

New Angry Birds a Go!

Rovio Entertainment, creators of the Angry Birds franchise, is rolling out a new segment of the property, Angry Birds Go!, complete with new mobile gameplay and a supporting product range.

"Angry Birds Go!," a racing game, will launch its global app Dec. 11. Rovio unveiled its consumer product program on the Brand Licensing Europe show floor which features Hasbro's Telepods that players can use to "teleport" new racing karts into the game. Rovio will further reveal the new experience to consumers via a dedicated "Countdown to Angry Birds Go!" app, integrated with Telepods, at the end of the month.

Additional licensees signed on for the new franchise include Fashion U.K. for clothing and accessories, Leomil for footwear and Blueprint for stationery products. Other partners include Tigerprint, BIP, Brandon, Mondelez, Penguin Books, Hatber and Alisa.



WBCP and NBA Team

Warner Bros. Consumer Products EMEA announced a multi-year partnership with the National Basketball Association, Wednesday.

The initiative will feature Looney Tunes characters across consumer products, events and promotional campaigns in the EMEA region.

The partnership will combine the Jr. NBA/Jr. WNBA and Looney Tunes Active! brands on apparel, accessories, toys, games and consumables. Co-branded basketball clinics are also part of the deal and will take place at select NBA events throughout Europe.

BREAKING NEWS

Mind Candy Plush Coming

Mind Candy, the entertainment firm behind Moshi Monsters, and Carte Blanche Group are teaming for a range of plush and gifting collectibles.

Carte Blanche will launch the Moshi Monster-branded items beginning in spring 2014 around the world.

TCNE Grows LazyTown Live

Turner CN Enterprises has signed deals to strengthen the live event schedule for LazyTown.

MEI will manage ticketed live appearances in the Middle East and Africa, and is developing a 2015 stage show for the U.K. Ministry of Fun will manage the non-ticketed U.K. meet-and-greets, live events and the manufacturing of costumes for EMEA partners. Terenggen Show Products in Germany and CA in Spain will manage non-ticketed meet-and-greets.

Saban Signs for 'Digimon'

ITV Studios Global Entertainment will be representing Saban Brands' and Mar Vista Entertainment's "Digimon Fusion" for licensing and promotion in the U.K.

The sixth installment of the series will broadcast on ITV next year.

Bandai serves as global master toy licensee for the Digimon brand.





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Claire Piggott, head of licensing, BBC Worldwide.



Beanstalk's Louise French, associate vice president, marketing and business development; Debra Restler, vice president, business development and marketing; Allison Ames, president, North America; and Lisa Reiner, managing director, Europe and Asia Pacific.



Rand Marlis, president, Creative Licensing Corporation.



Pam Kaufman, chief marketing officer and president, consumer products, Nickelodeon, and Iginio Straffi, chairman and chief executive officer, Rainbow.



Studio 100's Sandra Vauthier-Cellier, chief brand officer; Marie-Laure Marchand, international licensing director; and Hans Bourlon, chief executive officer.



Natasha Dyson, vice president, licensing, Evolution Europe, with Oliver Blanc, creator, Henri le Worm, and Charlotte Salt, actress and co-creator of Henri le Worm.



Lindy Smith, cake decorating guru and author.



Dracco's Maria Vela, marketing and licensing assistant; Axel Derendorf, head of international licensing and business development; Laura Corbacho, international marketing and licensing manager; Jacob Anderson, managing director; and Marie-Louise Scholte, managing director.



Adrian Davie, licensing manager, IBML.

Furby Boom!



come see what all the **fuss** is about

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Beanstalk Covers Williamson with Wallpaper Deal

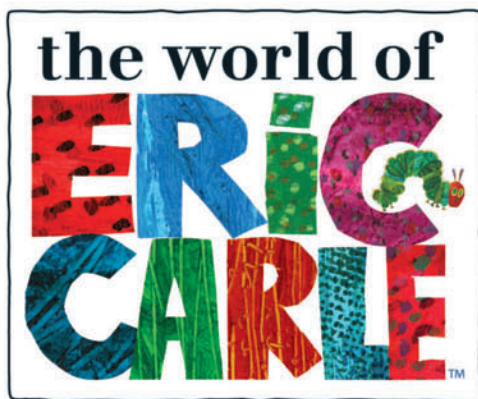
Renowned British fashioner designer Matthew Williamson has teamed up with leading fabric and wallpaper manufacturer Osborne & Little to create an exclusive line of furnishing fabrics and wallpapers. The debut collection, featuring vivid colors and patterns inspired by everything from exotic birds and wildlife to 1970s-style animal and graphic prints, is set to launch at Osborne & Little stores throughout the world this fall.

Global brand licensing agency Beanstalk facilitated the agreement.

"Having his own interior design collection has long been an ambition of Matthew's and the timing feels absolutely right to focus on extending his reach in new areas in the home. Wallpapers and furnishing fabrics seem like natural first extensions, and we look forward to adding more categories going forward," says Joseph Velosa, co-founder and chief executive officer of the Matthew Williamson brand.

Williamson debuted on the runway in 1997, and has since created a signature aesthetic known for his unique, visual and luxuriously detailed designs. The collaboration with Osborne & Little is a natural fit, as the fabric and wallpaper designers are also known for their creative and eclectic collections. Launched in the 1960s, the company is widely considered to be at the heart of major interior trends, from the paint effects of the 1980s to the holographic papers that launched in 2010.





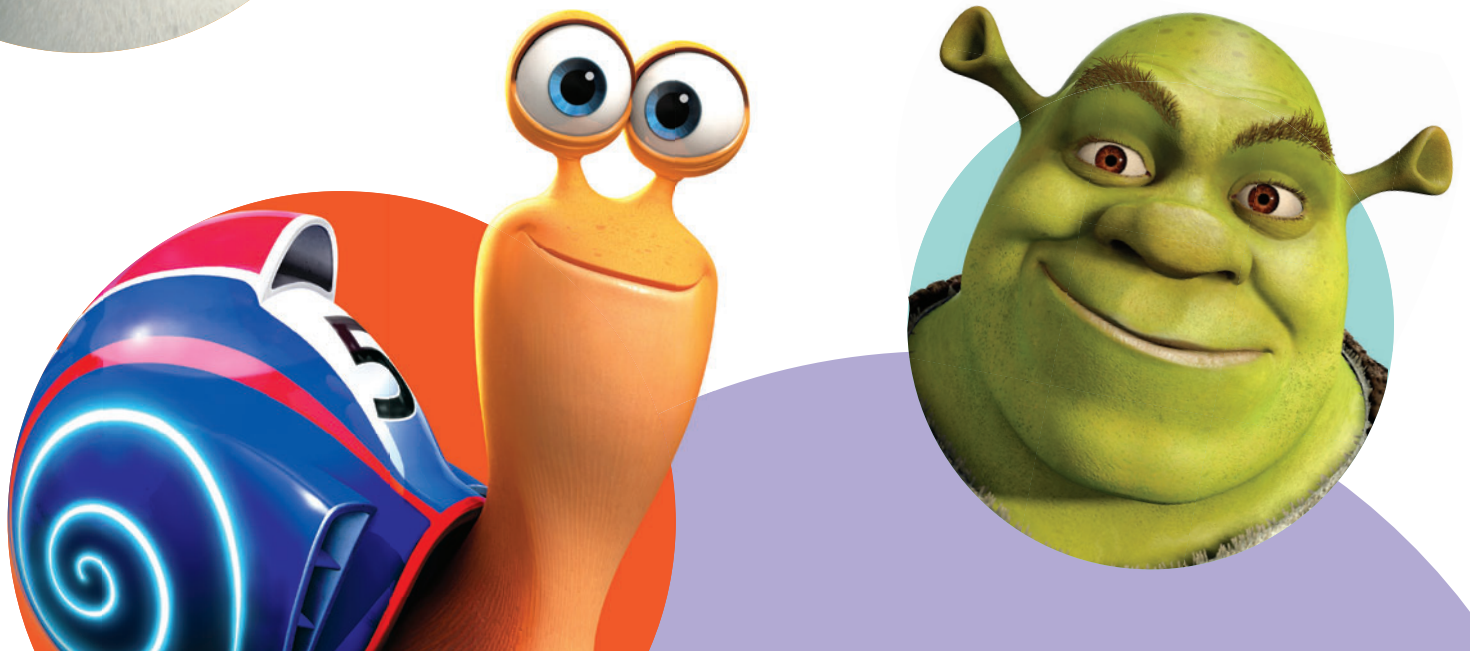
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Dracco is Set to Attack with Predasaurs and Aquasaurs

Dracco's Predasaurs combines fact, fantasy and the evergreen theme of dinosaurs with an exciting twist—the mightiest and most powerful creatures that ever existed are transformed into a ferocious new breed of prehistoric warriors.

Thanks to brand partners and significant marketing support from TV commercials, publishing and an interactive website, Predasaurs are enjoying strong sales with more than 7.5 million figurines sold in just three years. Italy and Germany are leading markets for the brand, with additional launches planned for the rest of Europe.

A major brand promotion is also planned for 2014. A new Predasaurs magazine series is being launched in 2014 and will continue to build and expand the Predasaurs story by introducing the brand to an even broader range of boys. Further expansions are planned for new products in conjunction with licensing partners.

The Predasaurs brand is also positioned to attack the market with the newest toy series, Aqua Attack. Predasaurs, the battling mutant dinosaurs of Predasaurea island, face the new Aquasaurs, which are mutant dinosaurs enhanced with unique sea creature attributes. Aqua Attack is the third range in the Predasaurs series, following DNA Fusion and Insect Invasion.

Each series of Predasaurs contains features that are unique to the brand, including original designs, glow-in-the-dark teeth and power stones embedded in interchangeable weapons. Aqua Attack adds creative styling, additional glow-in-the-dark armor plates and translucent body elements, along with enhanced weapons, bringing the total of collectible Predasaurs to 80 across each of the three series.



Vic the Viking Celebrates its 40th Anniversary

Studio 100 is marking the 40th anniversary of its classic children's series "Vic the Viking" in 2014 with a number of anniversary promotions and events throughout the year.



Anchoring the celebration is the launch of new CGI-animated episodes of the hit show. Produced by Studio 100 in France and Flying Bark Productions in Australia, the show is set to air in France (TF1), Belgium (Kidz RTL) and the Netherlands (Z@ppelin) this fall.

Studio 100 is planning a major social media campaign across various platforms to support the program, including a dedicated Vic the Viking anniversary Facebook page, website and videos on YouTube. In addition, the company's Belgian theme park, Plopsa La Panne, began the festivities this summer with a Vic the Viking-themed area within the park, featuring two new attractions and a restaurant.

"We're delighted to be celebrating the 40th birthday of this much-loved classic children's series. We have many exciting plans for the brand over the coming year...Vic is already such a popular character, and we're sure the new CGI version will be an instant hit with both children and their parents," says Sandra Vauthier-Cellier, chief brand officer at Studio 100.

Based on the book by Runer Jonsson, the original "Vic the Viking" series premiered in 1974 to worldwide success and went on to inspire musicals and movies across Europe.

Discovery Exhibits at BLE with Family Brands

Discovery Enterprises International is bringing a family-friendly portfolio to Brand Licensing Europe this year.

DEI will be presenting its family-oriented franchises at its stand, including its female lifestyle brand TLC, its branded travel business Discovery Adventures and Discovery Channel's Explore Your World and Animal Planet kids' brands. It will also showcase exciting new commercial



opportunities for its program brands Wheeler Dealers, Cake Boss, NY Ink and Honey Boo Boo. In addition, Discovery 1985 will make its debut as a new lifestyle proposition inspired by the heritage of the channel that is particularly suited to the apparel and accessories categories.

"Brand Licensing Europe 2013 will be a hugely significant event for the business," says Ian Woods, regional licensing director, U.K. and EMEA, DEI. "Exhibiting from our own dedicated booth, we will come to the show armed with a strong and diverse portfolio that includes our globally renowned channel brands and diverse programming franchises offering something for the entire family."

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Hallmark Revives Forever Friends

Hallmark is re-introducing its classic Forever Friends bear brand to the market with a more contemporary look, digital focus and a new baby line.

Hallmark has commissioned specialist production company ELM for a series of high-quality digital animations featuring

the bears in new situations and with a fresh, vibrant CGI style. The animations are debuting on the Forever Friends website and will be made available for sharing on the brand's Facebook and YouTube pages.

To support its refreshed look and new baby style guide, Hallmark is taking the brand into the baby space with the Forever Friends nursery plush gift collection, which includes comforters, plush rattles and cuddly bears for both boys and girls. The move into baby products reinforces the quality and cuteness of the brand and gives licensees opportunities for baby clothing, feeding products, nursery gifts and décor. Forever Friends is also continuing to support the Tommy's charity, which funds research for preventing stillbirth,



premature birth and miscarriages, and offers support to parents.

The baby line follows the just-launched Forever Friends Vintage collection, which consists of cards and plush toys that evoke the brand's roots while offering an updated look, as well as a variety of other products across the stationery, home gifting, collectibles and confectionery categories.



Dahl's Chocolate Factory, Miffy Hit Milestones for DRi

As Roald Dahl's *Charlie and the Chocolate Factory* gears up for its 50th birthday in 2014, DRi Licensing and the Dahl estate are prepping a slew of celebrations throughout the upcoming year for the classic children's story, which has sold more than 20 million copies in over 50 languages.

Already in the pipeline is Sam Mendes' stage adaptation in London's West End, which premiered in June. Eighteen licensing partners across toys, games, gifting and homewares have already signed on to the program.

DRi is also readying Miffy for its 60th anniversary in 2016 with the addition of Simon & Schuster to its licensing program. The book publisher will re-launch the Miffy books in 2014 with modern translations and debut activity and novelty formats of the classic.

DRi will also feature several of its other brands on stand at BLE including Kimmidoll, which taps into the heritage of Japanese culture. Enesco is on board for Kimmidoll gifts, while BB Designs is tapped for stationery and bags and U.K. Greetings has signed for greeting cards. Additional partners in health and beauty, apparel and fashion accessories are set to be announced soon.

Additional brands sharing the spotlight include U.K. Greetings' Boofle property and the SEMK's B.Duck brand.



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Elmer Achieves 25 Years

Andersen Press is celebrating 25 years of the publishing brand Elmer, the first in a series of picture books about a patchwork elephant written and illustrated by David McKee. The brand will be on showcase at the Random House stand, where it will highlight numerous activities, partnerships and initiatives surrounding the Elmer property in 2014.

Based on the popular book series published in more than 40 languages and with over 5 million copies sold, Elmer is known for his positive values and distinctive look. The property is an evergreen preschool brand that has

deliberately not been animated in an effort to preserve author McKee's voice, who produces a new book annually.

Licensees are partnered for the brand around the world, with the British, French and Japanese markets leading the charge. In the U.K., Rainbow Design and Shreds are signed on for a range of plush, wooden toys, aprons and bags; Hype and Pyramid will produce greeting cards and wall art; with Greenboard Games, Stamp Creative, Art You Grew Up With and Lindy Lou Umbrellas also attached to the brand.

"Elmer is a design-led character who appeals equally to boys and girls. Parents



associate him with reading and learning and consider this a quality brand," says Sarah Pakenham, licensing director of Andersen Press.

Ford Rolls Into the Global Bicycle Market with Dahon

Ford Motor Company is pairing with Dahon for a global bike license deal. Under the agreement, the two companies will work together to produce a range of Ford-branded bikes.

The new line for both adults and children is expected to launch in 2014, with specific models to be determined in coming months. Dahon will manage all production and distribution of the bikes, which will initially be sold through select retail channels. Dahon will also manufacture a full line of accessories.

"We're pleased to be working with Dahon, as both our companies are committed to delivering smart, high-quality mobility solutions that meet customers' needs. Dahon is a great company, and we are excited to be working with the industry leader, with 30-plus years of bike-making experience," says John Nens, director of global brand licensing and corporate identity, Ford Motor Company.

"This is a very exciting opportunity for us. By partnering with such an environmentally conscious company as Ford, we are taking the next steps in highlighting the need to reduce carbon emissions and influencing today's auto-dependent public to think about the importance of changing their transport habits to help sustain a greener future," says Dr. David Hon, chief executive officer and founder, Dahon.

The deal was brokered by the brand licensing agencies Performance Brands and Global Icons.

MTV Returns with Classic Brands

Nickelodeon & Viacom Consumer Products is turning an eye to its nostalgic fans, with deals on display at Brand Licensing Europe for its MTV Classic and Yo! MTV Raps brands, which pay tribute to 30 years of inspiring pop culture.

NVCP has launched the first-ever MTV Classic watch line this fall, in partnership with Calypso. The timepieces will be distributed in 60 countries around the world, including Spain and across Europe, Central and Eastern Europe, Asia, the United Arab Emirates and Latin America.

For both the MTV Classic and Yo! MTV Raps brands, NVCP has signed three new co-branded apparel deals with Starter Black Label, New Era Cap and Stussy.

For the Starter range, a pan-European agreement has been signed by U.K. manufacturer Drew Pearson for co-branded, MTV Starter snapback baseball caps and accessories. New Era Cap will launch a range of Yo! MTV Raps caps in specialty retailers globally (including the U.S.); while Stussy will produce a collection of Yo! MTV Raps t-shirts for all international markets (excluding the U.S.). Both the Stussy and New Era Cap lines launch this fall.

Separately, a two-year deal in Italy has launched with Mia Bag and Italian designer Monica Bianco, for a high-end bag collection, My Bag Vintage MTV Music Television.



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Planeta Presents Series

Planeta Junior is leading its focus at Brand Licensing Europe with its licensing and merchandising plans for "Sendokai Champions," an animated series chronicling the adventures of four friends who have to overcome their shortcomings and learn the art of Sendokai in order to become warriors, win the Great Multiverse Tournament and save the Earth.

Planeta is managing the series, which is aimed at children ages 6 through 9, in several European countries including Italy, France, Greece, Turkey and Russia. The series is currently airing in Spain and more than 50 other Latin American countries, and is soon heading to the U.S., Eastern Europe, Portugal, Asia Pacific and sub-Saharan Africa.

The company is also presenting



the children's series "Vicky the Viking" and "Egyxos." The 3D, CGI "Vicky the Viking," which just debuted in Spain, is part of a global project to update television classics that were successful in Europe.

Planeta Junior owns the rights for Spain, Italy and Greece, and is employing the same brand development concept that worked well for "Maya the Bee."

"Egyxos" follows the adventures of an ancient civilization lost in space and time and Planeta Junior holds global rights.

Finally, the company has signed on to represent Rainbow's children's series "Mia and me," "Winx Club," "Pop Pixie" and "Huntik" in Spain and France, and will be highlighting its plans for these programs.

Joester Loria to Rep Snowman

Snowman Enterprises, owner of the brand The Snowman and the Snowdog, has appointed a licensing agent to oversee the property.

The Copyrights Group, on behalf of the brand, has named The Joester Loria Group to represent the brand in the U.S. and Canada.

"We are delighted that the Joester Loria Group has been confirmed as the licensing agent for The Snowman and The Snowdog in the states," says Susan Bolsover, head of licensing and consumer products at Penguin, which owns Snowman Enterprises. "We have been continually impressed with the work JLG has done on other book-based brands such as The Hungry Caterpillar, and their work on translating classic properties into engaging consumer products programs means we are extremely confident that the team will do a marvelous job in further extending the reach of this incredible property in the U.S. and Canada."

JLG will launch an integrated licensing and merchandising campaign for Snowman in regions that build on the heritage of the brand and capture the magic and excitement of the holiday season with products developed for gift giving and creating holiday memories.

Products will feature the distinctive hand-drawn artwork from the animation and encompass categories such as plush, games, food, apparel, fashion accessories, housewares, seasonal décor, crafts and more. Licensees Kids Preferred (plush), N-Circle (DVDs) and Random House (publishing) have already been signed to the program and will have product in market for the holiday season.

HoHo Introduces Girl's Fashion Brand Mimi & Bibi

Children's production and rights company Hoho Entertainment is launching the girls' fashion brand Mimi & Bibi at Brand Licensing Europe.

Focusing on girls ages 5 to 9, the Mimi & Bibi brand combines cute and edgy designs—sweet and light for Mimi and rebellious and grungy for Bibi. Hoho is aiming to expand into retail next year with fashion, stationery and gift lines.

"We are really excited about BLE this year and Mimi and Bibi is just one of our new planned launches. We love Mimi and Bibi and we think little girls everywhere will too. The design perfectly reflects the girls' differing characteristics," says Helen



Howells, joint managing director of Hoho Entertainment.

Mimi & Bibi are stars of an interactive storytelling iPad app that allows readers to follow the funny and girly stories from four different characters' points of view by rotating their iPads.

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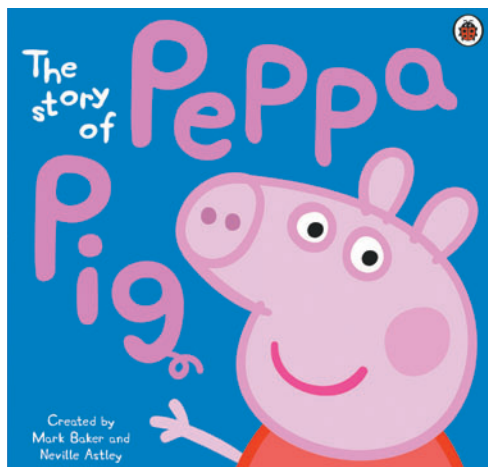


eOne's Peppa Pig Grows

Entertainment One is pumping up the publishing program for its Peppa Pig franchise.

The brand's master publishing partner Penguin Books has signed on for another four years, continuing to publish its extensive collection of award-winning Peppa Pig activity, story, novelty and audio books, gift packs and annuals as part of the renewed agreement. Penguin is also expanding its personalized, print-on-demand books from Penwizard and its digital e-books, which include the "Peppa Pig Me Books" apps. New titles are also in the pipeline: a *Learn with Peppa* series, a hand-puppet book and a *Prince George* storybook and other titles for the brand's 10th anniversary in 2014.

On the magazine side, Redan is taking its magazine format to digital platforms with



an app version of its *Peppa Pig Bag of Fun* magazine debuting this December. The digital issues will tie into the publication of the print edition, with one issue releasing per month. The app, priced at £2.99, will

also include enhanced interactive features that bring the brand to life outside of the printed page through sound effects and animation.

eOne has also teamed up with leading British ceramics company Portmeirion Group for a line of Peppa Pig ceramics and tableware items. The extensive range includes two and three-piece ceramics sets, mug and snack plate sets, egg cup and soldier tray sets and a cookie jar from Portmeirion. Sister brands Pimperl and Royal Worcester will also create products including trays, placemats, coasters and a four-piece breakfast set including plate, mug, bowl and egg cup.

Peppa Pig is currently the No. 1 preschool publishing property in the U.K. across both books and magazines.

Hasbro, Sunrights' B-Daman Toys Go Digital

Hasbro and Sunrights have teamed up to offer web and mobile services linked to a new line of B-Daman Crossfire toys hitting store shelves this fall. The toys are timed with the debut of the "B-Daman Crossfire" series on television screens in North America and Europe.

Fans will be able to use the B-Daman mobile app to scan a special Aztec Code on B-Daman figures or enter the numeric code on the included collector card at BDamanBattles.com, a joint website between Hasbro and Sunrights. The codes unlock various

items that can be used in the online and mobile app game.

Hasbro and Sunrights are planning to develop other character goods in addition to the coded toys, which will give even more fans access to the website and mobile app.

"B-Daman Crossfire," produced by d-rights, is an animated series based on the B-Daman, which are Japanese marble shooting toys.



Hari's World Hones Child Safety Niche Market

Following on the heels of its success in the U.K., Hari's World, the innovative children's property that promotes child safety skills in fun and imaginative ways, is taking its positive message to new markets.

A Hari's World book series leads the brand's product lineup, touting a "play safe, not sorry" theme in each adventure. Four titles have already launched, with six more in the publishing pipeline. Each book is accompanied by a plush and a unique SafetySuit assortment of educational materials that includes games, puzzles, and activity guides for parents and teachers. The brand is also promoting its safe play message through a National Awareness Campaign in 35,000 schools across the U.K. and on social media.

The entire lineup of Hari's World products is now available in Singapore and Malaysia, in both English and local language versions, and plans are in the works to increase distribution to nearby regions. The brand is also marking its first step in European expansion in Turkey, with publishing to roll out first and other items to follow.





BLE STAND A020

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DC Thomson Comic Properties Shine at BLE

DC Thomson's comic strip properties are a top priority for the company at Brand Licensing Europe this year.

The classic British comic strip "The Beano" is celebrating its 75th birthday this year with new television, publishing, merchandising and digital programs focusing on its biggest stars, Dennis the Menace and Gnasher.

The comic strip's current partners in the U.K. include Golden Bear for toys and practical joke items, Penguin Books for kids' publishing, Raleigh U.K. for The Beano Chopper, Dr. Martens for footwear and Hemingway Design for "Beano Since 1938" apparel and accessory lines. DC Thomson has renewed deals with Ashley Wilde and Wild & Wolf and has signed new partners Morphsuits.com, House of Lancaster and GB Eye.

The weekly "The Beano" comic strip and monthly *Dennis the Menace and Gnasher* magazine have a readership of more than 650,000, and CBBC's "Dennis the Menace and Gnasher" television series has over 1 million i-Player views. The property was named Best Classic Licensed Property at the 2013 Licensing Awards in London.

Meanwhile, DC Thomson is launching a wide range of products in the U.K. for "The Broons" comic. Using the Maw Broon's Kitchen brand, which mixes the graphic design of the comic's family matriarch with authentic Scottish products. The Just Slate Company is on board for kitchen accessories, Mackays for jams and preserves, Gardiners of Scotland for fudge and shortbread, Box Clever Brands for condiments and Lightbody Group for bakery items. Other partners include House of Edgar for apparel, accessories and gift lines using a specially commissioned Broons tartan; Fortune Favors The Brave for t-shirts; Comic Art for limited edition screen prints; and Carlton Publishing for books.



DC Thomson is seeking additional partners for both brands in the U.K. and international markets across major categories, including clothing and accessories, giftware and stationery, toys and games, publishing, home entertainment and food.

TF1 Licenses Pushes Barbapapa in Europe



TF1 Licenses is bringing multi-generational property "Barbapapa" to the forefront of its efforts at BLE 2013.

TF1 has all major categories for Barbapapa covered in Europe across more than 110 licensees, with top partners in France (where it ranked among the top three preschool licenses in the toys and games market in 2012), Italy and Scandinavia. MLP, Leblon Delienne, TF1 Games, TFK Sky, Petit Jour and H&M are among the partners developing products in Europe. TF1 has set its sights on the U.K., Spain and Portugal for further expansion.

TF1 Licensees is also introducing additional programs for All Blacks and the series "Mini Ninjas."

Leading up to the eighth Rugby World Cup in the U.K. in 2015, TF1 is pumping up its plans for the New Zealand rugby team All Blacks in France. SMB is releasing a high-end watch collection and La Plume Dorée is launching a back-to-school line, both at the end of the year; while ESPAS is developing a line of novelty rugby balls set for release in 2014.

Meanwhile, TF1 is gearing up for the premiere of its animated "Mini Ninjas" series on TF1 and Disney

in France and on RAI in Italy, with additional television rights being negotiated in Belgium, Germany, Russia, Spain and Switzerland. The show, produced by TF1 Productions in co-production with Cyber Group Studios and Enanimation, is based on the popular video game from Square Enix.



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The Little Prince - Le Petit Prince™
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Pink Chillies is Hot at BLE

Pink Chillies, winner of the License This! 2012 competition, is quickly gaining momentum since its launch last year and is showcasing its unique product offerings at BLE.

The colorful character brand, which combines awareness for endangered species and the environment with a love for elephants, is releasing two additional characters in 2014, one of which is being previewed on the show floor this week. The new offerings will join the existing lineup, which is already featured on a wide range of products including plush toys, Elebanks (Pink Chillies' version of money boxes), gifts and stationery items. Each individual character represents an environmental cause, and 10 percent of the profits from the sales of the products will be donated to that character's charity.

"Pink Chillies' simple graphics, combined with the exoticism of the elephants and the worthy charity element are a winning combination," says Richard Hollis, licensing sales director of

consumer products at BBC Worldwide and head of the License This! panel in 2012.

The versatile, multi-faceted Pink Chillies are poised for licensing growth in a variety of categories including books, clothing, homewares, games, apps and television.



BRB Pumps Up Invizimals, Pac-Man

BRB Internacional is presenting its latest offerings for "Invizimals" and "Pac-Man and the Ghostly Adventures" on the show floor this week.

"Invizimals," the cartoon series based on the successful video game from Sony Computer Entertainment Europe, is readying for 26 new episodes and two special movies later this year. The series' premiere will coincide with the launch of two Invizimals video games from Sony, which will be available for the first time on Playstation Vita ("Invizimals: The Alliance") and Playstation 3 ("Invizimals: The Lost Kingdom"). The show is the first of its kind to incorporate augmented reality techniques to amplify its content via an interactive app.



The company has also announced new licensees in Spain and Portugal for "Pac-Man and the Ghostly Adventures." Panini is on board for stickers, trading cards and albums; Random House Mondadori has secured activity and first-reader books; and Indeca Business is handling accessories for video consoles and tablets.

Character World Turns 15 Years Old

Character World is celebrating its 15th year in the industry at Brand Licensing Europe, and is marking the birthday with a record year of sales, it says.

"It's been a record year for Character World and our expansion into Europe has been a real highlight," says Danny Schweiger, joint managing director, Character World. "We've secured contracts with retailers in Benelux, France, Spain, Germany, Italy, Greece, Austria, Poland and Croatia for a number of our product ranges. European trading is a key strategic growth plan for Character World, and we are delighted with our first 18 months performance in this market. BLE is a great platform to enable us to strengthen our portfolio of licenses even further as we look to accelerate our pace in this market and secure contracts in additional territories."

The company has also been staffing up, now employing 67 people across the U.K., Europe and China.





Yu-Gi-Oh! ZEXAL

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Licensees Support Battersea

Animal charity Battersea Dogs & Cats Home is adding to its list of licensees, with the addition of Hachette Children's Books and Casa Chicos.

Casa Chicos has signed on to produce apparel for toddlers bearing the Battersea brand. The apparel deal is a first for the charity.

Hachette, under the Franklin Watts imprint, will publish children's pet guides for dogs and cats, set to hit stores in 2014.

"We are thrilled to add Hachette and Casa Chicos to our licensing program," says Lucy McCredie, licensing consultant, Battersea

Dogs & Cats Home. "These two new partners, together with our new agreement with Random House for color picture books, really extend the range of our licensing program for children. These partnerships are very important to the Home as royalties from licensed products support Battersea in caring for thousands of lost, unwanted, and abandoned dogs and cats every year."

"We are extremely proud to be given the opportunity to work with Battersea Dogs & Cats Home for this worthy cause," says Peter Robinson, managing director, Casa Chicos. "It will give us great satisfaction knowing

that sales created from our designs and products will directly help the funding for the care of all these unwanted animals. Children have a great affinity to dogs and cats, and through their involvement with our garments, they too will start to learn about and understand the wonderful work carried out by Battersea Dogs and Cats Home to give these unloved animals another chance."

At BLE, Battersea will be launching additional new licensed products in its stand in categories including back-to-school, gifts, apparel and homewares.

First Licensed Twitter Handle Debuts at Olympia

"Shoes speak louder than words" is just one of the many bold, insightful and sometimes cheeky messages from @iQuoteForHer, the first Twitter handle to be licensed and showcased at BLE 2013.

The intellectual property brand, which has more than 81,000 Twitter followers and celebrity fans such as Nicola McLean and Amy Childs, is making its debut with its first licensed deal—a line of consumer products ranging from notebooks and organizers to cosmetic cases and bags from Copywrite Stationery.

"@iQuoteForHer is hilarious, edgy and a cut above any other word-based property on the market," says Paul Comben, managing director of Game of 2 Halves, the brand's licensing agent. "It's a simple but brilliant concept that can work across any

number of categories, and we are very excited about talking to potential partners at the show."

With over 600 uniquely humorous quotes at the ready, @iQuoteForHer is poised to grow across categories appealing to women ages 18 to 40, including apparel, accessories, greetings, stationery and publishing.



animaru Early Learning App Hits Market

Graphic design property animaru, winner of the 2010 Brand Licensing Europe License This! competition, is steadily increasing its licensee roster.

With more than 200 characters in its portfolio, animaru has been concentrating efforts in the digital arena as a key strategy to build its brand. Working with Iceland-based independent game studio Fancy Pants Global, animaru launched its first digital app, "animaru Playtime on Safari," last month. The app is the first in a planned series of digital offerings that the company and Fancy Pants plans to bring to market. The app will focus on the animaru characters as well as early learning skills such as matching pairs and jigsaws.

animaru is a design property with a Japanese influence created by U.K. graphic artist Sophie Hinton. Since winning the License This! competition in 2010, the brand has signed deals with partners including Egmont for publishing, Star Editions for a greetings line and for product in categories including apparel, home décor and optical cases.





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From The Beatles to Fifty Shades, Caroline Mickler Shines

Caroline Mickler is showcasing licensing opportunities for its diverse portfolio of popular brands.

Fans of The Beatles can now enjoy numerous products featuring the legendary rock band. The company has successfully licensed the iconic group across many categories including

calendars, board games, cushions, playing cards, slippers, fashion bags and high-end t-shirts. Most recently, the brand has partnered with Tommy Hilfiger for



an apparel line and expanded its retail distribution to cover a wider range of outlets.

CM has teamed up with British lingerie company BlueBella for a line based on the incredibly successful *Fifty Shades of Grey* trilogy. The upcoming feature film based on the adult romance novels is driving consumer interest in the brand, which is also targeting sleepwear, apparel, beauty products, bedding, home furnishings, stationery, jewelry and adult products.

The charming Moomin brand is continuing to be a hit with young women, most recently with a ladies sleepwear line in Primark. CM is extending the brand into apparel, homewares, fashion accessories and toiletries, as well as a kids' publishing program with Puffin.

The video game classic "Tetris" is not

just for the digital world; CM is building up the licensing program in the U.K. with the first-ever Tetris-themed costumes from MorphCostumeCo. The line features pop-up costumes that come in a flat pack and pop up into shape quickly and easily.

Already a success in the U.S., everyone's favorite dog Boo is barking his way to the U.K., where Blueprint Collections has signed on for a stationery line. Boo-themed t-shirts and sleepwear are launching this fall and additional partners are on board for homeware, giftware, novelty accessories, plush and publishing.

Finally, CM is developing the unique Yellow Submarine brand as an art and design-based property with both mass market and high-end appeal, focusing on apparel, greeting cards, designer jewelry and special prints.

Rastamouse Licensing Heads In-House in U.K.

The Rastamouse Company, the rights holder for the brand of the same name, is taking control of its licensing business and bringing the U.K. merchandising activity in-house. Brand Licensing Europe will mark the company's efforts to build its U.K. licensing program to reflect Rastamouse's core values of promoting literacy, music, fun and "making a bad ting good."

Recent activities for the series include the launch of the property's first app, "Ride Da Riddim," earlier this year, and The Rastamouse Company is busy working on a second album under its deal with EMI Records. The fourth book in the original Little Roots book series, *Rastamouse and Da Micespace Mystery*, was

recently published by MacMillan and hit shelves last month in the U.K.



SCMG Dreams Up Science Curiosities, Rail Art

For all three days of BLE, a range of "scientific curiosities" will be demonstrated at the Science Museum Group Enterprises stand by licensee Wow! Stuff, which will be showing a collectible range of products.

"Previewing the range will give everyone an opportunity to see these low-priced, hi-impact products in action," says Carin Grix, senior licensing manager, SCMG Enterprises. "We are excited that this range reflects the very core of the Science Museum brand values. The 'Wow' in every product within the range is sure to ignite people's curiosity about the science behind what they see happening in front of their own eyes."

SCMG will also launch a new style guide based on posters in the National Railway Museum archive, as well as the property Breakaway by Michelle Mason, which includes 60s-style designs for use on gift ranges and in categories such as kitchen, home décor and accessories. Produced in partnership with Mason, the new designs aim to evoke nostalgia for childhood holidays.



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UL Knows Product Safety

UL, an independent provider of third-party testing, audit, inspection and responsible sourcing services, is on hand at Brand Licensing Europe to present its expertise on the safety and quality standards of licensed goods.

The company is offering a seminar during the show for all licensors and licensees, “The Impact of Quality Assurance Programs on Licensed Products,” that offers valuable insights into brand protection. Co-hosted by Susan DeRagon, senior technical consultant for toys and premiums, and Robert Cammilleri, business development and senior account executive for audits and inspections, the seminar will address key topics relating to quality assurance within the licensing industry, including how to ensure product safety and compliance and how quality assurance solutions and effective supply chain management can help facilitate better informed business decisions.

“The role of quality assurance within the licensed goods sector is often underestimated. Quality is an intrinsic component providing total customer satisfaction, ultimately helping build brand loyalty and secure market share... UL’s partnership approach helps clients retain greater visibility and control of supply chains while encouraging suppliers to adopt good manufacturing practices, minimizing potential quality issues and reducing the risk of costly

product recalls and returns,” says Mark Randall, strategic business manager and European commercial lead for licensed products at UL.

UL has the capacity and expertise to provide a vital check on product safety, quality and functionality at every step in the supply chain and across a wide variety of licensed products including toys, premiums, apparel and homewares on a global level. The company also has extensive experience in helping licensors and licensees to develop, implement and maintain customized end-to-end quality assurance programs. UL’s experts will be available throughout the show to offer advice on how to help ensure your licensed products comply with brand specifications as well as international safety standards and regulations, such as the EU Toy Safety Directive and ASTM.



Art + Science Capitalizes on Nostalgia Trend

Retro is cool for international brand marketing agency Art + Science, which is re-igniting interest in several of its classic properties with multi-generational appeal.

Tabletop soccer game Subbuteo, first introduced in the 1940s, is getting back on the field with licensing partners in apparel, giftware and accessories; Puff the Magic Dragon is going strong in its 50th year with plush, publishing, stationery and giftware partners; and geometric drawing toy Spirograph is returning to store shelves this year with a fresh look for a modern audience.



For more mature fans, men’s luxury brand Psycho Bunny, now a celebrity favorite, is continuing to roll out new products; while Bitty Betty’s, the collectible vinyl pin-up girl’s line, is charming fans at retailers including Hot Topic and Spencer’s Gifts.

Fatina Dreams Expands to China and SE Asia

Asian lifestyle brand Fatina Dreams has announced plans for its expansion into China and Southeast Asia in 2014.

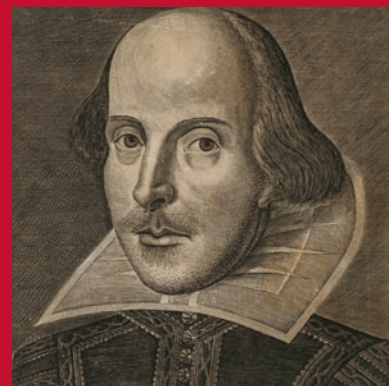
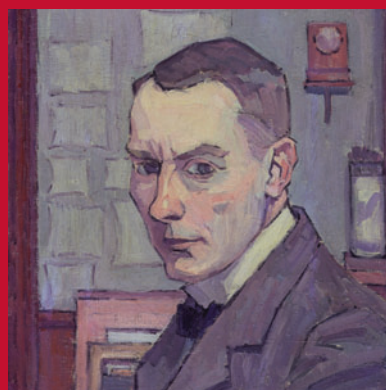
Promotional Partners Group for China and Media Link for Southeast Asia and Taiwan are facilitating the development and have already signed two partners in China—Airland Bed Linens for bedding and Pexland for apparel. A major entertainment partner is expected next year.



Created by award-winning artist Prudence Mak, Fatina is a ragdoll who dreams herself alive to save the planet and inspires young women to use their creativity to make a difference in the world. Fatina illustrations are featured on fashion accessories, promotions and locational offerings such as the Fatina Café in Hong Kong.

In addition to its current roster of European licensees, Fatina Dreams is seeking more partners to continue its expansion.

Inspiring People



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Art Ask Agency Intros New Partners and Brands

Art Ask Agency has announced new partners for two of its top art brands, Wild about Words and Frida Kahlo.

TeNeues Germany is collaborating with Dominique Vari's Wild about Words for a line of high-end stationery items as

part of their new Green Line collection. The products include a journal, booklets, notebooks and sticky notes and will be available at retail this fall. Holland-based TNS is launching a line of greeting cards with foil, embossing and other effects in Europe and Australia; while Clairefontaine in France is rolling out paper products featuring the iconic Wild about Words art.

Art Ask Agency is also introducing a new style guide for female artist Frida Kahlo that will give licensees easier access to the look and feel of the brand. Frida Kahlo already boasts a slew of prestigious partners including Converse, Montblanc, Zara, Scribe, Clairefontaine and Forever 21, and the agency is seeking additional opportunities.

Art Ask Agency is also bringing lifestyle brand Muy Pop to BLE for the first time. Created between Barcelona and Amsterdam by Dutch designers, Muy Pop

is a global mix of language and culture with the goal of keeping the positive spirit alive.

The brand, aimed at boys and girls ages 10 through 18, already has apparel, fashion

accessories, bags, plush and stationery from Relaunch NL available at retail. Dis2/Busquests in Spain and Editions Oberthur in France are also on board for stationery and back-to-school items.

Muy Pop has a dedicated online webshop and has been featured in teen magazines as well as with celebrities and bloggers.



Event Merchandising's Evel Knievel Property Lands Mobile Slot Game with Sky Vegas

Now legions of gamblers will be the ones to take a risk with Evel Knievel. Online casino Sky Vegas has teamed up with the Evel Knievel brand to create a mobile HTML5 slot game based on the legendary daredevil.

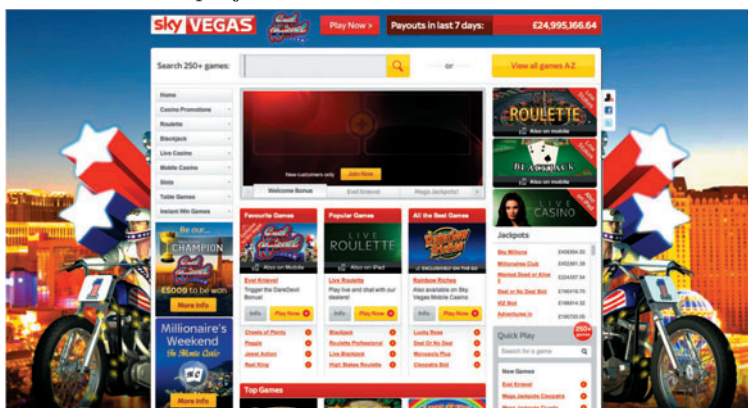
The game launched prominently on the Sky Vegas homepage earlier this year, and other gambling outlets, including Ladbrokes and Bet Fair, are set to pick it up in the coming months.

"Evel is the globally recognized godfather of extreme sports. The legend of Evel continues to live on," says Jeremy Goldsmith of Event Merchandising, the licensing agent of Evel Knievel.

The brand is seeing a resurgence in licensing activity as a result of new iconic imagery and archive footage of Evel Knievel, which has been recently used in Audi and Doritos advertising. Other partners on board to extend the brand include Pyramid Posters for posters, Bell Helmets for helmets, Kiddimoto for

children's bikes, Smiffy for costumes, Barnstorm Games for apps, American Classics for clothing and Robe Factory for robes.

The agency is also planning several documentaries and the launch of a film project in 2015.



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Tuesday, October 15

9:30–10:00

Licensing Explained: A Beginner's Guide to the Business and to the Show

Kelvyn Gardner, managing director, LIMA U.K.

Give us the first 30 minutes of your day and you will learn: how licensing works, why you should add licensing to your marketing mix, buying or selling licenses—how to do deals, simple do's and don'ts and what to look for at BLE 2013.

10:30–11:15

The Picture Book of Licensing Contracts

Speakers: Christian Fortman, managing partner, and Dr. Sebastian Tegethoff, managing partner, 24IP Law Group

Through visual imagery almost exclusively, Fortman and Dr. Tegethoff will use a working case study of a new jewelry brand to unravel the “who,” “what,” “when,” “where” and “how” of a licensing contract. They will demonstrate how to build a legal framework around a brand, the structure of a deal, strategies for protection and how to avoid conflicts and pitfalls arising from a contract. The seminar will assume an intermediate level of knowledge and will be suitable for all licensing professionals including retail buyers, brand owners, legal trainees and sales people.

11:45–12:30

What's Hot in Licensing Part I: Industry Trends and Opportunities

Speakers: Frederique Tutt, toys global industry analyst, NPD Group, and Max Templeman, senior account manager, consumer electronics, GfK

In the first of two seminars by BLE's knowledge partners, NPD Group and GfK will present exclusive data and analysis about the licensing business. Where can you look for growth? Where are the next opportunities for licensing? Which product categories are growing and shrinking? What are the key trends affecting our business? Find out here from Tutt and Templeman and bring your questions for our experts.

13:00–13:45

Keynote—Angry Birds: How Rovio Disrupted the Entertainment Industry

Speakers: Jami Laes, executive vice president, gaming, and Naz Cuevas, senior vice president, licensing, Rovio

“Angry Birds” was the 52nd game released by the small Finnish gaming company Rovio. In the three years since its launch, Angry Birds has become the No. 1 paid app of all time and one of the biggest games in the world. It has also taken the consumer products market by storm with books in 40 countries, theme parks, plush toys and collaborations with some of the biggest entertainment brands on the planet. Come and hear what's behind the Angry Birds property, what keeps its heart beating and the vision for its future. Prepare for an entertaining

keynote filled with special insights, stories, humor and expertise as two of Rovio's senior executives talk about creating, building and extending a mobile IP into one of the most sought-after brands of all time.

Wednesday, October 16

9:30–10:00

Licensing Explained: A Beginner's Guide to the Business and to the Show

10:30–11:15

What's Hot in Licensing Part II: Retail Trends and Opportunities

Speaker: Milos Ryba, research director, Planet Retail

In the second seminar by BLE's knowledge partners, Planet Retail will give an exclusive account of the most important international retail trends affecting the licensing business. Ryba will highlight retail opportunities and own brand trends, and show how retail trends may affect business. Bring your questions.

11:45–12:30

Brand Jam Attack: Licensing into Fashion and Other New Opportunities for Lifestyle Brands

Moderator: Paolo Lucci, partner, Brand Jam.

Panel: Christine Cool, senior brand manager, Chupa Chups; Louise French, associate vice president, marketing and business development, Beanstalk

Limited editions are booming in the fashion and accessories market and the good news is that they are no longer just “fashion to fashion,” but also involve brands from the world of art, celebrity, lifestyle and sport. Lucci will outline key trends and opportunities for lifestyle brands wanting to grow their business through licensing and co-branding. A panel of experts will also offer case studies and answer questions about their own brand examples. This outstanding panel is a must for brands and licensees looking to partner with others.

13:00–13:45

Keynote—Milestones and Magic: The History of Volkswagen

Speaker: Dr. Ulrike Gutzmann, Volkswagen archivist

Millions of people feel great enthusiasm, even passion, for their Volkswagen. People are excited about a brand new car providing them with up-to-date technical features. Others believe in the reliability of their Volkswagen making everyday life so comfortable for many years. And then there are those who love their vintage Beetle, Camper-Van or Golf, bringing a glimpse of good-old yesterday into their present. Telling the story of the brand Volkswagen, archivist Dr. Ulrike Gutzmann will discuss how the company developed from a car manufacturer in the North German countryside to a global player with 12 strong brands and more than 100 factories on four continents. She will introduce people, products and the exciting history of Germany's automobile ambassador.

Thursday, October 17

9:30–10:00

Licensing Explained: A Beginner's Guide to the Business and to the Show

10:30–11:15

Royalties, Audits and the Finance of Licensing

Speaker: Clement Franceschini, EMEA partner, Insight Licensing

Whatever your place in the licensing chain, you need to understand the relevance and the power of royalties and audits. In this clear and entertaining seminar, Franceschini will lead delegates through the do's and don'ts of royalty accounting, explaining how to get the process right and how to turn it into a business-enhancing opportunity. He will highlight what retailers and licensees need to know and will also talk about DTR audits, the challenges of working across Europe and auditing with agents.

11:45–12:30

Licensing Design, Art and Illustration

Moderator: HelzCuppleditch, HelzCuppleditch

Illustration. Panel: Sarah Lawrence, Smart Licensing; Martin Rees-Davies, licensing manager, Otter House; and Kate Shafe, co-founder, Belle and Boo.

Retailers and licensees often turn to original design and illustration for something truly distinctive. This seminar will explain how to create successful partnerships between artists, designers, manufacturers and retailers. The panel will demonstrate how to transform original artwork into products that really sell and how to grow these into a significant retail range. Shafe will present a case study of Belle and Boo, the highly successful children's lifestyle brand based on the illustrative work of Mandy Sutcliffe.

13:00–14:00

License This! 2013 : The Final

Chair: David Riley, managing director, Egmont

Publishing Group. Panel: Darran Garnham, chief

business development officer, Mind Candy; Aysha

Kidwai, managing director, Indigo Lens; and

Bettina Koeckler, senior vice president, EMEA, Fox Consumer Products

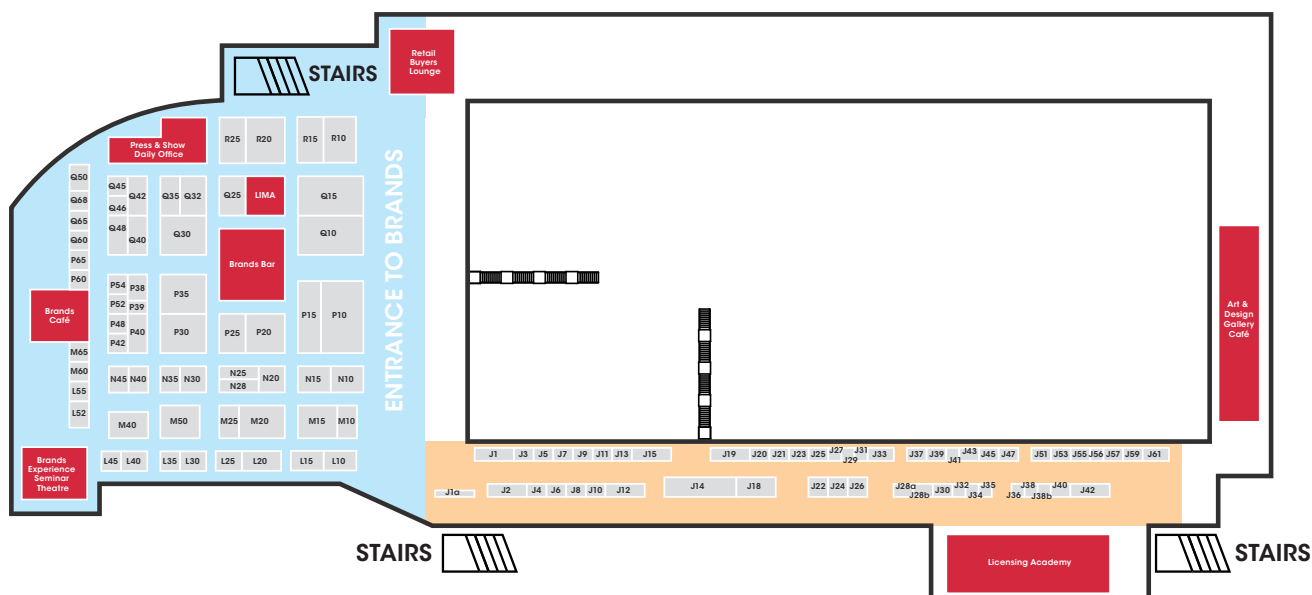
License This! is BLE's licensing challenge, now in its fourth year. At this finale, a shortlist of four new properties with licensing potential will be pitched by their creators to a panel of industry experts. Each finalist must persuade the panel of the property's strengths and potential for licensing into other categories. The audience will hear the panel offer critique and advice to each presenter before they select a winner. It's an exciting event, as well as an opportunity to hear expert advice and insights. The winner receives a fully furnished stand at BLE 2014. Last year's winner, Pink Chillies, is exhibiting this year.

COMPANY NAME	STAND #	COMPANY NAME	STAND #	COMPANY NAME	STAND #	COMPANY NAME	STAND #
20th Century Fox Consumer Products (FCP)	E040	DHX Media	E116	Kitbag	N28	RHS Enterprises	L40
24IP Law Group	G114	Discovery	N10	KOCCA	C020	Rocket Licensing	G005
41 Entertainment LLC	E065	Disney Consumer Products	D030	Konnect	B090	Rohini Molini	G092
4K Media Inc.	E090	Dorna Sports	Q20	Laser Art Studio (International) Ltd.	J5	ROUTE 66	P15
Aardman Rights	F010	Dracco Company Ltd	B025	Le tour de France et le Dakar	E115	Rovio Entertainment Ltd	D090
adidas - A.C. Milan	P25	DreamWorks Animation	D070	Lemon Ribbon	J28a	Royal Mail	P40
adidas - Real Madrid	P25	DRI Licensing	C010	Libby McMullin	J36	Royal Navy, Army & Royal Air Force	M40
Alchemy Licensing	L10	d-rights Inc./ SUNRIGHTS INC.	G090	Licensing Management International	J22	Russian Animated Film Association	D125
Allsorts Licensing	C095	Dynit S.r.l	G082	Licensing Today Worldwide	H035	Saban Brands	D005
American Greetings Properties	B060	Edebe Audiovisual S.L.	F020	Licensing.biz & ToyNews	H060	Sagoo	G068
Animaru	J4	EDIS S.p.A.	G065	lie! Lifestyle	D003	Sanrio GmbH	B030
Ankama	D145	El Ocho	F020	LIMA	R20	Santoro Licensing	B057
April Rose Illustration	J13	Elvis Presley Enterprises, Inc.	F100	Lisle International Licensing	F070	Science Museum Group Enterprises	Q48
Arait Multimedia	C105	Emma Lamport	J32	Live Nation Merchandise	G030	SEGA Corporation	C030
Arsenal Football Club	P42	Entertainment One	F005	Lo Coco Licensing	N15	SelectaVision	C060
Art Ask Agency	Q25	Euro Lizenzen	H055	Ludorum Plc	E060	Softies & Cuties	J3
Assaf Frank Photography and Licensing	J23	Event Merchandising	L55	LUK Internacional	H025	Sony Computer Entertainment Europe	C110
Asterix	E115	Evolution Europe	G052	Luluben	E115	Sony Pictures Consumer Products	A010
Atlantycs Entertainment	B040	Extreme Sports Company	N25	m4e AG	C005	Spain Licensing Pavilion	F020
Augmented Pixels (AR23D)	H100	Fashion UK	A090	Major League Baseball	M50	Spirit Innovations SA	G105
Aura - Spa World	Q60	Fatima Dreams / Chocolate Rain Ltd	J1	Manchester United Merchandising Ltd	R10	Start Licensing Limited	F040
Aurora World Ltd	C001	Federazione Italiana Rugby	P30	Marilyn Robertson	J2	Studio 100	D010
Automobili Lamborghini S.p.A	P20	FG Photography	J10	Marquee Club	Q32	STUDIOCANAL	F118
Az Design	E115	FIFA	P48	Marvelpress	F130	Surface-on-Trend	J57
Babyopathy	P52	Fluid World Ltd	A060	Mary Evans Picture Library	J26	Tact Communications Inc.	B095
BACKSTAGE LICENSING SRL	C045	France TV DISTRIBUTION	E115	Masha and the Bear	D080	Televisa Internacional	C060
Bang on the Door Ltd	B098	FremantleMedia	E030	Mattel Brands Consumer Products	D050	TEMPTING BRANDS AG – The Official ROUTE 66	R15
Barbadango	J47	Fulanitos	F001	Maui & Sons	M60	Teo Jasmin	M22
Battersea Dogs & Cats Home	Q51	Gateley LLP	G120	Maya Studio S.L.	F020	TF1 Licences	G058
Bavaria Sonor	A050	Gaumont Animation	E115	Mediatoon Licensing	G060	The British Library	N35
BBC Worldwide Consumer Products	D115	Giochi Preziosi SpA	E100	Metrostar	D100	The Creative Rights Agency	G095
Beanstalk	Q10	Glenat Editions	E115	MGL Licensing	L15	The Happy World of Petite Frite	J21
Belle & Boo Ltd	J42	Global Merchandising Services Ltd.	A020	Mind Candy	G070	The Licensing Company	P10
Big Tent Entertainment	C050	Glory Innovations, Inc.	B050	Mondo TV	D105	The Licensing Machine	H020
Biplano S.A.	C040	Glyn Goodwin	J1a	Monskey	G035	The Licensing Source Book Europe	H095
Blond Amsterdam	G035	Golden Goose	L20	Moomin	B070	The Natural History Museum	L30
Blue Concept Ltd	G110	Goose & Friends	J35	Moulin Rouge	E115	The Partnership	Q30
Blue-Zoo	B110	Grani & Partners SpA	E100	Muhammad Ali Enterprises	F100	The Pokémon Company International, Inc	F050
Borderless Media Ltd	J38	Guide to the Licensing World	G116	Museum of London	L25	The Rastamouse Company	B075
Borrett Licensing	Q32	Hallmark Cards Plc	G020	National Museums Northern Ireland	Q65	The Royal Ballet	L45
Brand Connection	P30	Hari's World	B048	National Portrait Gallery	P65	The Smiley Company	E120
Brands Box	P30	Hasbro Brand Licensing & Publishing	D020	NBA Europe	Q42	The Square Card Company / Kali Stileman	J59
Brands With Influence	F115	HCA	J12	NECA Inc.	B005	The Thomas Kinkade Company	J14
BRB Internacional	F020	Helz Cuppleditch	J20	Nelvana Enterprises Inc.	F080	The Zolan Company	P30
Bright Art Licensing	J29	HIT Entertainment	D050	Nickelodeon and Viacom Consumer Products	E005	Tinderbox	Q10
Bruno Productions	G062	HoHo Entertainment	B100	OpSec Security	F120	Toei Animation Europe	F060
Budi Basa	J19	Holy Mackerel UK Ltd	J43	Outfit7 Ltd	C080	Toncar S.r.l	C070
Bulldog Licensing Ltd	G001	Hondar Umbrella Industrial, Co. Ltd	D150	Paper Island Licensing	A030	Total Licensing	B055
Bulls Licensing	B052	Hong Kong Trade Development Council	H080	Paper Rose Ltd	J7	Turner CN Enterprises	E050
By Myrna BV	G100	Howard Shooter Studios	Q32	Paperlink	J6	Two Little Boys Ltd	J53
Capcom	B065	I.M.P.S. s.a	C055	Pea&Promoplast S.r.l	F105	Ubifrance	E115
Carmen Ariza Polska	B045	Iconkids & youth International Research GmbH	G112	Penguin Licensing and Consumer Products	H085	Ubisoft EMEA	D110
Caroline Mickler Ltd	B078	Imira Entertainment	F020	Performance Brands	P35	UL	A100
Carte Blanche Group	D120	Imperial War Museums (IWM)	N45	PGS Entertainment	G045	Universal Partnerships & Licensing	A080
CE Global Brand Advisors	M65	ImpossibleTV/Corrina Askin	B098	PIM-PIMLADA	J31	V & A Enterprises	Q40
Celebrities Entertainment GmbH	E001	Ink	D080	Pink Chillies	B122	V&S Entertainment	E045
Character World	H050	Insight Licensing Services	G118	Pink Key Consulting	P60	Valerie Valerie Limited	J28b
Chupa Chups S.A.U.	M20	International Brand Management & Licensing	Q15	Plain Lazy Holdings Ltd	Q68	Vicki Thomas Associates	J33
Clare Jordan Ltd	J39	ITV STUDIOS Global Entertainment	D040	Planet Retail	Q46	Viz Media Europe	G025
Coolabi	D060	JAST Company Limited	D001	Planeta Junior	F020	Walker Books	G010
Copyright Promotions Licensing Group	E080	JCB Consumer Products	F065	Playboy Enterprises International Inc	P38	Warm Up Agency	P30
Copyrights	G040	JELC/Brand Extensions Russia	D065	PUMA SE	N20	Warner Bros. Consumer Products	E070
Counterpoint Systems	F003	Jenny Kempe	J1a	Punky Princess	G080	Welly E. Trade	A095
CreaCon Entertainment	F090	Jillustrator	J1a	Rachael Hale	B090	Wild-Side Brands Ltd	J15
Creative Licensing Corp	F085	Kate Knight	J37	Radio Days	B010	Wiley Inc.	B020
Creative Minds Design Studio	J30	Kate Mawdsley	J11	Raimondi & Campbell Associates Srl	P30	WITHIT Licensing	N30
DC Thomson & Co	F040	Kazachok Licensing Expertise	G057	Rainbow Srl	E020	WWE	B080
Deborah Schenck	J41	KIDDINX Media Group	H030	Random House Enterprises	C075	WWF UK	L35
Deer Little Forest	J56	Kiddy Incs	J51	Redan Alchemy	B053	Yellow House Art Licensing	J9
Deliso Sophie la girafe	M25	King Features	C090			Zodiak Rights	F030
Dependable Solutions, Inc	F110	Kirsty And Paul	N40				

floorplan

**brand
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2013**

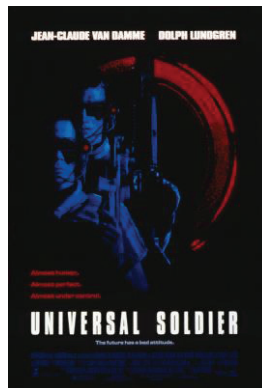
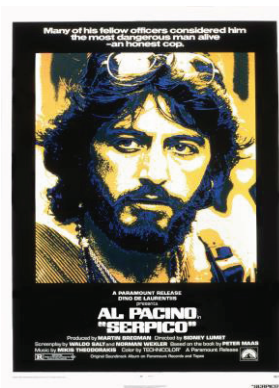
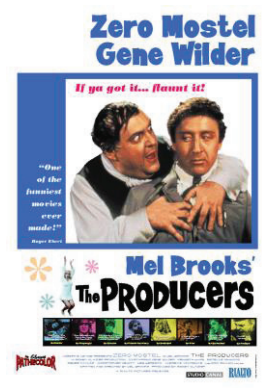
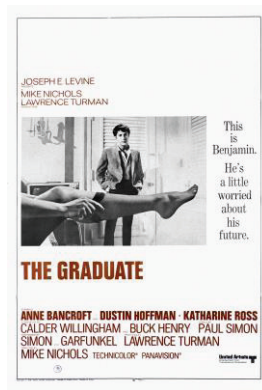
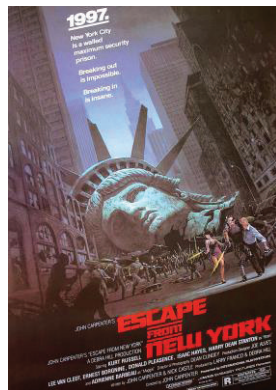
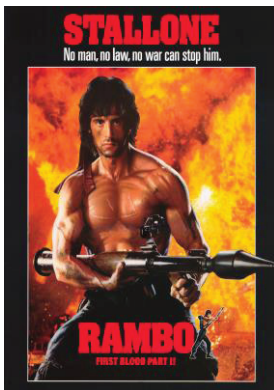
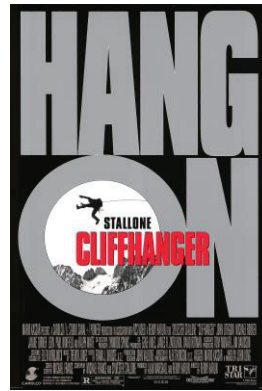
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Activision Expands European Footprint

Activision Publishing signed a trio of new agents and new licensees for the next iteration of its Skylanders franchise, “Skylanders Swap Force.”

The game developer announced that it has increased its European licensing portfolio by 117 percent since 2012 with more than 90 licensing partners.

To aid in future growth, three European agents have been brought on board for the Skylanders Giants and Skylanders Swap Force brands: CPLG for pan-Europe, NLC/MELC for the Nordics and Middle East and Plus Licens for CEE/Russia.

As “Skylanders Swap Force” launches this week in Europe, Activision has already signed up a two new licensees: PowerA for video game and mobile accessories and Topps for collector cards.

Topps and PowerA join a roster of established European licensees that includes BDA, Penguin, Mega Bloks, Rubie’s, Vivid, Top Toy, Aykroyd and TDP Licensing, Fashion U.K., Folat, Dreamtex, Gemma, Brand Mania, BBS, Belltex, IGS, Kinnerton, Kokomo, CoBrands, Lightbody of Hamilton, Leomil, Adventure Diffusion, Calego, Danilo, Only License, Master Gamer,

TVMania, Winning Moves, Trademark, Safta, GB Eye, Zak and Zeon.

Activision is exhibiting at Brand Licensing Europe this week on the CPLG stand.

“Activision’s licensing program has grown tremendously in the past year. We are excited to be working

with our agents here at BLE, not only to connect with our current best-in-class licensees and retail partners, but

to explore new opportunities as well,” says Ashley Maily, vice president, global licensing and partnerships, Activision. “We are focused on delivering cohesive and supportive extensions to our brands by working closely with our partners in Europe.”



WBCP Honors Licensees

Warner Bros. Consumer Products EMEA announced the recipients of its inaugural Golden Bunny Awards, which honor its outstanding licensees and retail partners.

The event took place on the Brand Licensing Europe show

floor, Tuesday.

Awardees include LEGO, Rubie’s Costume Co., Nestle Waters, Character Group, Eaglemoss, Dexton, LIDL, Inditex/Bershka, H&M, Benetton, George@Asda and Primark.



Warner Bros. Consumer Products, U.K.’s Bruno Schwobthaler, senior vice president sales, marketing and business development EMEA; Pilar Zulueta, executive vice president and general manager; and Paul Bufton, general manager.

Hasbro Revives Toy Brands

Hasbro is re-launching its classic children’s toy brands Weebles and Spirograph, in a new collaboration with licensees.

The rejuvenated Weebles-branded toys from Character Options are expected to hit retail shelves throughout the U.K., Spain, Italy and Australia soon. The new range will pay homage to the original Weebles’ mantra, “Weebles wobble but they don’t fall down!” but with a re-shaped base and molded body shape. The initial collection will feature Entertainment One’s Peppa Pig characters, vehicles and

play sets.

In a separate agreement, Goldfish and Bison will re-introduce

the arts and crafts brand Spirograph throughout Europe next year. The toy will re-emerge featuring a selection of colored pens, pencils and 3D glasses.

“The re-launch of Weebles and Spirograph will transport millions of adults, many of whom are now parents, back to their childhood,” says James Walker, vice president of licensing, Europe, at Hasbro.





Rainbow kicks off the 10th anniversary celebrations of the Winx Club brand with a fashion show, Tuesday.



Andrew Lane, chief executive officer, Fluid World.



Battersea Dogs and Cats Home's Lucy McCredie, licensing consultant, and Alex Brown, commercial development manager, with Ian Madeley, chairman, Rupert's Pet Shop, and Tulip.



LazyTown's Einar Karl Birgisson, territory manager, Iceland, and Ingvaldur Thor Einarsson, senior commercial director, international licensing and syndication.



Puma's Maximiliano Calvetti, international sales manager; Anthony Ward, manager global licensing; and Verena Muller, product manager; with Soull Abbas, head of visual, Mywa Merchandising.



Beanstalk's Sofia Lundberg, marketing executive; Chiara Mastellone, coordinator of branding; Lisa Reiner, managing director; and Fraser Hove, graphic designer.



24 IP Law Group's Sebastian Tegethoff, trademark lawyer, and Christian Fortmann, trademark lawyer.



Jurgen Halder, head of licensing, BMW; DJ Phillips, Brand and Licensing Consultants; and Howard Clare, director, Global Trademark Licensing Ltd.



Paper Island's Gisella Malpica, marketing administrator; Allison Myers, licensing manager; and Jacqui Russo, marketing manager.



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