

## Flo Rida Brings Down the Beach



International recording artist Flo Rida made waves as co-host of the Licensing Expo Opening Night Party, a sold-out networking event presented by Advanstar Licensing, in association with LIMA and Sony Pictures Entertainment, that brought more than 2,000 people to the beach at Mandalay Bay.

For today's full Licensing University schedule, turn to page 46.

## Marvel Ramps Up for Guardians



Marvel Entertainment is gearing up for its forthcoming release of the film *Marvel's Guardians of the Galaxy*. In preparation, the studio has signed a broad swath of licensees to anchor its licensing program.

Best-in-class licensees Hasbro, Disguise and Sideshow Collectibles have been tapped to lead the charge for the film, which is set to release Aug. 1, 2014. Marvel is set to unveil additional partners across all major categories in coming months.

## Toy State Speeds Off with Hot Wheels

Mattel's Hot Wheels property has gained a new partnership. Toy State has been signed to design and build a new line of "over-the-top," custom versions of Hot Wheels-branded remote control cars.

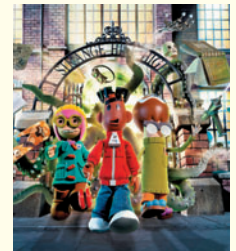
The deal, which runs through 2016, will apply to Hot Wheels products sold in the U.S., Canada, Puerto Rico and the Asia Pacific region. Product is scheduled to hit shelves beginning in 2014.

"No doubt our fans will embrace the innovation and style that Toy State will inject into our product lineup," says Simon Waldron, vice president, marketing, Hot Wheels for Mattel. "We've given our partner the 'keys' to the Hot Wheels brand to develop the most exciting R/C and lights and sounds cars on shelf."

## Breaking News

### 'Strange Hill' Toys Coming

FremantleMedia Kids & Family Entertainment has signed Vivid Toy Group as master toy licensee for its multimedia, comedy-adventure series "Strange Hill High."



Vivid will manufacture and distribute figures, play sets and plush, with first products due to hit retail in the U.K. in spring 2014.

### Retail Buyers Lounge

The Retail Buyers Lounge, located on the Licensing Expo show floor, is a first for the Expo. The area provides a quiet location in the convention center for buyers to regroup, answer emails and charge devices while still accessing Expo staff and resources.

Retail buyers including Walmart, Best Buy, Forever 21, Claire's, Old Navy, Justice, Sainsbury's, HSN and Cost Plus World Market have each stopped by the space, among others.

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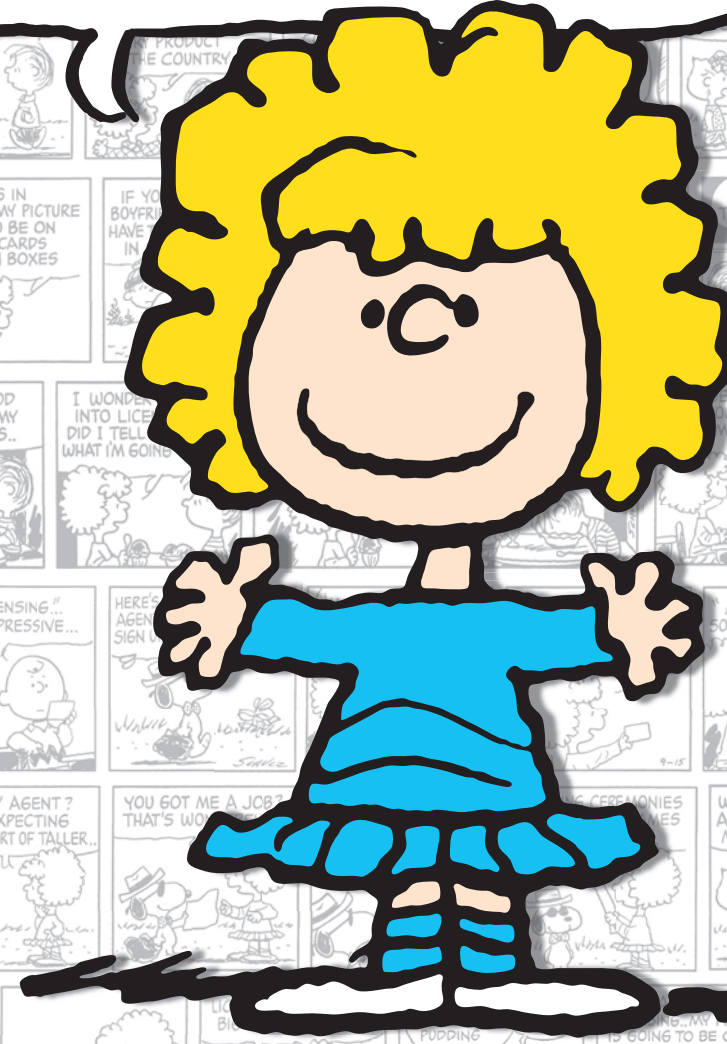
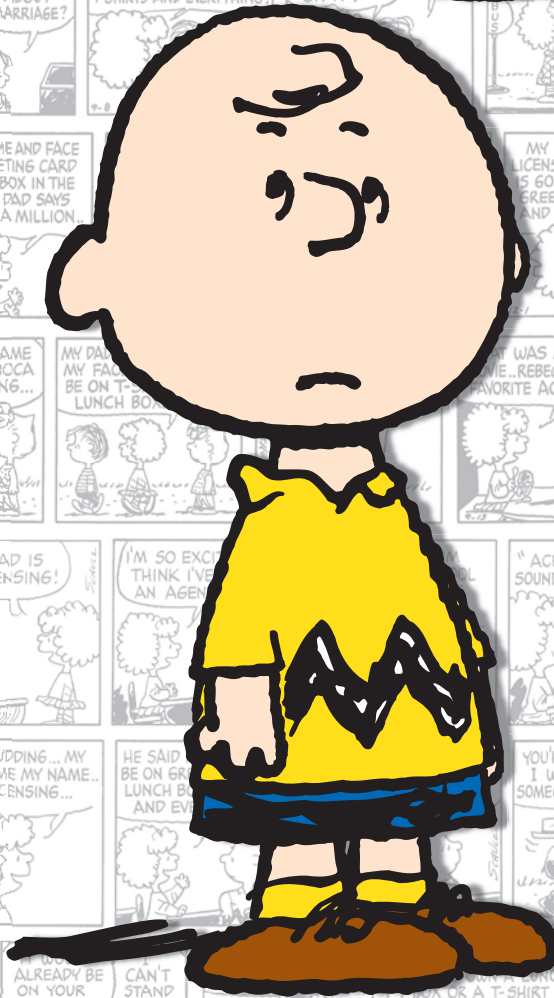
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# Peanuts Flies High at Macy's Parade

The Peanuts brand's beloved Snoopy is returning again to the 87th annual Macy's Thanksgiving Day Parade, says Peanuts Worldwide, a division of Iconix Entertainment.

The newest Snoopy balloon will feature in the parade along with his sidekick Woodstock, marking his 37th appearance in the parade, a record for most appearances and most balloon versions ever.

"When the holiday season arrives, fans around the world immediately think of Peanuts," says Leigh Anne Brodsky, managing director of Peanuts Worldwide and Iconix Entertainment. "The classic television specials are treasures for fans of all ages, and of course Thanksgiving would not be the same without Snoopy in the Macy's Parade."

"Seeing Snoopy take to the sky for his record-breaking 37th flight is truly an incredible thrill," says Amy Kule, executive producer of the Macy's Thanksgiving Day Parade. "As the many millions of Macy's Parade fans know, Snoopy and the Macy's Thanksgiving Day Parade are synonymous and this 37th iteration of this magnificent beagle and his rascally friend Woodstock will carve an indelible image in the sky as he has ever since the late 1960s."



## Paul Flett Joins UTA

Veteran licensing and brand management executive Paul Flett has joined United Talent Agency's branding, licensing and endorsements division, led by UTA partner Lisa Jacobson.



Flett joins UTA from Skechers USA, where he served as senior vice president of global brand licensing since 2009.

In his new role, Flett will focus on licensing and brand management for both talent and corporate clients represented by UTA's licensing division, which represents a wide range of artists, designers and properties including the Elizabeth Taylor Trust, fashion designer Zac Posen and Candy Crush Saga.

Prior to Skechers, Flett was senior vice president, worldwide marketing and promotions at MGM Studios, where he was responsible for property development, licensing and merchandising for MGM and third party properties, including the Pink Panther franchise and the films *James Bond*, *Legally Blonde* and *Rocky*. Flett has also held various senior positions at Warner Bros., Sega Europe, Mattel and L'Oréal.

## TLC to Sweeten Hershey Brands

The Licensing Company has been tapped by The Hershey Company to represent its properties for initiatives such as apparel, accessories, health and beauty and publishing.

TLC will be responsible for strategic development and execution, program management and new business development of Hershey brands in North America.

"Our new licensing partnership with TLC reflects our global approach to building our brands and connecting consumers with these iconic brand properties," says Ernie Savo, director of global licensing, The Hershey Company. "The relationship with TLC, which began with the Asia market, is extending into North America to enable us to leverage our brand equities and develop innovative new products to grow our presence throughout North America and Asia."

"Our vision for Hershey's iconic portfolio of brands, which includes Hershey's, Hershey's Kisses, Reese's, Jolly Rancher and Ice Breakers, among others, will be based upon new creative direction, category innovation and working with best-in-class partners to develop products that retailers will want and consumers will purchase, again and again," says Allison Kopcha, executive vice president, TLC North America.



Daniel Avenier and Allison Kopcha of The Licensing Company with Ernie Savo of The Hershey Company.

## LIMA's 2013 International Licensing Excellence Awards



The 2013 LIMA Awards winners. For a complete listing of the winners, visit [www.licensemag.com](http://www.licensemag.com).



Overall Best Licensed Program—Activision for Skylanders: Ashley Maily, John Coyne and Alicia Mandeville.



Best Film, Television, Celebrity or Entertainment Program—Marvel's The Avengers (by The Walt Disney Company/Marvel Entertainment): Mark Rhodes and Brian Siegel.



Best Art or Design Program—The Very Hungry Caterpillar/The World of Eric Carle (by Eric Carle Studio/The Joester Loria Group): Debra Joester, Motoko Inoue and Joanne Loria.

## Hasbro Extends to Food and Beverage with BLT

Hasbro will extend its iconic brands through food and beverages, with the appointment of the Brand Licensing Team to represent its properties in the category. BLT will oversee Hasbro brand extensions for its full roster of brands in the U.S. and Canada.

“For Hasbro, the alignment with Brand Licensing Team made sense because of their long term strategic approach and experience in the food and beverage industry. We were impressed with their go-to-market plans and ideas to infuse our beloved Hasbro brands into the lives of consumers in a new way,” says Simon Waters,

senior vice president, global brand licensing and publishing at Hasbro.

“Our strategy will be focused on creating long-term relationships with best-in-class licensees willing to innovate against portfolio-wide opportunities,” says John Shero, managing partner of BLT. “The goal is to develop a delicious and balanced range of products which encourages creativity and healthy eating habits.”

BLT will represent Hasbro and its brands including Transformers, My Little Pony, Nerf, Littlest Pet Shop and Monopoly.

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# Rainbow Adds New Seasons



Entertainment licensing and animation studio Rainbow is announcing new seasons for its popular series “Winx Club” and “Mia and me.”

Heading into season six in 2014 is “Winx Club,” the global girl’s series. The new episodes will bring fresh outfits, worlds, dimensions, characters and fairy transformations, as well as the return of the Pixies, to audiences.

“The continuing success of Winx Club after nearly a decade confirms its status as both an evergreen property and one that is able to evolve to meet changing consumer tastes without losing the core values that have made it such a hit,” says Maurizio Distefano, executive vice president and general manager global consumer products of Rainbow. “This year and 2014 will bring strong growth and further extend the reach of this amazing property.”

Rainbow is also re-upping the series “Mia and me” for a second season. The series, which is a co-production with Lucky Punch and March Entertainment, will go into delivery by end of 2014/beginning of 2015.

The series chronicles the adventures of 12-year-old Mia in the magical land of Centopia. In the live action world, Mia is a bright but awkward girl who has trouble fitting into her new boarding school. But in the beautiful animated world of Centopia, she turns to a pretty elf who becomes the guardian of the land’s unicorns.

The new seasons for both series follows news of global agent appointments, as well.

## Seltzer Grows Miracle-Gro

Seltzer Licensing has named four new partners for the ScottsMiracle-Gro property.

Acme United will produce bladed lawn and garden tools, Swan Products will make hoses and water accessories, Radius Garden is on board for ergonomic gardening hand tools and Bond Manufacturing will unveil plant support accessories.

The products debuted last month.

The addition of the new licensees grows the ScottsMiracle-Gro licensing program to eight companies, which currently includes American Lawn Mower (reel lawn mowers), Greenscapes (lawn fabric), Peachtree Playthings (children’s garden kits) and H.D. Hudson (sprayers).

“After a thorough process, we’re thrilled to be working with these innovative, best-in-class licensing partners,” says Stu Seltzer, president of Seltzer Licensing Group.



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# 'Duck Dynasty' Goes Virtual

U.S. toymaker Jakks Pacific and Duck Commander, the Louisiana-based, family-owned company featured on the A&E TV series "Duck Dynasty," have joined forces to develop the Duck Commander Deluxe Plug It In & Play TV game.

"We are committed to providing an entertainment and action-filled gaming experience on our easy-to-use plug and play platform with titles that are on-trend and inspired by the hottest pop culture brands," says Michael Bernstein, executive vice president of marketing for Jakks Pacific. "Our development team worked diligently to produce a higher level of graphics and targeting for the Duck Commander Deluxe Plug It In & Play TV game, offering a more authentic experience at a great value to all gamers."

Featuring the imagery and voice talent of various members of the Robertson family, the breakout stars of "Duck Dynasty" including Phil, Uncle Si, Willie and Jase, the Duck Commander Deluxe Plug It In & Play TV game takes hunting enthusiasts through the bayous of



Louisiana in search of ducks, beavers, frogs and more. Powered by Jakks' TV Games platform, everything fans need to play is included in a single purchase and the game easily plugs into the A/V jacks of any standard television.

"We can't wait to get our hands on the Duck Commander Deluxe Plug It In & Play TV game and to offer our fans the opportunity to experience the Louisiana bayou and the 'Duckman lifestyle' with this cool new game," says Willie Robertson, co-founder and chief executive officer of Duck Commander.

The game is scheduled to hit retailers nationwide this fall.

## WWE Grants Rights to 2K for Video Game Franchise

WWE and 2K, developer and publisher of interactive entertainment console systems, handheld gaming systems and personal computers, have entered into a multi-year agreement granting 2K the exclusive worldwide rights to publish the critically acclaimed WWE video game franchise across all major platforms and distribution channels. The series, which will continue to be developed by Yukes in Japan, will combine the studio's signature gameplay with 2K's commitment to authenticity in "WWE '14," the latest iteration of the long running series. With the addition of the WWE franchise, 2K will continue a 15-year tradition established by past WWE titles.

"2K's reputation for outstanding quality and dedication to authenticity are a perfect fit for WWE," says Casey Collins, executive vice president, consumer products for WWE. "This new partnership will ensure that WWE continues to be one of the leading video game brands in the world and we look forward to continuing the franchise with the benefit of their expertise across a variety of platforms."

"The WWE series is a great addition to our stable of triple-A titles, and we're very happy with this exclusive agreement with our new partners," says David Ismail, chief operating officer for 2K. "We look forward to capturing the excitement of WWE and marrying it with the same commitment to authenticity and entertainment that we give to our NBA 2K and MLB 2K franchises."

## Brand Central Gets 'Trust Me' Game Show

Consumer product agency Brand Central has been tapped by One Three Media, a Hearst/Mark Burnett company, to represent the licensing for the new game show "Trust Me, I'm a Game Show Host." Comedians D.L. Hughley and Michael Ian Black host the One Three Media produced show that is due to debut on the TBS network this fall.

"It is an amazing opportunity to work with One Three Media on this exciting new show 'Trust Me, I'm a Game Show Host.' The show translates perfectly into the ultimate game, leading to an exhilarating competitive experience that will be fun and entertaining for all ages," says Ross Misher, chief executive officer of Brand Central.

"Trust Me, I'm a Game Show Host" pits a single contestant against two dueling—and possibly lying—game show hosts, each of which must convince the contestant they are the one telling the truth. The show's hosts will present the contestant with pairs of bizarre and seemingly implausible "facts," one of which is true, the other of which is not. Pick the true fact, and the contestant will be rewarded. The players who prove to be super-human lie detectors will go home with the prize.

# Masha and The Bear



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# Lawless Entertainment Celebrates Little Prince, Olive the Ostrich

*The Little Prince*, first published in 1943 and French aviator Antoine de Saint-Exupéry's most famous novella, is marking 70 years in 2013. Lawless Entertainment, in conjunction with worldwide agent Propertiz Licensing, has developed a comprehensive program to commemorate the occasion.

Among the partners on board for the celebration are Gallimard for a new edition of books and e-books; Monnaie de Paris for a 70th anniversary medal; Züny for a special line of high-quality faux-leather bookends; Pixi for a line of figurines; Leblon Delienne for a life-size, resin limited edition statue; and Moleskine for a

collection of agendas using *The Little Prince* colors.

The iconic property is also going digital with apps from Thomson, Mofing and Andy Tab, as well as a 4D animation at Futuroscope in France, Isla Magica in Spain, Bakken Park in Denmark,

the Moscow Planetarium in Russia and Vilvite in Norway. *The Little Prince* will also be featured at the Grevin Museum in Montreal.

Additionally, an interactive Draw Your Planet mural and street art exhibit will debut in Montreal in October, and the original book draft and drawings will be exhibited at The Morgan Library and Museum in New York from January through April 2014.

At Licensing Expo, Lawless Entertainment is also introducing its newest children's property, Blue Zoo Productions' "Olive the Ostrich," an interactive children's series, already a hit in the U.K. "Olive the Ostrich," which chronicles the adventures of Olive, an ostrich with a big heart and imagination, debuted in the U.S. on Sprout in 2012 and is currently airing in Australia, Denmark, the U.K., Sweden, Germany, Austria, Benelux, France, Poland, Canada and Israel.



## Cut the Rope Continues Worldwide Success

The best-selling Zeptolab game, "Cut the Rope," is expanding its scope from mobile apps to entertainment franchises.

The app, with over 300 million downloads across all major platforms including Android and iOS, is developing a new, worldwide consumer products licensing program in North America and

Europe, managed by ITV Studios Global Entertainment.

To date, nearly 50 licensees are a part of the licensing program across the U.K., France, Germany, Benelux, Scandinavia, Spain, Turkey and Israel. Product categories for Cut the Rope include toys, plush, apparel, accessories, publishing and costumes, among many more.

Making its start in digital, "Cut the Rope" is releasing new levels and branded games to remain fresh, and is looking to produce multi-level promotions via web sites, Facebook and in-app ads, as well as retail.





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# Beanstalk Creates New Digital Division

Global brand licensing agency Beanstalk is introducing a new division of its company, Tinderbox, which will focus on extending digital properties to consumer products through licensing.

“Digital is one of the fastest growing categories in brand and entertainment licensing,” says Michael Stone, chief executive officer of Beanstalk. “Tinderbox will be a catalyst for further industry growth by channeling decades of accumulated experience at Beanstalk into a new service that’s dedicated specifically to helping digital brands develop new, innovative licensing extensions.”

Some of Tinderbox’s first partnerships include the social network for tweens, MovieStarPlanet, and the entertainment apps, “My Singing Monsters,” which launched in September 2012, and the new app brand, “The Beetnuks.” While Beanstalk looks to build upon the licensing program they previously created for MovieStarPlanet, which includes publishing, apparel, accessories

T I N D E R B O X



and home décor, the agency’s partnerships with My Singing Monsters and The Beetnuks are exemplary of licensing for new, emerging brands.

Dan Amos will be the head of New Media at Tinderbox, and the division is planning to partner with both established and recently developed digital properties in all categories of apps including games, entertainment and lifestyle.

“It’s a very exciting time for the licensing industry, with incredible product innovations forming connections between the virtual and the physical world,” says Amos.

## Pac-Man Renews for a Second Season

41 Entertainment, Arad Productions and Namco Bandai Games are moving forward with a second season of the animated series “Pac-Man and the Ghostly Adventures.”

The series will be expanded in its second season with 13 new episodes to be delivered in spring 2014. More episodes are being considered as well.

“We are very excited about this announcement as working on ‘Pac-Man and the Ghostly Adventures’ has proven to be very rewarding,” says Allen Bohbot, chief executive officer of 41e. “A number of our broadcast clients worldwide want to strip the episodes daily, and now with 39 episodes, and potentially 52 episodes, they can. We are delighted with the positive feedback and accomplishments that the first season has already generated and anticipate even greater success to come now that ‘Pac’ will be on until 2015 worldwide.”



## IMG to Rep Karen Kane Fashion Brand

Women’s clothing manufacturer Karen Kane has appointed IMG Licensing, a division of IMG Worldwide, to develop a line of licensed products for the apparel brand.

“IMG Licensing is thrilled to work with Karen Kane, one of the most well-respected names and brands in the fashion industry,” says Daniel Siegel, vice president, IMG. “Karen Kane’s philosophy of designing for ease, luxury and longevity will easily translate outside her apparel line and into non-apparel items.”

The multi-year agreement will see IMG expand the brand into handbags, eyewear, jewelry, headwear, footwear and other accessories in the U.S. and Canada. The agency will kick off its representation of Karen Kane at Licensing Expo.

“We’re extremely excited about our new partnership with IMG,” says Michael Kane, director of marketing, Karen Kane. “I have no doubt that they will help us continue to develop the Karen Kane lifestyle and find success with a variety of new brand extensions.”



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# AGP Sweetens Up Strawberry Shortcake



American Greetings Properties has signed The Bridge Direct, the force behind Justin Bieber dolls and The Hobbit action figures, as master toy licensee for its Strawberry Shortcake brand, the company announced. As a result of the partnership, an all-new toy line, including dolls, play sets and plush, will launch globally in fall 2014.

“Strawberry Shortcake has been loved by kids around the world for over 30 years, and we’re excited to partner with The Bridge Direct to introduce a new line of toys for a new generation of children,” says Carla Silva, vice president of global licensing for AG Properties. “We expect these products to unlock a child’s imagination and capture all of the fun of Strawberry Shortcake, with the creative inspiration that The Bridge Direct puts behind all of its products.”

The third season of Strawberry Shortcake’s “Berry Bitty Adventures,” one of the highest rated programs on The Hub Network for girls ages 2 through 5, debuted in February.



## Game On for Dimensional Branding Group

Dimensional Branding Group is bringing its top digital and game clients to Licensing Expo.

The company is seeking both domestic and international licensees for “Temple Run,” one of the most popular iOS and Android games with nearly 400 million global downloads, through its sub-agents that include Lisle International for Europe, Wild Pumpkin for Australia and Empire Multimedia for the Pan-China region.

The cult favorite “Skee-Ball,” which is the No. 1 brand game app game of all time on the iOS platform, continues to win over fans, and DBG is looking to expand the classic brand with indoor and outdoor licensing options.

DBG is also highlighting Miniclip, the online game publisher, and Urban Dictionary, the slang dictionary website.





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# Jim Benton Debuts New Deals

Jim Benton is announcing several upcoming new partnerships for his award-winning property, *Its Happy Bunny*, at this year's Licensing Expo.

The New York Times best-selling series from Scholastic, *Dear Dumb Diary*, is introducing a made-for-TV musical, co-written by Benton, that will air on the Hallmark channel this September. The musical is directed by Kristin Hanggi and produced by Jerry Zucker. The musical already has sequels being produced, and Benton has partnered with Walmart and Proctor & Gamble



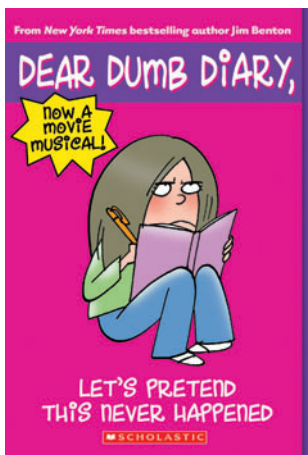
for product.

In addition, Scholastic is producing a new board book program with eight titles, featuring Benton's humorous characters and artwork.

Scholastic is also publishing Benton's new picture book, *The End*, which will be released in 2014 and star a stubborn bear named Donut as the main character.

Starting this summer in Walmart and Target stores, Benton is partnering with Ripple Junction to release apparel and Recycled Paper Greetings/Papyrus will rollout greeting cards that will feature his depressed cat character, Catwad.

Benton is revamping his So Totally



True characters for a partnership with California beauty product manufacturer, Japonesque, represented by Lisa Marks Associates. Following the line of beauty and personal care products, Benton is looking to other categories including gifts, novelties, apparel and publishing.



## eOne's Peppa Pig Eats Up U.K. Food Deals

Entertainment One has announced new food and drink deals for Peppa Pig in the U.K., as well as plans for retail expansion of its current partners in that category.

Appy Food and Drinks is launching the first line of Peppa Pig-branded juice drink boxes, ideal for school lunches, at all major retailers just in time for back-to-school in September. Meanwhile, Symingtons is following up on the success of its Peppa Pig pancake and cupcakes mixes with a new line of porridge pots, bread stick snacks and cookie mixes.

Additionally, eOne is reporting strong growth and expanded retail distribution across the U.K. for many of its long-standing partners, including Heinz's Peppa Pig pasta shapes, Yoplait's Peppa Pig fromage frais, Icefresh's Peppa Pig lollies, Frank Roberts' Peppa Pig gingerbread biscuits and DTP Europe's Peppa Pig vitamins.



perennial apps chart topper\*  
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\*appannie.com - doodle jump has been in top 40 almost continuously for 4 years and counting, longer than any other app.

# Talking Tom Hits the Road

Outfit7, one of the world's fastest growing mobile entertainment networks, is taking Talking Tom and the other characters in the company's Talking Friends brand to new platforms and venues.

The expansion of the Talking Friends franchise, which is celebrating 1 billion downloads and more than 600 million views, includes television, home entertainment, live events and attractions and merchandise, as well as its original formats of mobile and web. Outfit7 is releasing a sneak peak of the program at the end of 2014 with the major launch to consumers coming in October 2015.

"We're confident our legions of fans are ready to see and play with Tom, Angela, Ginger and the gang across other platforms and venues," says Samo Login, Outfit7's chief executive officer and one of the company's original founders.

Talking Tom is a wise-cracking social cat who always wants to be the center of attention and his unique cast of friends provide comic relief as they help his efforts. Outfit 7 is seeking licensees to support the brand in toys, publishing, apparel and homewares.



## Synchronicity Signs Up New Properties

Synchronicity's Tootsie Roll candy brands and the Valero Enterprises' The Public Zoo have teamed up for one sweet licensing opportunity.

The collaboration, "The Public Zoo in Tootsie Land," will bring Tootsie Rolls, Tootsie Pops and Dots candies to life with acclaimed pop artist and designer Han Lee's The Public Zoo characters.

Cynthia Domine, president of

Synchronicity, says: "Han's Tootsie Land is just as irresistible as the real candy.

The Public Zoo in Tootsie Land licensed products will be deliciously cute."

Synchronicity and Valero are seeking partners across all categories and ages for the joint program.

Synchronicity has also added best-selling book *Parenting: Illustrated with Crappy Pictures* and dog publication *The Bark* magazine to its roster.

*Parenting: Illustrated with Crappy Pictures* by blog sensation Amber Dusick debuted in March to rave reviews, including a starred review in *Library Journal* and a "Mom Must Read" feature in *Parents* magazine. Synchronicity is looking to translate its unique perspective and "truly crappy" photos into calendars, journals, stationery, greeting cards, infant products, t-shirts, bags and gift wrap.

Called *The New Yorker* for dog



lovers, *The Bark* magazine is ideal for upscale dog accessories, toys and bedding, puzzles, calendars and journals, and Synchronicity is seeking partners in these categories and more. They are already developing bumper stickers, magnets, mugs, glassware, pillows and t-shirts based on the magazine's "My Dog is My Co-Pilot" feature.





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For general licensing information, contact: Janice Varney-Hamlin  
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Source: Nielsen, Npower RnF Program Report, Live + 7 total day (Mon-Sun 6a-6a), 6+ minute qualifier.  
9/24/12 - 4/2/13 ABC viewers 2+ Average weekly reach.

# SPD Signs Partners for Lifestyle Brands

SPD Brands has unveiled partnerships for its social expression and lifestyle brands Heart Girl, Flight Patterns and Malibu Life.

The Licensing Group, who facilitated the deals on behalf of SPD Brands, has secured the following partners:

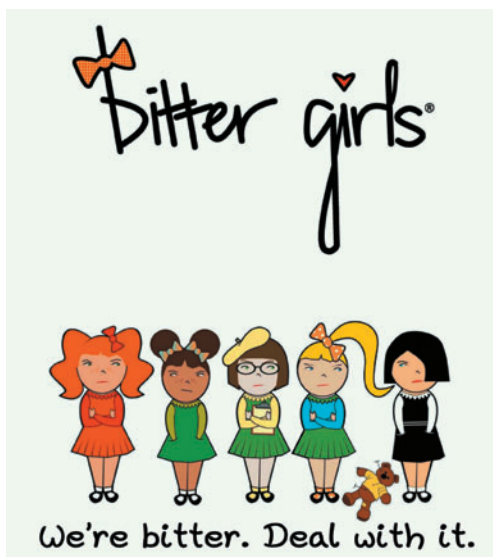
- McSteven's for Heart Girl hot chocolate drinks;
- Glittertainment for Heart Girl temporary glitter tattoos;
- Zing Revolution for Heart Girl, Malibu Life and Flight Patterns skins for mobile devices;
- CARD Corporation for VISA and MasterCard debit cards featuring the art of Malibu Life and Flight Patterns;
- and Multi-Print (Italy) for a line of Malibu Life back-to-school items.

Open categories for the brands include apparel, stationery, accessories, games and publishing.



## Licensing Group Offers Up Latest Additions

The Licensing Group is presenting its newest properties for expansion—Ciao Bella, Purple Turtle and The American Collection—at Licensing Expo.



Already a success in Europe under the name Morbidosi, Ciao Bella, created by animal lover and master photographer Gentile Salvatore, consists of whimsical kittens and puppies in shy, funny and endearing poses. With more than 100 images available, TLG is adding stationery and adult apparel in Europe, and seeking partners across apparel, accessories, infant soft goods, stationery, calendars, novelties and plush in the U.S.

Purple Turtle, the star of over 100 children's story and activity books, calendars, baby books and games in India, promotes respect and love of the environment. TLG is looking to support the brand in the U.S. with publishing, games and other toys, calendars, stationery, school supplies and novelties.

The American Collection, an original brand addressing a desire for emblems and symbols of Americana, consists



of interpretations of a wide variety of American government and military icons. The brand is available for licensing worldwide in collectibles, domestics, health and beauty, stationery and apparel.

Additionally, the company is continuing to extend its programs for Bitter Girls, the LAPD, Malibu Life, Heart Girl, Flight Patterns, Bluewater Productions, Car Culture, Andrea Alvin Portfolio and Jabbawoockeez.





**BOOTH #A100**

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# Wildflower Facilitates Girl Scouts, Goodnight Moon Deals

New York City-based licensing agency, The Wildflower Group, is facilitating a new licensing partnership between Girl Scouts of the USA and Unilever's ice cream brand, Breyers.

A Girl Scout Cookies frozen treats line launched across the country in March under the Breyers brand name, featuring



flavors such as Breyers Blasts! Girl Scout Cookies Thin Mints and Samoas.

"We are thrilled to welcome Breyers to the Girl Scouts licensing program," says Michael Carlisle, Principal, The Wildflower Group. "Breyers offers a delicious new way to enjoy the two most popular Girl Scout Cookie flavors. Such cookie-inspired licensed product invites consumers to learn more about the Girl Scout Cookie Program and the leadership skills girls learn through it."

The Girl Scout Cookie Program is the largest girl-led business in the U.S., teaching young girls valuable life skills.

Stu Seltzer, president of Seltzer Licensing, which represents Unilever ice cream for licensing, says: "The licensing relationship with Girl Scouts is a great brand fit for Breyers and delivers delicious happiness to



consumers, including Girl Scout members like my daughter."

The Wildflower Group has also signed three partners to extend the HarperCollins Children's Books classic *Goodnight Moon*: Mighty Fine for infant and toddler apparel, Precious Moments for gift items and Cloud9 Fabrics for fabrics.

## Trunk Archive Exhibits Photo Collection

**TRUNK  
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Trunk Archive is putting its extensive collection of renowned photography on display at Licensing Expo for the first time.

The company is showing work by legendary photographers Herb Ritts, Bruce Weber, Patrick Demarchelier, Jerry Schatzberg and Miles Aldridge, as well as collections by newly signed artists Lord Snowdon, Ellen Von Unwerth and Japanese sensation Mika Ninagawa. Unique surf photography by Chris Burkard and Jeff

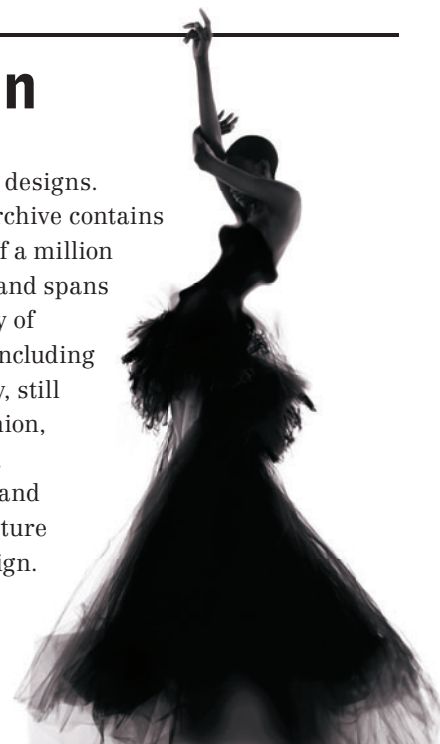
Divine, aerial images by Alex Maclean and previously unseen works from the historic archives of British *Vogue* will also be on hand for viewing.

"Our wide selection of photography allows us to offer licensees a customized stream of new images that successfully surprise and engage the consumer," says Samira Ali, director of consumer product licensing at Trunk.

Trunk's iconic images are available for licensing in a variety of product categories including sporting goods, home decor, tabletop, apparel and accessories, stationery and gifts, and they will showcase examples of how the imagery can be incorporated into unique

product designs.

The archive contains over half a million images and spans a variety of genres including celebrity, still life, fashion, lifestyle, vintage and architecture and design.





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# Zenescope Re-imagines Oz

Zenescope Entertainment will publish its newest *Grimm Fairy Tales* comic book spinoff, *Oz*, to the delight of its fans everywhere.

The updated twist on the classic *Wizard of Oz* tale tells the story with a fascinating blend of dark fantasy and action-packed adventure, beginning as the witches of Oz search for a lost weapon



of power called the Veridian Scepter and are led to the home of a young Dorothy Gale.

*Oz*, written by Zenescope president and co-founder, Joe Brusha, will debut at San Diego Comic-Con in July and hit retail shelves later in the month.

## Act III Adds New Flavors to its Portfolio of Brands

Los Angeles-based Act III Licensing is announcing three new properties in the food and beverage, entertainment and photography categories at Licensing Expo this year.

Looking to spice up its portfolio, Act III is partnering with Cajohns, an award-winning producer of sauces, salsas, rubs and spices; Heartbreaking Dawns, an all-natural sauce brand with distinctive label art; and Mild to Wild Pepper and Herb Company, who produces some of the hottest peppers in the industry. The new line of hot sauces and BBQ sauces features trendy, bold graphic label art.

Act III is also debuting its new lineup of clubs, bars and restaurants, all unique to the famous Sunset Strip, for licensing in all categories. The collection of entertainment venues includes Whiskey A Go-Go, a rock n' roll mainstay on the Strip since 1964; Laugh Factory, one of the top comedy clubs in the country; and The Roxy Theatre, a legendary music venue where artists like Bruce Springsteen, Miles Davis and many others have made their mark. Other venues in the Sunset Strip Collection include Rainbow Bar and Grill, Saddle Ranch Chop House, and the Dolce Group.

Act III is also seeking licensees for Los Angeles street artist Ryan Graeff.

## Live Nation Merch Names Agent in Asia

Live Nation Merchandise has appointed the new licensing agency Global Pursuit to represent its slate of musical brands in Taiwan, Hong Kong and China.

"The Global Pursuit team's vast knowledge of the territories, relationships with local licensees, retailers and wonderful creativity make this an ideal relationship," says Michael Krassner, chief operating officer, Live Nation Merchandise. "These markets have been on our radar for some time and we're excited about what lies ahead."

Global Pursuit will expand the licensing efforts for Live Nation's roster of more than 150 music artists.

"Live Nation Merchandise's roster of artists enjoys enormous popularity worldwide and consumers across Greater China will enjoy the designs which have been developed around these incredible brands," says Cynthia Money, president, Global Pursuit. "Our plan is to methodically identify the most ideal licensees and retail partners who can deliver quality goods that extend consumers' enjoyment of these brands."



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# Carte Blanche Grows Tatty Teddy

The Carte Blanche Group, best known for its Tatty Teddy brand, is expanding the lovable blue-nosed bear to new audiences.

Among the new brands in the portfolio are Tiny Tatty Teddy, the most classic offering for babies and toddlers, and Tatty Teddy & My Blue Nose Friends, a more developed world of characters with strong artwork for young girls under 8-years-old. With regularly updated style guides, the Tatty Teddy family is positioned for opportunities across a wide variety of consumer products.

“Successful brands must have a stand-out factor: they must be truly original whilst also possessing mass appeal,” says Marc Dubery, international sales director for Carte Blanche. “Carte Blanche’s strong portfolio ticks all these boxes. We offer something truly original. Our Blue Nose brands combine years of

heritage, cute and a flexibility of style guides to reach all demographics and retail channels. From a licensing viewpoint, the potential of the brand is unlimited.”

“With the recent launch of the Tatty Teddy & My Blue Nose Friends brand, we look forward to introducing even more fans to the wonderful world of play with the blue nose family, particularly in the successful U.K. licensing arena,” says Sam Kelly, head of U.K. licensing, Carte Blanche.

Carte Blanche is looking to expand Tatty Teddy in the U.K. and beyond.



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# Gifty Idea Adds Cats and Dogs



Gifty Idea Greeting Cards & Such! is introducing new cat and dog inspired photographic images this year, including Love Pups, a series of adorable puppies with heart shaped markings in their furry coats and Pups in Blooms, featuring puppies and kittens paired with colorful flowers.

Gifty Idea offers clean, contemporary dog- and cat-inspired photography and designs for license, custom photography and design, and a full retail line of dog inspired greeting cards and stationery. The company's current licensees include Leap Year, Leanin Tree, Jean Marie Creations, Willow Creek Press, Canadian Group, Elizabeth's Studio, Jays International Trading C.C., Trademark Art, Dvinni and Celumanix. Its photographs and designs have been published as 12-month calendars and on gift bags, greeting cards, puzzles, gift wrap, school supplies, magnets, notepads, posters, canvas art, fabric and cell and tablet device wall paper.



## Happy Toon World Brand Debuts at Licensing Expo

Schwartz & Company is launching the Happy Toon World brand for the first time at this year's Licensing Expo, and is announcing its partnership with brand extension and management agency, The Brand Liaison.

The worldwide brand, which consists of "junior" versions of the world's 40 most popular characters, is divided into six different collections, including Super Hero Collection, Tiny Princess Collection, Little Boy Collection, Little Holiday Collection,

Little Animal Collection and Little Transporter Collection.

The Brand Liaison will represent the Happy Toon World brand in North America and is looking to extend all of the characters into various categories including publishing, apparel, toys, paper goods, textiles, electronic accessories, kitchenware and lifestyle products.

President of The Brand Liaison, Steve Heller, says that there is literally a

character for every need, every season, and every type of merchandise for the infant-to-tween merchandiser.

Internationally, Bill Schwartz, the creator and producer of Schwartz & Company's animated specials, is appointing Icon Promotions to represent the Happy Toon World Brand in Russia, and Empire Multimedia to represent the brand in India, China, Vietnam, Malaysia, Taiwan, Indonesia, Japan and the Philippines.



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Visit us at **Booth A41**

# Artoxication Showcases Cutting Edge Designs



Artoxication, a custom artwork, graffiti, fashion and design company based out of Pennsylvania, is exhibiting its extensive portfolio on the Licensing Expo show floor this week with a range of custom licensing packages to fit the needs of any brand.

The company, which boasts over a decade of experience, is offering several pieces of its original abstract artwork collection for product development, as well as seeking licensees for its home décor and giftware designs.

Additionally, the company's fashion arm, which includes the Artoxication and Art&Sex&Money brands, is looking to develop its hand-painted designs and striking logos in new markets.

Artoxication was established in 2008 by artist and entrepreneur Stanley Mitchell.

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# Rah Crawford at Expo 2013

Rah Crawford, visual artist and founder of internationally recognized NPIC-Art, is showcasing his artwork for licensing opportunities at the Licensing Expo this year.

A previous licensing partnership with Ropeadope gained recognition and strong retail sales for Crawford's artwork through apparel designs. Crawford is launching his media company, The Goodsun, and is releasing NPIC-Art with his creative partners, such as Meryl Meeps and Michael Holman Creations, with opportunities in visual art, film, and entertainment.

Previously, Crawford's artwork has achieved global success, as his licensed images were used to promote the 2009 AAF Fair in Amsterdam, and in the S.O.N.S. Museum in Belgium, Crawford's painting has earned a spot in the permanent collection. In the U.S., Crawford's work has been auctioned in the Smithsonian and he has been recognized in New York City and Philadelphia.



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\_\_\_\_\_, you're

PART OF THE BODY (PLURAL)

breaking out into cold

\_\_\_\_\_, and you have a

PLURAL NOUN

splitting \_\_\_\_\_-ache.

PART OF THE BODY

Yep, it's a hangover, and you

need help:

**Cure #1**—The Bloody

\_\_\_\_\_:

NOUN

\_\_\_\_\_ substitute. The

ADJECTIVE

curative \_\_\_\_\_ in

PLURAL NOUN

this \_\_\_\_\_ drink are

ADJECTIVE

astonishing.

**Cure #2**—The Coffee

Cure: Many \_\_\_\_\_

PLURAL NOUN

swear that nothing equals

\_\_\_\_\_ cups of black

NUMBER

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Lori Burke • Penguin Licensing and Consumer Products  
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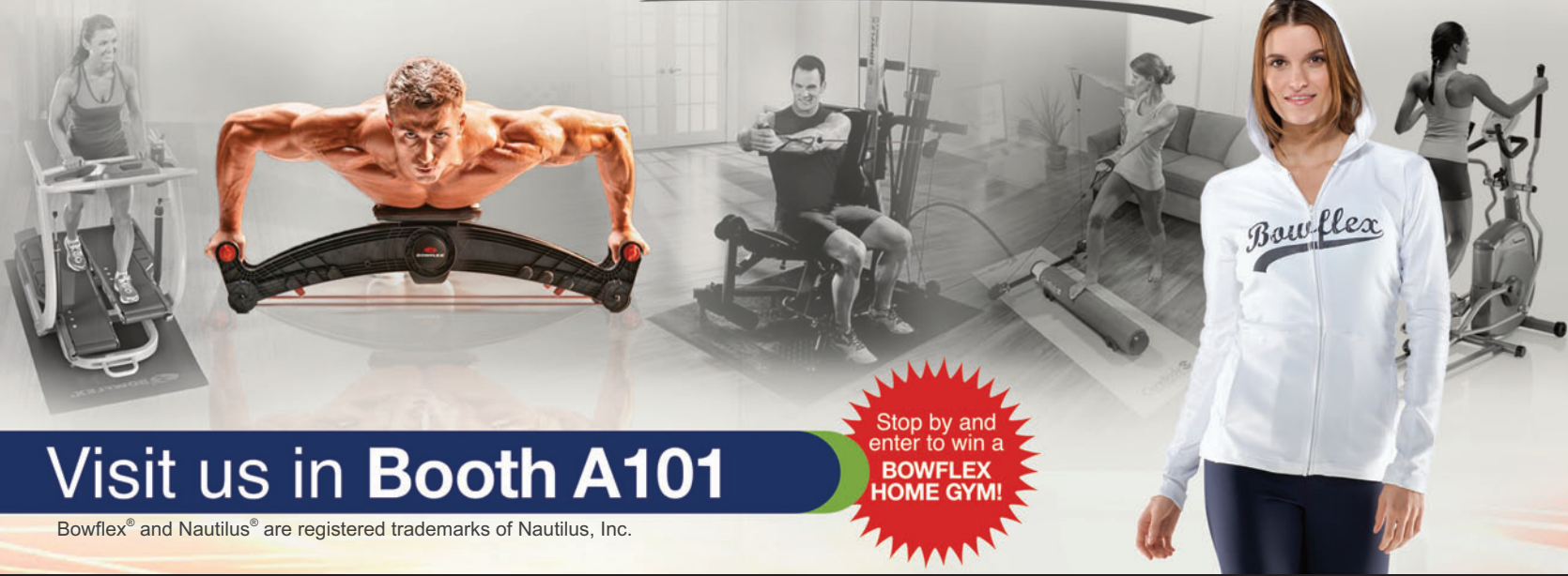
# exhibitorlist

EXHIBITOR	BOOTH #	EXHIBITOR	BOOTH #
Ekipa2, Subsidiary Out Fit 7 Limited	G181	International Brand Management and Licensing	D83
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Harvest & Hope, Co.	C167	Licensing Liaison	F44
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## MONDAY, JUNE 17

### Licensing for Beginners

10 a.m.-1 p.m.

Tradewinds ABC

### Licensing Law for Beginners

1:30-3 p.m.

Tradewinds ABC

## TUESDAY, JUNE 18

### Keynote—A Licensing Roadmap: Where are We Headed and How Will We Get There?

8:30-9:30 a.m.

Islander D/E

Four industry executives—Andy Prince, senior category director, toys, Walmart; Brad Globe, president, Warner Bros. Consumer Products; Henry Stupp, chief executive officer, The Cherokee Group; and Josh Silverman, executive vice president, global licensing, Disney Consumer Products—will engage in a wide-ranging discussion about the state of licensing today and the forces that will impact the industry's future—from the globalization of retailing, communication, brands and products, to the effects of technology on interaction with retailers, brands and content, how the changing media landscape will affect business and more.

### Basics of International Licensing

10-11:15 a.m.

Tradewinds ABC

### Basics of Art Licensing

10-11:15 a.m.

Tradewinds D

### Keynote—Brands on the Brink of Global Expansion

11:30 a.m.-12:30 p.m.

Islander D/E

Gwyneth Paltrow will tell the story of how her personal newsletters developed over time into Goop—a lifestyle resource for

readers around the world. She will also describe her work as co-owner of the Tracy Anderson brand, whose broad range of fitness products are helping people transform their bodies and lives. Paltrow will discuss key licensing and product collaboration strategies that are being implemented to grow the brands into new territories and product categories, offering a behind-the-scenes look at her approach and experience. She will share her perspective on why trust, authenticity and the right partners are indispensable for any brand.

### Anatomy of a Licensing Agreement

1:15-2:45 p.m.

Tradewinds ABC

### 10 Questions a Licensee Should Ask a Licensor

1:15-2:45 p.m.

Tradewinds D

### Monetizing Digital Platforms

3:15-4:30 p.m.

Tradewinds D

### How to Work with Agents and Consultants

3:15-4:30 p.m.

Tradewinds ABC

## WEDNESDAY, JUNE 19

### Building a Compelling Brand Guide

8:30-9:45 a.m.

Tradewinds D

### From Good to G'RATE: What Every Licensing Professional Should Know About Royalty Rates

8:30-9:45 a.m.

Tradewinds ABC

### Negotiating a Reasonable Licensing Agreement

10:15-11:30 a.m.

Tradewinds ABC

### Licensing in Emerging Markets: A Focus on China and Brazil

10:15-11:30 a.m.

Tradewinds D

### What's a Celebrity Worth?

12-1:15 p.m.

Tradewinds D

### Advanced Licensing Strategies

12-1:15 p.m.

Tradewinds ABC

### Crushing the Counterfeiters

1:45-3 p.m.

Tradewinds D

### How to Evaluate a Children's Property

1:45-3 p.m.

Tradewinds ABC

### Apparel and Footwear to Home Décor, Beauty and Beyond: Strategies for Licensing Fashion Brands

3:30-4:45 p.m.

Tradewinds ABC

## THURSDAY, JUNE 20

### LIMA's Annual Industry Survey

9-10:15 a.m.

Tradewinds D

### Retail Success Stories: Case Studies from Coke to Kellogg's

9-10:15 a.m.

Tradewinds ABC

### Activating Licensing Customer Loyalty Programs

10:45 a.m.-12 p.m.

Tradewinds ABC

### Royalty Audit and Contract Compliance: More than Just the Money

3:30-4:45 p.m.

Tradewinds D

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**Marlo Gold and David Gold of D3M Licensing, and Carlin West of CWA Carlin West Agency.**



**Greg Economos of Sony Pictures Consumer Products with Chris DeMoulin and Howard Gelb, Advanstar.**



**Tracy Dekel with Howard Gelb of Advanstar and Elie Dekel of Saban Brands.**



**Joe Enriquez, Ed Labay, Lisa Harper, Dary Kopellioff, Mallory Leveille, Andrea Lewis, Catherine Selmane, Stephanie Zoccoli and Cindy Levitt of Hot Topic.**



**Roz Nowicki of Fox Consumer Products and Meredith Ashley of Hearst.**



**Eva Steertz and Jason Kennedy of The Equinox Group with Jessica Blue of Advanstar.**



**Veronica Hart, Liz Kalodner and Yasmin Elachi of CBS Consumer Products with Maura Regan of Sesame Workshop.**



**Angela Farrugia and Jennifer Zivic of The Licensing Company.**



**Robert Woodworth and Bailey Woodworth with Woody of Loudmouth.**



Michael Connolly and Michael Francis of DreamWorks with Tiffany Ward, executive producer of the film *Mr. Peabody & Sherman*.



Corey Davis, Jason John, David Imhoff, Laird Adamson and Martin Cribbs of Bravado with Darryl "DMC" McDaniels.



Steven Ekstract of *License! Global* and Bryony Bouyer of Hasbro.



Christina Milian and Robin Antin, represented by memBrain.



Ron Milkes and Kimilyn Whitaker of Endemol.



William Isler and Samantha Freeman of PBS Kids with Ask Me staff greeters representing the Daniel Tiger's Neighborhood property.



Erin Dippold of DHX Media.

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