currently working with a top tier video game designer to translate the many worlds of the Tiny Warriors into a multi-player game, as well as exploring apparel and toy line possibilities.

***Flip on down to booth #2468, to learn more about the TINY WARRIORS.***



## BREAKING NEWS

### “MISSY HEART” MAKES HER BIG DEBUT AT LICENSING INTERNATIONAL EXPO

World...meet Missy Heart, a girl who wears hearts in her hair, and her heart on her sleeve. She's giving, loving and caring to all, especially her 3 best friends – Darling, Hope and Cherish. Heartland is their home and each adventure tests their friendship as they strive to win scavenger contests, bake-offs, fashion shows, fitness competitions, and more. Missy and her friends always have fun but along the way learn some valuable lessons.



Missy

Producer Toonzone Studios has brought on board writer **Susie Singer Carter**, the co-writer of Bratz: The Movie and co-producer of Soul Surfer. Toonzone President Konnie Kwak adds "Susie really understands our key girl demographic of 5 to 9 year olds, or as we like to call them the 5-9ers." The Missy team also includes its creator **Traci Canter** (part of the Canter Deli family dynasty), who as a teacher for many years, was inspired by her students to create Missy.



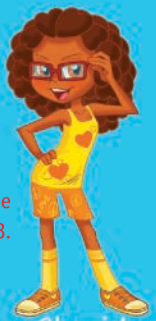
Darling

"Missy Heart will capture the imagination of girls worldwide. You've got the hip, fashion factor along with smart characters that engage girls and capture exactly what 5-9ers believe, think and do. As a result, the licensing potential on this property is amazing. We're looking at toys, fashion collections, home décor, a line of personal care, youth electronics, collectibles, stationery and several other avenues," says President Kwak.



Hope

With this demographic commanding **\$50 billion in purchasing power, plus an additional \$170 billion spent by parents and family members directly for them\***, MISSY HEART is poised to be a licensing success.



Cherish

You're cordially invited to explore the world of Missy Heart at booth #2468.

