

Universal Builds Jurassic World Roster

Universal Partnerships & Licensing is collaborating with The LEGO Group to develop a new construction line for the upcoming film *Jurassic World*.

The line will be released in May 2015, in advance of the film's premiere on June 12, 2015.

"*Jurassic Park* defined dinosaurs for an entire generation 20 years ago, and *Jurassic World* will do the same in 2015," says Stephanie Sperber, president, UP&L. "Working with The LEGO Group to bring this classic into the present in dynamic and exciting ways is truly thrilling."

The LEGO Group joins a robust program for the long-awaited



sequel in the Stephen Spielberg film series that will also see Hasbro continue its relationship with Universal as the brand's master toy licensee.

Other international partners include Dreamtex for home furnishings in the U.K.; Gut Distribution for stationery in Italy; Jada Toys for remote-controlled, diecast vehicles worldwide; Smith & Brooks for apparel in the U.K.; TV Mania for apparel in Germany, Austria and Switzerland;

Unique Industries for party goods in the U.S. and the U.K.; VMC Accessories for accessories in the U.K.; and Zak UK for dinnerware in the U.K.

For more on *Jurassic World* licensing, see pg. 4.

DHX Names Twirlywoos Master Toy Licensee

DHX Brands has appointed Golden Bear as the global master toy for its new preschool brand Twirlywoos, which is making its BLE debut. The new TV series from Anne Wood and Ragdoll Productions was commissioned by CBeebies and will begin airing in spring 2015. DHX Media, which co-funded the project, will handle the new brand's global distribution, merchandising and marketing.

Golden Bear will focus on plush and plastics such as play sets and figurines in its upcoming toy line, as well as bath toys and activity products.

The combination stop-frame animation/live-action 50 x 11 series follows a group of curious adventure seekers who travel around in a little red boat. The show is targeted to 2- to 5-year-olds.

"Twirlywoos is a unique property that we're looking forward to showcasing at this year's BLE," says Peter Byrne, executive vice president, DHX Brands. "We are expecting a huge amount of interest from licensees at the show as we expand the licensing program."

Breaking News

Mattel Signs with Global Retailers

Mattel has unveiled a multi-category lineup of apparel partnerships for its two girls' fashion brands Barbie and Monster High.

For the full story, see pg. 26



Disney Uses The Force with 'Rebels'

Disney celebrates the launch of the "Star Wars Rebels" TV series on Disney XD with the release of two new products.

For the full story, see pg. 32

Epic Rights Signs Int'l Agents

Epic Rights has signed a number of international licensing agents to represent its music roster globally.

For the full story, see pg. 22

U.K. Licensing Awards 2014

See exclusive photos on pg. 6

Today's Highlights

Costume Character Parade

■ 11:00-11:30 a.m. (Main Aisle)

Keynote: Team GB

■ 1:00-1:45 p.m. (Licensing Academy)

WBCP Golden Bunny Awards

■ 4:30 p.m. (E030)

For the complete Licensing Academy schedule, sponsored by License! Global, see page 44.



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out loud
treat"

"Brand new
pre-school series from
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creator of
Teletubbies and
**In The Night
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tom.roe@dhxmedia.com - +44 (0)7983 989 888



editorial department

group publisher

Steven Ekstract **212.951.6684**
sekstract@advanstar.com

global editorial director

Tony Lisanti **212.951.6740**
tlisanti@advanstar.com

managing editor

Amanda Cioletti **310.857.7688**
acioletti@advanstar.com

web editor

Nicole Davis **310.857.7689**
ndavis@advanstar.com

acting managing editor

Patricia DeLuca **212.951.6702**
pdeluca@advanstar.com

art department

art director

Shawn Stigsell **218.740.6443**
sstigsell@media.advanstar.com

senior production manager

Karen Lenzen **218.740.6371**
klenzen@media.advanstar.com

advertising department

advertising manager

Sharon Weisman **212.951.6637** sweisman@advanstar.com

reprint marketing advisor

877-652-5295 ext. 121 / bkolb@wrightsmedia.com
Outside US, UK, direct dial: **281-419-5725**. Ext. 121

audience development director

Anne Brugman abrugman@advanstar.com



chief executive officer

Joe Loggia

**executive vice president,
human resources**

Julie Molleston

**chief executive officer
fashion group, executive
vice president**

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Commitment to New Brands



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

When Brand Licensing Europe expanded to three days in 2010, it was the perfect move to accommodate a growing audience of pan-European attendees and exhibitors. The BLE expo, which is celebrating its 16th year, has grown considerably since then, and now—similar to its sister event Licensing Expo—Monday is becoming the unofficial “fourth day” and precursor to the main event.

While it has expanded to the second floor of Olympia, enhanced its educational offerings, attracted more global retailers and added charitable endeavors, the most impressive factors are the new brands and new attendees that just keep on coming to BLE—a powerful and clear indication of the significance of the brand licensing sector to

retailers and consumers worldwide.

This year's expo boasts more than 70 new exhibitors, so as you are walking the aisles of the show floor, there will something new and exciting for everyone. Among some of the new companies are 2000 AD, Ann Edwards, Antonija.M, American Freshman Introduces College, Chelsea Football Club, Bond 24, Clavis Publishing, Crypton Future Media, Freegun, Hearts Designs, Manchester City FC, Moongazer Cards, Mr. Trafalgar, My Mediabox, National Museum of the Royal Navy, Occipinti, Octane5, Rapala VMC, Jim Henson, The Franklin Mint, Ty, Von Dutch, UEFA—Euro 2016 and the International New York Times.

To keep abreast of all the new brands, new attendees, new seminars and the top retailers, you can always depend on *License! Global*—the official publication of BLE—to provide breaking news with its exclusive Show Dailies plus special editions of the Daily E-News. Follow us on Twitter @licensemag and @LicenseLisanti.

Jurassic World story continued from page 1

Among the U.S.-only partners for the brand are Accessory Innovations for accessories including headwear, cold weather accessories and umbrellas; Bakery Craft for candy, food and bakery items; Bulls I Toy for trading cards, stickers and tattoos; Cardinal Games for puzzles; Edge Brands for sporting goods; Fast Forward for accessories; Fifth Sun and Freeze for apparel; Franco Manufacturing for home furnishings; GBG USA for men's, women's and children's sleepwear and loungewear; Handcraft for underwear; High Point Design for hosiery; Innovative Designs for back-to-school; KIDdesigns for youth electronics and electronic adventure gear; Rubie's Costume Company for costumes; Toy Factory for amusement channel pricing; and Trends International for stationery and social expressions

Additionally, Ludia, the developer of “Jurassic Park Builder,” is creating a mobile and social game based on the film. Ludia invites fans to return to the mythical Isla Nublar island and take charge of their own Jurassic World theme park, in “Jurassic World: The Game.”



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Digital Licensing: Bill Kispert 818-777-5446 **Retail:** Jamie Stevens 818-777-6716
Domestic Promotions: Michelle Hagen 818-777-8175 TM & © Universal Studios

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Best Retailer of Preschool Licensed Products—The Licensing Awards 2014 host Miles Jupp with Asda’s Emily Rixon, Adam May, Lisa Hey, Wayne Hesketh, Eloise Jones, Jonathan Tillery, Ruth Golightly, Louise Parker, Lauren Tann and Andrew Carley of eOne.



Best Retailer of Kids’ Licensed Products—Argos: Argos’ Mark Whittle and Jessica Wilkinson with Richard Hollis, DreamWorks Animation.

U.K Licensing Awards 2014

The U.K. Licensing Awards honor the industry’s highest achievers.

Sponsored by Max Publishing, more than 1,400 retailers, licensees, licensors and suppliers attended the event at The Great Room in London’s Grosvenor House Hotel on Sept. 16. Comedian/entertainer Miles Jupp hosted the event this year.



The Radar Award—Lakeland: Matthew Canwell receives the award from George Christopoulos of Blues.



Best Overall Retailer Award—Asda: Adam May, Emily Rixon, Ruth Golightly, Jonathan Tillery, Eloise Jones, Wayne Hesketh, Louise Parker, Lisa Hey and Lauren Tann with Mattel’s Cat O’ Brien.



Best Retailer of Adult Licensed Products—Forbidden Planet: Ruth Evans of Forbidden Planet and David Evans, Sony Computer Entertainment Europe.



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GOODYEAR Racing

SPORT

Goodyear's brand values of performance, power and speed combined with its racing tradition enhance the development of a technical premium collection.



LIFESTYLE COLLECTIONS



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Best Licensed Preschool Apparel Range—Paddington babywear from Baby Gap: Nickelodeon’s Marianne James, Copyrights’ Linda Pooley, Paddington and Company’s Karen Jankel, Copyrights’ Polly Emery and Nicholas Durbridge, accepting on behalf of Baby Gap.



Best Licensed Dress-up or Partyware Range—Rubie’s Masquerade: Rubie’s Samantha Bourne and Holly Oldham with Warner Bros Consumer Products’ Preston Lewis.



Best Licensed Paper Products or Stationary Range—Frozen birthday cards from Moonpig.com: Withit Licensing’s Brad Caines, Moonpig.com’s Sarah-Jane Porter and Withit Licensing’s Dolph Zahid.



Best Licensed Toys or Games Range—Peppa Pig Weebles from Character Options: Hasbro’s Mayuri Manji, Character Options’ Mark Hunt and Jerry Healy, BBC Worldwide’s Clare Piggott and Character Options’ Rob Donald.



Best Licensed Giftwear Range—Despicable Me Backpacks from Posh Paws International: Posh Paws’ Lauren Hayward and Mandy Warburton with Trudi Hayward of ITV Studios Global Entertainment.



Best Listening, Written, or Learning Range—FIFA World Cup stickers and sticker book from Panini U.K.: Carte Blanche Group’s Stephen Haines, Panini’s Mike Riddell, Jessica Tadmor, Rebecca Smith, Mark Irvine and Ashleigh Butler with Market Force’s Nik Burnham and Joel Newell.



Best Licensed Children or Adult Apparel Range—The Beano footwear range from Dr. Martens: DC Thomson’s Tim Collins, Ishika Kawiratne, Hilary Mudie, Karen Stewart, Martin Lindsay, Gordon Tait, Saban Brands’ Gustavo Antonioni and Start Licensing’s Ian Downes.



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Best Licensed Home Décor, Housewares or Bedding Range—Great British Bake Off kitchenware range from Ethos Housewares: Ethos Housewares' Gary Wood, Metrostar's Claire Potter, Love Production's Rupert Frisby and Spring Fair International's Amy Fiddy.



Best Film or TV Licensed Property—Frozen: Misirli UK's Kim Brown, Disney's Ben Thompson, Mike Stagg, Aisha Kidwai, Craig Bonner and Liz Shortreed.



Best Preschool Licensed Property—Peppa Pig: eOne's Jane Beddit, ABD's Jemima Williams and Phil Davies and eOne's Andrew Carley, Rebecca Harvey and Hannah Mungo with Character World's Dany Schweiger.



Best Gaming or New Media Licensed Property—Angry Birds: Rovio's Paul Bufton and Mika Rahko, Pyramid International's Mordy Benaiah, Rovio's Renata Brudnakova, Outi Wuorenheimo, Naz Cuevas, Jenny Strehle, Tara Mackenzie, Simo Hamalainen, Raphaelle Triplet and Tiina Mikkonen.



Best Licensed Food or Drink Range—Mr. Men and Little Miss biscuits from Biscuiteers: Sanrio's Alison Green, Biscuiteers' Lisa McDonald and Alastair McHarry with Rainbow Productions' David Scott.



Best Licensed Brand Range—Jamie Oliver Kitchenware from Merison Retail: Merison's Caroline Marshall, Chris Connor and Carly Shaw with The Walt Disney Company's Mike Stagg.



The Innovation Award—Star Wars homewares from Bluw: Bluw's Charlie Rudge and Maud Jarry with Cartoon Network's Graham Saltmarsh.



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Giochi Preziosi offers great opportunities ahead for partners!

Giochi Preziosi is probably best known for its toys, how does the Group fit into the licensing world?

We fit into this world in many ways but most significantly as both licensee and licensor.

As a licensee in the toy area, the Giochi Preziosi Group has been increasingly committed to looking for master toy rights on a European or wider basis for the benefit of our own subsidiaries and established distributors.

In this aim we have acquired master toy rights for some excellent properties in the boys, girls and preschool areas that are attached to highly



As a powerhouse in the world of licensed merchandise and with two new boy's properties to introduce for BLE Giochi Preziosi's Licensing Director, Graziano Del Maestro answers some often asked questions about the Group and its intentions for the years ahead.

popular TV series, for instance Doc McStuffins. Of course, we take licenses that are not European wide too; especially if the right opportunity presents itself. Importantly, because of the structure of our Group, we can cover many different product categories: BTS and stationery, gift, food and footwear. This makes us a strong licensee for any property.

As licensor, we have developed year on year a large number of brands and some of them have become full entertainment franchise programmes, thanks to the production of dedicated TV series such as Gormiti and Puppy in my Pocket.

This is our main purpose to exhibit at BLE where we look for new partners that could benefit from our own intellectual

properties. The Giochi Preziosi properties are always worth great consideration as our strong links with TV production companies and publishers allow us to get them off to a great start.

Why Licensors choose Giochi Preziosi as a key partner...

Giochi Preziosi's know-how and ability in managing very important licenses knows no bounds.

The coverage and the boost it can give a property on an international basis is huge creating benefits on a multi-territorial basis in the Group's strong advertising support and distribution power.

This is why licensors have entrusted brands such as Doc McStuffins, Sofia the First, Teenage Mutant Ninja Turtles, Star Wars and Winx to GP as the major part of their merchandise programmes.

Nano Invaders which is currently a success in Asia is just one of the many properties that Giochi Preziosi will be launching in Europe in 2015.



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And what brings you to BLE this year - what does the group have to entice visitors?

After Gormiti, which we successfully launched some years ago which still has a power and presence on the market, we have two exciting boys' properties Atomicron and Dinofroz to work with – one of which is brand new for the year.

We believe that it will be of great interest to visitors both from the UK and European markets.

So, two new boys' properties Atomicron and Dinofroz. Atomicron is brand new to BLE - where did the concept come from?

Atomicron is the latest effort of our creative team and is the tale of an epic struggle between good and evil that began 15 billion years ago when matter created our universe.

In Atomicron the Universe is made of two parallel dimensions - anti matter and matter. If they touch they disappear. This is the whole basis of the concept - the universe of matter rules and it is good... but the antimatter universe is the darker side.

The antimatter wants to rule and become the unique force...and this is where the saga begins and a war unfolds like never before.

We started by developing the toy range and have already reached great success in the Southern Europe with TV advertising support and with 12 mini-episodes at hand, aired on TV and Web. From 2015 we will be ready to launch the Atomicron toy line in the rest of European countries. 2015 will be also the year of Atomicron TV series with 52 episodes which will open up many new opportunities for us.

What is your strategy into making this the next big European licensing prospect?

The TV series will be the most important driver to build a successful licensing program.

However our strategy will be based also on different and new activities such as events in store, a dedicated web site and a brand new app with exclusive features and content to create a full

immersion for the fans in the infinite Atomicron worlds. This will create a lot of opportunities for licensees to take advantage of.

Tell us a little more about Dinofroz. Where did it begin and in what territories is it currently seen?

Dinofroz started as a collectable toy line. Due to the huge success in terms of sales, we decided to create an animation series adding a whole new element to the winning formula of dinosaurs based on the educational and historic aspects: combining with this the excitement of kids with special powers, dinosaurs with armour and dragons.

The result is that there are now 52 episodes full of action, adventure and fantasy that hold great appeal for boys.

We compounded the awareness of the property with TVCs, a dedicated web site, events in store and a brand new app for Dinofroz fans.

Moreover, an intensive licensing programme is now in place with a great number of partners on board. The first TV series has been distributed throughout Europe with a toy line tie-in as well.

We are pleased to report that there has been huge success and this has led us to develop a further 26 episodes. This second season will be on air starting from 2015.

And finally, what is it like being a GP licensee?

We understand from being licensees ourselves how important it is to be supported by the property owners and so it is our belief that our partners receive a great deal of extra attention from us that allows them to grow their sales and portfolios.



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Best Brand Licensed Property—Coca-Cola: TLC’s Sarah McNaughton and Lisa Shapiro, The Coca-Cola Company’s Marsha Snyder-Schroeder and Kate Dwyer, 360 Audit’s Henna Riaz, TLC’s Melvin Thomas.



Best Sports Licensed Property—Liverpool Football Club: Sports Interactive’s Miles Jacobson with Liverpool Football Club’s Christina Kilkenny and Paul Owen.



The Best Classic Licensed Property—Thomas & Friends: HIT Entertainment’s Sara Tossell, Christopher Keenan and Andy Gosling with Icon Live’s Warren Traeger.



Best Licensed Marketing Communication Campaign—Shaun the Sheep’s Pompop Parade Campaign for Wool: Aardman’s Nikki Beckett, Rachael Peacock and Sean Clarke with Brand Licensing Europe’s Darren Brechin.



Honorary Achievement Award—David Scott: Rainbow Productions’ David Scott with Simon Smithers of RH Smith & Sons.



Best Music or Celebrity Licensed Property—One Direction: Global Merchandising Services’ Barry Drinkwater and Aiden Taylor-Gooby, Modest! Management’s Jens Drinkwater, Merchandising Services’ Gabbi Langdorf, Chris Drinkwater, Maria Conroy and Jeremy Hewitt with Danilo’s Laurence Prince.

84

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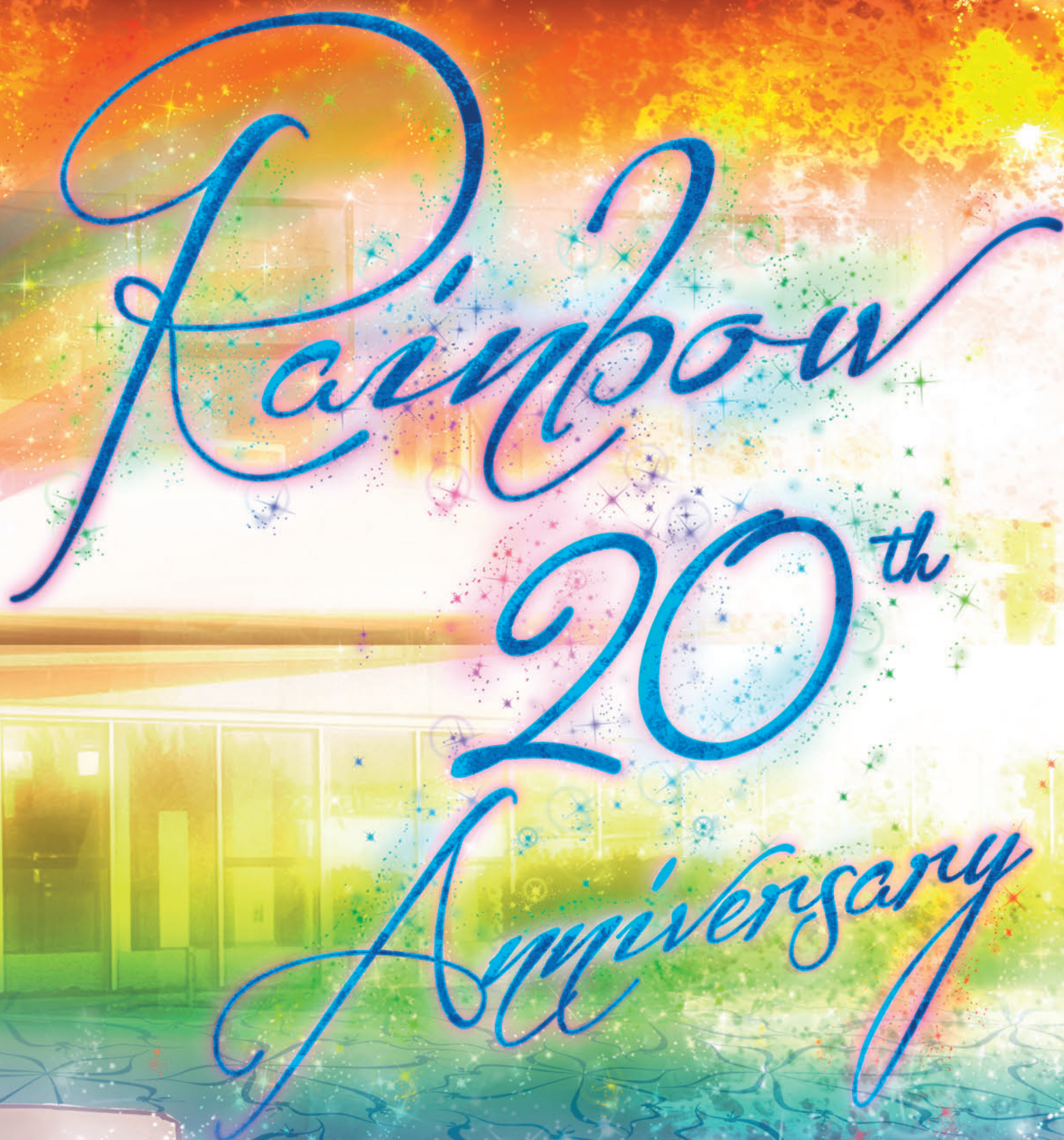


RAINBOW



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A vibrant, celebratory graphic for a 20th anniversary. The background is a colorful gradient from purple at the top to green at the bottom, with a rainbow arc visible on the left. The scene is filled with sparkling light effects and a faint image of a modern building with large glass windows. The text 'Rainbow 20th Anniversary' is written in a large, elegant, blue cursive font, centered across the image.

Rainbow
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DreamWorks' Dragons Aims for New Heights

DreamWorks' Dragons franchise is moving full steam ahead into 2015 and beyond with a slate of new content and ongoing product partnerships.

How to Train Your Dragon 2 was one of the biggest animated movies of 2014 worldwide and a third film is already slated for 2017. Two new seasons of the TV series will also arrive on Netflix in 2015 and 2016, accompanied by an ever-growing line of toys, games, apparel, accessories and more, led by the brand's master toy



partner Spin Master.

The brand's digital presence is also soaring: the app "Rise of Berk" has nearly 20 million downloads, more than 12 million players worldwide have joined Jumpstart's "School of Dragons" edu-tainment massively multiplayer online game and the brand boasts more than 8 millions fans on Facebook.

Additionally, the new interactive Dragons storybook app will see the addition of more than 20 new titles in 2015 alone.



'Doctor Who' to Minecraft on Microsoft's Xbox

BBC Worldwide has unveiled a new deal with Microsoft Studios and Mojang to bring the world's longest-running science-fiction drama, "Doctor Who," to "Minecraft: Xbox 360 Edition," which has more than 13 million sales to-date.

Starting in September on more than 84 million Xbox devices worldwide, "Minecraft" players will be able to change their avatar to resemble their favorite characters from "Doctor Who." The first pack will include a character inspired by the Twelfth Doctor as well as five other Doctors, each of their on-screen companions and some of the Doctors' most well-known adversaries including his arch-nemeses, the Daleks.

"We're constantly looking for new and innovative ways to bring Doctor Who content to our loyal fans," says Rikesh Desai, digital entertainment and games director, BBC Worldwide U.K. "Working collaboratively with Microsoft, we've created an exciting new product that will allow Doctor Who fans to create their own brand-new adventures in the heart of the iconic world of 'Minecraft.'"

The deal will bring more packs as time goes on, introducing many of the most recognizable characters from the past 50 years of "Doctor Who." Each skin pack will feature at least six Doctors and will be released regularly following the broadcast of the first episode.



Epic Rights Signs International Agents

Epic Rights has signed a number of international licensing agents to represent its roster of clients in specific markets around the globe.

These sub-agents will focus on brand licensing for Epic Rights' clients, including KISS, John Lennon, Aerosmith, Billy Idol, Jefferson Airplane, Woodstock and Gary Baseman, in their respective regions.

The new agents include Copyright Promotions Licensing Group for the U.K., Ireland, Scotland, Wales, Germany, France, Italy, Portugal, Spain and Benelux; Bulls Licensing for Scandinavia including Sweden, Finland, Norway and Denmark; Plus Licens for Central and Eastern Europe; Compañía Panamericana de Licencias for Latin America; Wild Pumpkin for Australia and New Zealand; and Bradford Licensing for India.

"At Epic Rights, we are changing the way music merchandise licensing has been done in the past by taking a hands-on approach, in a true partnership with our agents, to grow the artist's franchise globally with top-tier licensees and manufacturers," says Juli Boylan-Riddles, executive vice president, global partnerships and licensing, Epic Rights. "It was key for us to select top agents in their respective territories who offer an understanding of our artists' goals and provide in-depth local market knowledge, including existing relationships with retailers, licensees and promotional partners."

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Barbie, Monster High to Get Fashion Collabs

Mattel has unveiled a multi-category lineup of apparel partnerships for its two girls' fashion brands Barbie and Monster High.

For Barbie, Wildfox has created a high-end collection featuring a combination of denim, swimsuits and tees that show Barbie as the original California girl, complete with retro looks highlighting Malibu Barbie from the '80s.

Uniqlo, Forever 21, Primark, Top Shop and ASOS are also signed on to offer girls of all ages a wide range of on-trend Barbie-branded clothing and accessories.

Additionally, Barbie fans can also now follow the fashion plate on her new Instagram account, @BarbieStyle, dedicated to featuring Barbie's association with fashion, art, style and culture.

"We are really leveraging the Barbie brand's 55-year heritage to create multiple iconic looks, providing retailers and licensees

a way to bring the brand to life that best targets their consumer," says María Maranesi, vice president, Mattel consumer products,

Mattel. "Our focus this year across the portfolio has been to secure unique partnerships that deepen the consumer's relationship with our flagship brands."

The toy company has also secured a number of fashion retail partnerships for its Monster High brand, with a high-end co-branded capsule collection by IKKS in France and Spain, and the brand's first partnership with fast fashion retailer H&M. In addition, Primark, C&A, Tesco, Argos and Toys 'R' Us will continue offering Monster High daywear, nightwear and accessories collections across the EMEA throughout 2015.



SCEE Signs Up 'Driveclub' Licensees

Sony Computer Entertainment Europe is developing a licensing program for "Driveclub," a new racing title that will arrive exclusively to PlayStation4 tomorrow.

"Driveclub" brings to life the heart and soul of car culture with an immersive driving experience. SCEE has appointed Bioworld as licensee for fashion apparel and accessories, including branded shirts, caps, belts, keyrings, wallets and phone cases.

"'Driveclub' is one of the most hotly anticipated games of the year, and we are expecting a great response to the

title," says David Evans, European licensing manager, SCEE. "We have worked with Bioworld across several SCEE brands and they have a strong track record in delivering high-caliber products which resonate with fans."

To celebrate the "Driveclub" launch and its licensing program, SCEE is holding a competition at Brand Licensing Europe for a chance to experience the game and win a PS4, a Thrustmaster T80 Driveclub edition racing wheel and a collector's edition copy of the new game.



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For more information, please contact:

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ITV Grows Third-Party Portfolio

ITV Studios Global Entertainment is presenting global licensing opportunities for its third-party properties, including the breakthrough boys' brand Matt Hatter Chronicles; the digital game "Cut the Rope"; the boys' action brand Digimon; the 1970s music icons Village People; the classic toy property Playmobil; and the new "inspired by Playmobil" kids' TV series, "Super 4."

Matt Hatter Chronicles is launching a toy range featuring interlocking, multi-vision, 3D role-play items, action figures and vehicles, which are rolling out in the EMEA and India this month. ITVS GE is now working with its U.K. licensing partners and Platinum Films to prep for 2015 retail launches that will target boys ages 5-10. Other products set to launch include wheeled toys, posters, stationery, homewares, personal care, bags, fashion accessories, nightwear, underwear and home accessories.

The "Cut the Rope" app is now a 360-degree entertainment franchise with a presence that extends across digital games, broadcast, consumer products, promotions and social media, and ITVS GE holds the pan-European licensing rights.

Digimon is celebrating a re-launch as

ITVS GE and property owner Saban Brands create a new brand licensing strategy encompassing TV, digital and online.

A weekly magazine and an annual and collectible sticker line are set to launch in March 2015, and the company is also licensing retro designs from the original seasons for fashion-led adult apparel and accessories targeted to super-fans of the Digimon brand.

The Village People, the biggest disco brand of all time, is celebrating its 40th anniversary in 2017, and ITVS GE is looking to grow the product range to include accessories, gifts, greetings, publishing, homewares, hard lines and back-to-school, with fast fashion retailers firmly in its sights to take advantage of the brand's trendy, offbeat and modern style guide.

Launched in 1974, Playmobil is celebrating its 40th anniversary this year, and ITVS GE is building a consumer products campaign aimed at the adult retro and nostalgic market. "Super 4" is a new series aimed at 5-to-9-year-olds inspired by Playmobil and produced in partnership with Morgen Studios and Method Animation. CiTV will air the first



CGI episodes later this year and 39 more in 2015. The company is seeking licensing partners in key categories including publishing, periphery toys and games, apparel and accessories, gifting, home entertainment and stationery.

"BLE is an exciting platform to showcase our iconic and innovative brands," says Trudi Hayward, senior vice president and head of global merchandising, ITV Studios GE. "In addition to presenting the latest opportunities, we will seek partners that can help to build each of our properties so that, together, we can help them unleash their full potential."

LIMA To Host International BLE Networking Party

The International Licensing Industry Merchandisers' Association is gearing up for its annual Brand Licensing Europe networking event.

LIMA U.K., the London office of the global licensing trade association, will hold its annual global networking party tomorrow from 5:30-7:30 p.m. at The Mayfair Hotel, Stratton Street. For the second year, the LIMA networking party will be sponsored by the Hong Kong Trade and Development Council (HKTDC), which is the body dedicated to promoting Hong

Kong trade and opportunities.

LIMA's U.K. managing director Kelvyn Gardner will also be reprising his popular "Introduction to Licensing" talks to open the BLE Licensing Academy each morning of the show at 9:30 a.m.

"Every morning I present a 30-minute basic introduction to licensing and to the show. Just come along to that and you'll know enough to get far more out of your first contact with the licensing community—I guarantee it," says Gardner. "If you like what you see,

consider networking with all the industry heavyweights at our global networking party on Wednesday night. It's a fun evening of conversation, canapés and contact creation!"

Tickets for the event cost £60 (+VAT) for LIMA members and £120 (+VAT) for non-members and include canapés and drinks. LIMA's annual global networking party is a must attend event during BLE and attracts international attendees from some of the world's largest media and entertainment companies.



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Sony Seeks Pixels Licensing

Sony Pictures Consumer Products is presenting its latest movie property, *Pixels*, and seeking a team of global partners to develop a multi-category licensing program for the upcoming action-comedy feature film.

In *Pixels*, which stars Kevin James, Adam Sandler and Michelle Monaghan, intergalactic aliens misinterpret video feeds of classic arcade games as a declaration of war against them and they attack the Earth, using the games as models for their various assaults. It's up to the president and his childhood best friend to save the planet. Directed by Chris Columbus and with a screenplay by Tim Herlihy and Timothy Dowling, the

film is based on the original short film of the same name by Patrick Jean.

"We are thrilled to offer this exciting title in all categories including hardlines,

softlines, publishing and interactive. We look forward to collaborating with our valued licensed and retail partners in bringing *Pixels* to life with strong merchandising initiatives and retail activations," says Greg Economos, senior vice president of global consumer products, Sony.

Pixels is scheduled to hit movie theaters in summer 2015.



Rainbow Celebrates 10 Years of Winx

The future is looking bright for family entertainment agency Rainbow's kids' television properties "Winx Club" and "Mia and Me."

In the midst of its 10th anniversary celebration this year, animated girls' fairy adventure series "Winx Club" is showing

no signs of slowing down, with 156 episodes and two feature-length movies that mix 2D animation with CGI already in its library. Rainbow has just released a sixth season and a seventh season is currently in production and scheduled to premiere in 2015. In addition, a third movie, *The Mystery of the Abyss*, debuted in Italy in September and is slated to hit global territories throughout the rest of the year.

The brand, which has recently extended into Asia, boasts more than 500 global partners with more than 6,000 products across a variety of categories, and Rainbow is seeking expansion into sectors such as Winx Club-themed holidays and experiences.

Meanwhile, Rainbow is expanding broadcast partners for its animated series "Mia and Me," which is now being shown by more than 70 broadcasters in over 80 territories with a second season now in production. International toy partner Mattel is leading the brand's consumer products development with a toy line, and Ravensburger, Egmont, Unilever, Nestle and Panini are also on board for additional licensing products.



A promotional poster for the Thunderbirds series. At the top, a circular HUD-like graphic with a crosshair and dots is visible. The background shows a tropical island with jagged mountains and a body of water. The title 'THUNDERBIRDS' is written in large, white, bold, sans-serif letters, slanted upwards from left to right. Below it, 'ARE GO' is written in smaller, white, sans-serif letters, also slanted. In the foreground, five characters are shown from the back, wearing blue flight suits and carrying various pieces of equipment. The characters have different hair colors: brown, black, blonde, light blonde, and orange. The text 'THE COUNTDOWN IS ON' is centered over the characters in large, white, bold, sans-serif letters. Below that, 'DON'T MISS OUT' is written in smaller, white, bold, sans-serif letters. At the bottom, 'BLE LONDON. 7-9TH OCTOBER 2014. STAND D040' is written in white, sans-serif letters. The 'itv STUDIOS' logo is at the bottom center. In the bottom right corner, there is a 'CAUTION' sign with a play button icon. On the far right edge, there is vertical text: '© ITV Studios Limited / Pukeko Pictures LP 2014 All copyright in the original Thunderbirds™ series is owned by ITC Entertainment Group Limited.'

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Disney Uses The Force with ‘Rebels’

Disney is celebrating the launch of its new animated “Star Wars Rebels” series on Disney XD with the release of two new products.

Star Wars Rebels interactive figures, radio-controlled products and die-cast cars and track sets are set to hit shelves later this year and in 2015. These launches add to the range of Star Wars Rebels product already available, building on existing



Hasbro and LEGO ranges.

Following the premiere of the animated one-hour movie, *Star Wars Rebels: Spark of Rebellion* on Oct. 3, the series will debut on Disney XD on Oct. 13 in 33 languages across 163 countries in over 400 million households. “Star Wars Rebels” is set during a dark time in the galaxy when the Imperial forces of the evil Galactic Empire have occupied a remote planet and are ruining the lives of its people. The series will feature new villains, adventures and heroes with the power to ignite a rebellion.

“Star Wars Rebels’ is one of our most highly anticipated series in recent years, and will explore an exciting, largely undocumented time period of Star Wars history when the oppressive Empire has

ignited the spark of a rebellion,” says Simon Philips, executive vice president and general manager, consumer products, The Walt Disney Company EMEA. “The fantastic level of detail and high-quality tech of the Star Wars Rebels interactive figures and radio-controlled products will ensure they become another ‘must have’ for Star Wars fans of all ages.”



Outfit7’s ‘Talking Tom’ Shines On

Interactive entertainment firm, Outfit7 Limited, is announcing a collection of licensing deals for its flagship family brand, Talking Tom and Friends.

The deals span multiple categories including apparel, accessories, back-to-school, games, puzzles, paper goods and stationery and will see the brand further penetrate international retail markets to meet demand for official branded merchandise.

“Thanks to our esteemed licensing agents, Outfit7 is partnering with licensees who understand the demands of local markets and recognize the exciting opportunities the Talking Tom and Friends brand presents to retailers and consumers alike,” says Angeles Blanco, senior director of licensing and merchandising at Outfit7’s U.K. subsidiary.

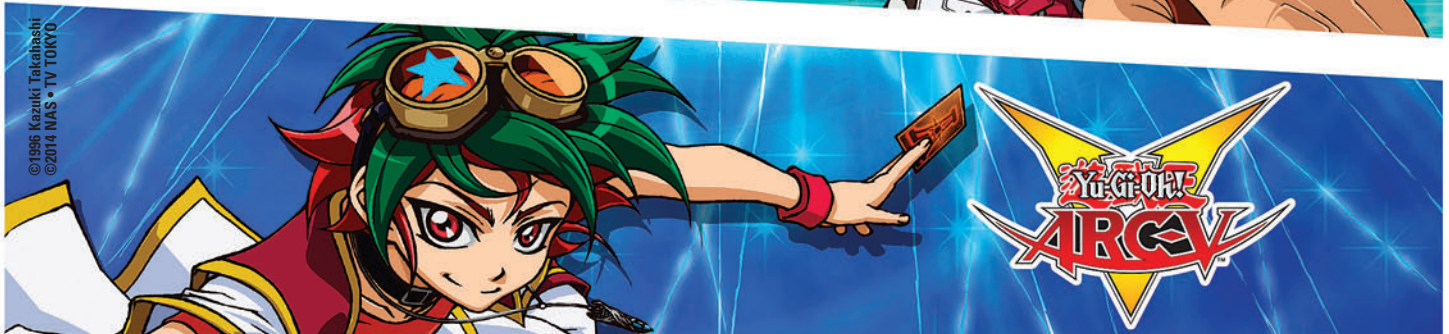
In the U.S. and Canada, interactive t-shirt developer and manufacturer Lotty Dotty is creating a range of fun and innovative apparel and accessories, and Bulldog Licensing is creating customizable Talking Tom and Friends t-shirts.



AA Brands is producing a range of Talking Tom and Friends apparel for fans in Germany, Austria and Switzerland, and a range of daywear, nightwear, underwear and swimwear is set to hit retail from March 2015.

In Russia, Icon Promotions has brokered multiple deals with local licensees to bring Talking Tom and Friends-branded product to fans of all ages. Perfetti Van Melle is producing a range of confectionery fruit jelly sweets and branded Chupa Chups Chocoballs. A monthly, standalone *Talking Tom and Friends* magazine is set to launch in Russia in October, and additional deals have been signed to bring Russian fans lines of back-to-school goods, paper products, apparel, accessories, stationery and puzzles.

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SEGA Booms with Sonic News

SEGA Europe is getting ready for the release of “Sonic Boom: Rise of Lyric” for Wii U and “Sonic Boom: Shattered Crystal” for Nintendo 3DS on Nov. 21, 2014. The video games are just one element of the Sonic Boom franchise, which introduces a new-look Sonic the Hedgehog and friends, covering video games, merchandising and the brand’s first-ever CG animated TV series.

The company has recently signed Cartorama, for Sonic the Hedgehog for back-to-school accessories including backpacks, stationery and gym bags, set to launch in Italy in early July 2015.

In addition, the brand is partnering with Cooneen & Misirli Licensing to launch a range of children’s nightwear and underwear for spring 2015, followed by a Sonic Boom-branded range for the U.K.

For SEGA’s retro brands, the company is continuing to celebrate their back catalog, with the signing of Pix N Love for a Dreamcast documentary book for 2015, and a range of retro adult apparel and accessories.



SEGA Europe is also working on a new e-commerce site for “Football Manager” and will offer a broad range of products including t-shirts, mugs, football kit bags and hats, as well as iPad and iPhone cases and other mobile accessories.

NMRN Sets Sights On Licensing

Six years ago, the National Museum of the Royal Navy was formed from the amalgamation of a number of linked institutions. As it debuts as a BLE exhibitor this year, the museum’s head of commercial services, Giles Gould, talks to *License! Global* about the steps he took to establish a licensing arm of NMRN and what they have on offer at BLE.

“We decided three years ago to get into the licensing business, but none of us knew

anything about licensing,” says Gould. “The first thing we had to do was ensure that we understood the demands that would be placed upon us and that we had properly protected all our assets and could offer all the necessary support to our partners.”

The assets include a massive archive of sound and images, 11 ships and 99 aircrafts. Among the submarines are the HMS Alliance, X51 and Holland 1, and major ships include the HMS Victory, HMS Caroline, HMS Trincomalee and HMS M.33. The most famous of the ships is Nelson’s Trafalgar flagship, HMS Victory, an asset now protected by a community trademark.

A new museum has just opened in Portsmouth, England. Called Hear My Story, it tells the real-life stories behind the Royal Navy and contains a collection of 120 letters written over a period of years from

a sailor serving in the West Indies to his sweetheart at home.

“Each letter is beautifully illustrated,” says Gould. “The collection offers licensing possibilities,” he adds, suggesting stationery and soft furnishings as licensing options.

Next year is the 250th anniversary of Victory’s launch, and the museum will offer pieces from Victory herself. Pieces of wood and copper removed from Victory, known as “Victory Arising” for curatorial reasons, offer licensing opportunities in jewelry and also for products such as models of the Victory mounted on wood from the ship herself.

Also of interest is the HMS Caroline, the sole survivor from the Battle of Jutland, which will open to the public on her centenary in 2016.

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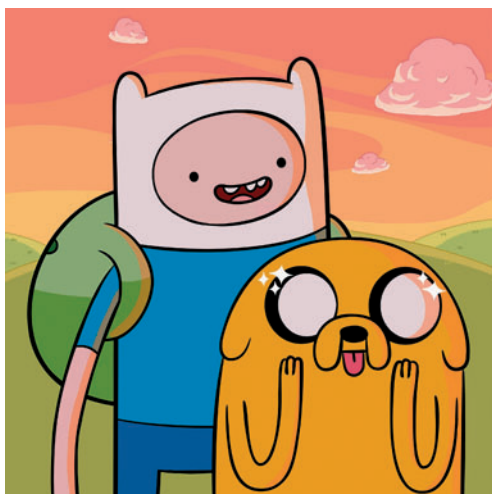
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CN Brings the Funny to BLE

Cartoon Network is showcasing its entertainment portfolio at Brand Licensing Europe, with a focus on its top-rated, award-winning comedy series “Adventure Time” and “The Amazing World of Gumball,” the groundbreaking multi-platform franchise “Mixels” and long-standing, classic boys’ brand “Ben 10.”

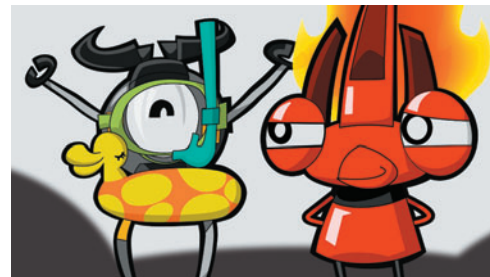
A top-grossing franchise that resonates with fans of all ages, “Adventure Time” is set for a seventh season and will come alive beyond the screen with high-impact



live experiences, consumer products, collaborations and retail support. The series’ products are widely distributed across the EMEA region with retail partners such as Amazon, Toys ‘R’ Us, Tesco, Asda, Next, El Corte Inglés, Pull & Bear, HMV and FNAC and product collaborations with H&M, Monopoly, Funko, Nooka and Mimobot. A world of “Adventure Time” rides and entertainment will also open within the world’s largest indoor themed entertainment destination, IMG Worlds of Adventure in Dubai.

The U.K. comedy sitcom “The Amazing World of Gumball” is offering product opportunities for home, back-to-school and other distinct categories. “Mixels” encompasses animated shorts, digital content, toys and games, and the third wave of the brand’s tribes and characters will launch across all platforms in September with additional waves in development for 2015.

The popular animated adventure series “Ben 10” continues to be a multi-category success, grossing more than \$2 billion in retail sales in the EMEA with more than



100 million toys and 8 million games sold worldwide. IMG Worlds of Adventure opening in Dubai will feature the first-ever “Ben 10” 5D cinema and the world’s largest Ben 10 retail store.

Cartoon Network is also bringing back “The Powerpuff Girls” in an all-new series and full international licensing program that will roll out across all regions in 2016.

King Features’ Properties Shine at BLE

New York City-based King Features is seeking to develop licensing programs and new brand collaborations for its roster of classic characters including Popeye, Olive Oyl, Betty Boop, Baby Boop, Chupa Chups, Flash Gordon, The Phantom and Hagar.

King Features is looking to add sportswear, accessories, giftware, promotions, apps and games for the Popeye property and fashion accessories and promotions for the Olive Oyl character.

On the heels of Betty Boop’s recent

partnerships with the fashion brands Joyrich and Forever 21, King Features is focusing on fashion, teen back-to-school, personal care, footwear, apps and games, sleepwear, accessories, gifts and apps for its new collaboration, Betty Boop and Chupa Chups. For the Flash Gordon, The Phantom and Hagar properties, King Features is focusing on apparel, sleepwear, underwear, accessories, gifts, stationery and collectibles at Brand Licensing Europe.



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Email: Sissel.Henno@sega.com
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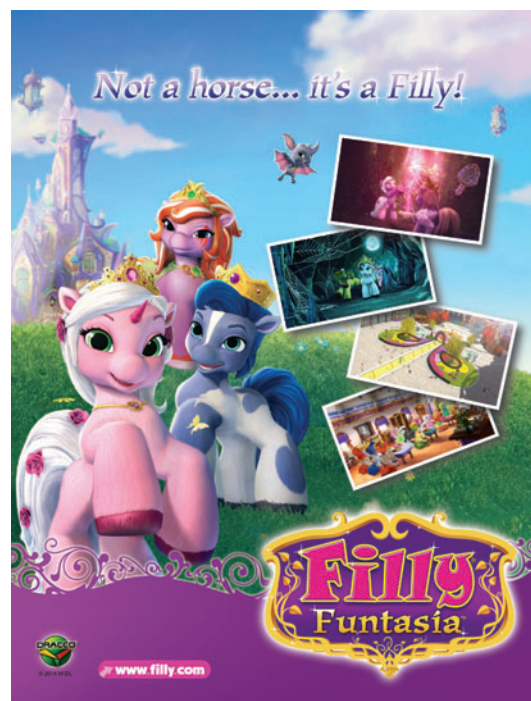
Dracco Rides Strong With Filly

Dracco recently announced that Filly was voted as one of the Top 10 entertainment licenses this past July, by the NPD Group.

Helping to strengthen the Filly brand presence was its recent campaign with McDonald's Happy Meals in Germany in July. Filly figurines were distributed to children across the country. A competition later followed where several winners were awarded Filly Butterfly play sets and accessories.

To date, Filly has sold more than 70 million figures with 200 individual characters in over 50 countries. The Filly brand has more than 40 top licensees including the recent partnership with Ravensburger to produce Filly puzzles and games. Klaus Herding will produce Filly home textiles, Leomil for Filly kids' footwear and apparel, and V-Tech for Filly electronic toys. *Filly* magazine also remains as No 1 girls' magazine in Germany.

Filly will star in a new 3-D animated series "Filly Funtasia," consisting of 26 half-hour episodes expected to be launched around fall 2015 and aired on TV and transmedia worldwide. Storyline topics deal with growing up issues, self-esteem, friendship and first love. Magic skills and accessories are used as strengths and abilities to accomplish tasks and communicate. A full range of merchandise and digital media will support "Filly Funtasia."



WWF Raises Awareness Via New Products

The World Wildlife Fund U.K. is taking its cause to a series of eco-friendly products and fashions that bring awareness to endangered species and the environment.

The organization is teaming up with Mantis World to create sustainable fashion for the ethically and environmentally minded to make their green statements. The trendy apparel ranges will be for adults, kids and babies and made from fair trade organic cotton printed with vegetable dyes.

WWF U.K. is also partnering with Tilnar Art, which has helped people trade out of poverty by making advance payments for materials, so that suppliers can buy the raw materials to complete orders.

"It's a very natural fit for us," says, Howard Wright, head of licensing,



WWF U.K. "Tilnar Art's products are all from high-quality, ethically sound and environmentally friendly sources. The soapstone trinkets and keyrings make the perfect gifts for many people with these fantastic added benefits."

In addition, Arrogance Accessories is joining forces with WWF U.K. to support their ethos of sustainable living with a range of products including rucksacks, wallets, wash bags and accessories made from environmentally friendly hemp and organic cotton fabrics.

The organization is also launching a range of fashion t-shirts and hoodies for wildlife supporters with the eco-fashion label Rapanui, and wildlife figurines made from plastic free from PVC and produced by Bullyland's.



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WBCP Unites Super Hero and Animation Franchises

Warner Bros. Consumer Products EMEA has released details of three major co-branding collaborations for its iconic entertainment brands Tom and Jerry, Looney Tunes and DC Comics Super Heroes.

WBCP is introducing Puma as a partner with Tom and Jerry and Superman for a range of co-branded apparel, accessories and footwear. The long-term global deal (excluding the U.S. and Canada for Superman and Chile for Tom and Jerry)

will span children's and adult categories, while the Puma Superman collection

will be for children. The product lines are set



to launch in spring and summer 2015 and are expected to be available at Puma stores and e-commerce sites, department stores, hypermarkets, sports retailers, specialty footwear stores and independents.

WBCP EMEA is also celebrating the co-branding partnership it announced last year between Looney Tunes and the National Basketball Association. The company is announcing its first deal with Allegre to develop a range of plush including puppets, cushions and plush key chains featuring iconic characters such as Bugs Bunny, Daffy Duck and Sylvester dressed in NBA team jerseys including the Boston Celtics, Brooklyn Nets, Chicago Bulls, Los Angeles Lakers, Miami Heat and San Antonio Spurs.

In addition, WBCP is expanding on its partnership between Sanrio's Hello Kitty and DC Comics Super Heroes, which

have inspired a variety of product lines, including apparel at H&M and Benetton. It will now include DC Comics Super-Villains. The new series features Hello Kitty styled as Catwoman, Poison Ivy and Harley Quinn, will target girls, women and collectors through a range of licensed merchandise.

"Co-branding opportunities continue to grow with our classic animation franchises and DC Comics Super Heroes," says Pilar Zulueta, executive vice president and general manager, WBCP EMEA. "By putting together two brands of global status, such as DC Comics Super Heroes and Hello Kitty, we are inspiring new products for retailers and consumers. We are very pleased with the impact these co-branding deals have made and are excited to see them evolve and grow over the long term."

Beanstalk Celebrates Tinderbox Anniversary

Global brand extension agency Beanstalk launched its digital division Tinderbox in June 2013. Since its launch, Tinderbox has worked with its companies from social networks to interactive gaming, and all categories of apps including games, entertainment and lifestyle. Tinderbox has also signed several new clients while partnering with specialist local agents in areas such as India, Southeast Asia and Scandinavia.

Tinderbox recently brokered a partnership with world-building video game "My Singing Monsters" and Egmont U.K. for print as well as digital publishing. The arrangement includes magazines, handbooks, sticker books sound books, and e-books.

The company has also worked on expanding the U.K. licensing program



of mobile gaming app success, "Doodle Jump." It brokered deals with clothing manufacturer Blues Clothing for a range of children's apparel as well as with Egmont U.K. for a newly launched Doodle Jump activity and sticker book. Tinderbox coordinated a partnership with arcade games and toy manufacturer SEGA Amusements for the global production and distribution of a range of Doodle Jump plush toys. The collection, made up of six different designs, launched through amusement channels

in territories such as Germany, Italy, the U.K., Spain and Benelux in April, with further rollouts planned for the end of the year.

That same month, Tinderbox announced a partnership with digital specialist agency 5th Wave Brands to develop a consumer products program in the U.K. for the award-winning action adventure game, "Badland."

Finally, last June, Tinderbox announced a partnership with Microsoft to develop a global consumer products program for various Xbox titles. Tinderbox will support two of Microsoft's studios, Turn 10 and Launchworks, in pursuing global licensing opportunities across multiple categories for the video games "Forza," "Killer Instinct" and "State of Decay."

Tuesday, October 7

9:30–10 a.m.

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

Kelyvn Gardner, managing director, LIMA U.K.

This is the kick-off to the Licensing Academy and BLE 2014. Attendees will get an overview how licensing works, why licensing should be added to your marketing plans, how to buy and sell licenses, how to make licensing deals, plus the do's and don'ts of licensing.

10:30–11:15 a.m.

Rights, Royalties and Licensing Law: The Seven Deadly Sins

John Burns, partner, Gateley LLP and Christian Fortmann, managing partner, 24IP

Burns and Fortmann will master-class the clauses in licensing contracts. In a unique new format, the licensing experts will take the part of licensor and licensee. They'll focus on some instances that may cause conflict between parties, and demonstrate how to avoid, tackle and overcome these at-times tricky issues.

11:45–12:30 p.m.

Licensing Facts and Licensing Figures Part I: Hits and Misses—Know Your Market

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

Our two knowledge partners will look at consumer spending behavior, market trends and the hits and misses of 2014 so far. Come to find out facts, figures and gain valuable insight into long-established markets and current high-flying categories. Hear where the opportunities are for growth. NPD brings insight into toys, film licensing and the market in the top five European territories. GfK will cover gaming, technology, home, office, and nursery.

1:00–1:45 p.m.

Keynote Address:

Team GB

Our keynote speaker will tell the story of the powerful and inspirational Team GB brand, to be given by Leah Davis, head of marketing at Team GB, British Olympic Association.

Wednesday, October 8

9:30–10 a.m.

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

Kelyvn Gardner, managing director, LIMA U.K.

10:30–11:15 a.m.

Licensing Facts and Licensing Figures Part II: European Retail Trends and Opportunities

Denise Klug, research director, Planet Retail

Klug will identify the strongest and most important retail and private label trends currently in Europe. She will also provide an overview of the top players and, as a case study, will demonstrate how European drug stores are responding to the growing need for children's ranges.

1:00–1:45 p.m.

Keynote Address:

Minecraft

Our keynote speaker will explore the rise of "Minecraft," one of the biggest brands on the market today. The keynote address will be given by Vu Bui, chief operating officer, Mojang, the maker of "Minecraft."

Thursday, October 9

9:30–10 a.m.

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

Kelyvn Gardner, managing director, LIMA U.K.

10:30–11:15 a.m.

Real Life Stories: How & Why to Make

Audits Good for Your Business

Clement Franceschini, EMEA partner, Insight Licensing

A licensing deal often starts with good intentions. But things can—and do—go wrong. Franceschini will take you through some of the most common (and unconventional) issues. You'll learn how to avoid pitfalls and how to turn the audit process into a business opportunity.

11:45–12:30 p.m.

Licensing Design, Art and Illustration

Sarah Lawrence, Smart Licensing with Nick Adsett, group product director, Great British Card Company; Libby Grant, Bloom; Poppy Lawton, Laura Ashley and Jo Rose, Deer Little Forest.

This panel will explain how to forge successful partnerships between artists, designers, licensees and retailers. You will gather top tips from experts in this field, learn the do's and don'ts of using an agent, and Jo Rose will present a case study of her growing brand, Deer Little Forest.

1:00 – 1:45 p.m.

License This! 2014: The Final

Chairman: *Ian Downes, managing director, Start Licensing* **Panel:** *Paul Bufton, vice president, consumer products licensing and retail EMEA, Rovio Entertainment; Richard Haines, acquisitions & new business manager, Penguin Children's, Penguin Random House; John Carolan, head of buying, childrenswear, Sainsbury's*

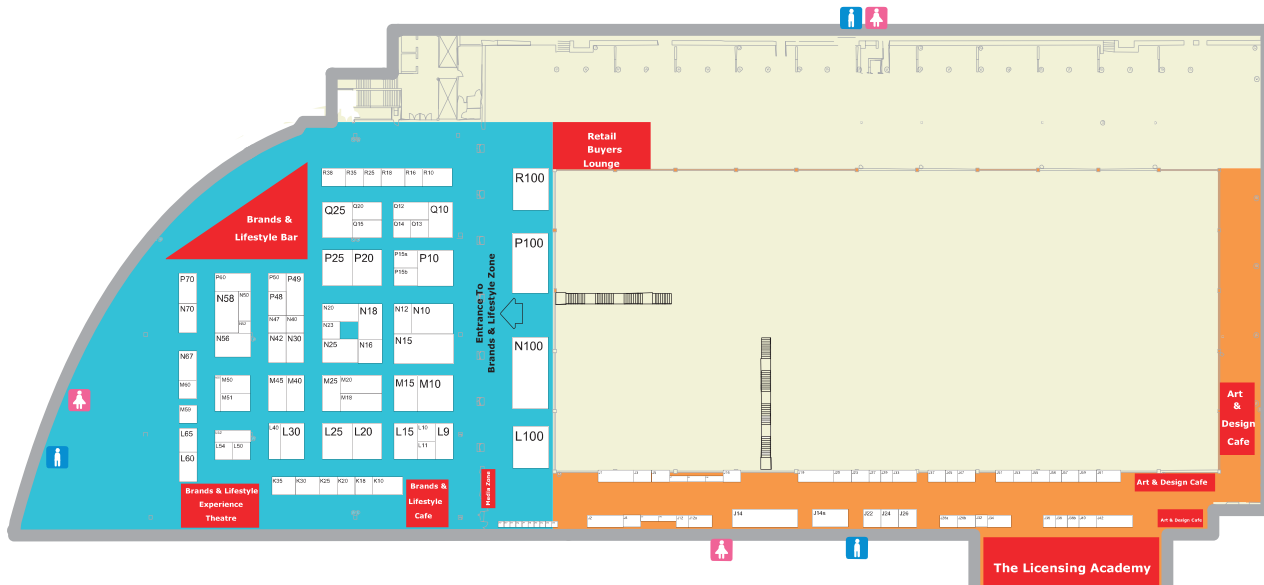
License This!, BLE's licensing challenge, celebrates its fifth year in 2014. At the final, our four short-listed properties (Ailsa Black, Chef and Sue, Give a Hoot and RaNT!) will pitch to a panel of industry experts. The audience will hear the panel offer critiques and advice to each presenter before it selects a winner. The winner receives a fully furnished stand at BLE 2015. Last year's winner, Mr Trafalgar, is exhibiting at BLE this year.

EXHIBITOR	BOOTH(S)#	EXHIBITOR	BOOTH(S)#	EXHIBITOR	BOOTH(S)#	EXHIBITOR	BOOTH(S)#
2000 AD	D140	Deryck Henley	J10	Libby McMullin	J36	Rovio Entertainment Ltd	D030
20th Century Fox Consumer Products	E040	DHX Brands	E070	Licensing Management International	G050	Royal Mail	M50
241P Law Group	G114	Discovery	M20	Licensing Today Worldwide	B115	Royal Navy, Army & Royal Air Force	L30
366Hearts	J38b	Dorna Sports SL	Q25	Licensing.biz & Toy News	A100	Saban Brands	D005
41 Entertainment	E045	Dracco	F030	LID Group	C115	Sagoo	F085
4K Media	E090	DreamWorks Animation	D080	Lilian Darmono	J1f	Sanrio GmbH	B030
Aardman Animations	F010	DRi Licensing	C010	LIMA	L100	Santoro	B050
adidas - A.C. Milan	P15b	Dynit S.r.l	H085	Linda Wood Licensing	J7	SAS KLS Little Marcel	N67
adidas - Real Madrid	P15a	Edebé Licensing	F020	Lisle International Licensing	E045	Science Museum Group Enterprises	L15
AFiN	D003	Edis S.p.A	G065	LiteBulb Group	C110	SEGA	C030
Alchemy Licensing	R38	El Ocho Licenciacy Promociones	F020	Live Nation Merchandise	G035	Sekiguchi-Monchhichi	G090
Allsorts Licensing	C095	Elvisly Yours	L52	LoCoco Licensing	M15	Show Daily Office	N70
American Freshman Introduces College	N16	Entertainment One	F005	Lodis Company co., Ltd	G122	SMMEX	R25
American Greetings Properties	B048	Euro Lizenzen	H055	lovethislife	N40	Sony Computer Entertainment Europe	F050
Animaru Ltd	J4	Event Merchandising	K25	Ludorum Plc	E060	Sony Pictures Consumer Products	A010
Ankama Group	G082	Extreme	R100	LUK Internacional	H025	Space Enterprises	A080
Ann Edwards	J32	Fashion UK	F118	m4e AG	C005	Spain Licensing Pavilion	F020
Antonija.M	J34	FIFA	L20	Major League Baseball	P25	Start Licensing	F040
April Rose Illustration	J28b	Finnish Licensing Agents AGMA	R16	Manchester City FC	N20	Studio 100	D010
Arait Multimedia SA	C105	Fluid World	A060	Manchester United	P49	Studio Pets by Myrna	F003
Arsenal Football Club	Q14	francetv distribution	G052	Marilyn Robertson	J2	Studio Schiele	J29
Art Ask Agency	P60	Freegun	R10	Mary Evans Picture Library	J22	StudioCanal	C100
Assaf Frank Photography & Licensing	J23	FremantleMedia Kids & Family Entertainment	E080	Masha and the Bear	E115	Sublevel Studios	J26
Atlantya Entertainment	B040	French Licensing Federation	G052	Mattel Consumer Products & Hit Entertainment	D050	Subway Surfers	D115
Aurora World Ltd	C001	Fulanitos	F001	Maya Studio, S.L	F020	Szaszi Art and Illustration	J1d
Authentic Brands Group	Q20	Full Colour Black	J19	Mediatoon	G060	Team GB	K30
Authicode Interactive Product Verification	G112	Fun-Invent B.V.	G100	Members Only	N12	Teo Jasmin	L9
Automobili Lamborghini S.p.A	P10	Games Workshop PLC	B085	Metrostar	C090	TF1 Licenses	G058
Baby Animals	H090	Gateley LLP	G120	MGL Licensing	J14	The Association of Illustrators	J1i
Backstage Licensing	C045	Gaumont Animation	G052	Mind Candy	G075	The British library	L40
Bandai Namco	H040	Giochi Preziosi S.p.a	E100	Monday 2 Friday	R35	The Creative Rights Agency	B075
Bang On The Door Ltd	B078	Glenat	B065	Mondo TV	B080	The Dreamchaser Company	B020
Battersea Dogs & Cats Home	N30	Global Merchandising Services	A020	Moomin	D085	The Franklin Mint	Q12
BBC Worldwide	E065	Glory Innovations	G068	Moongazer Cards	J27	The Jim Henson Company	A050
Beanstalk	P100	Golden Goose	M25	Mr. Trafalgar	B132	The Licensing Company	N100
Belle & Boo Ltd	J42	Grani & Partners SpA	E100	Multi-Mac	Q13	The Licensing Machine	H020
Berni Parker Designs Limited	J57	Guide to The Licensing World	B098	MyMediabox	B110	The Licensing Source Book Europe	H095
Big Tent Entertainment	C048	Hasbro Brand Licensing & Publishing	D020	National Museum of Royal Navy	N42	The Natural History Museum	K35
Biplano S.A	C040	HCA Creation	G095	National Portrait Gallery	M59	The Partnership	N10
BJA	D138	Hearts Designs	J55	NECA	B005	The Pokemon Company	F070
Blueprint: Powered by Beanstalk	P100	Heat Holders	K20	Nelvana Enterprises	F080	The Rastamouse Company	A070
Blue-Zoo Animation Studio	B070	Helen Exley London	J16	Nickelodeon Viacom & Consumer Products	E005	The Royal Ballet	M60
Boj	F119	Helz Cuppleditch	J20	Norprotex	P50	The Smiley Company	E120
Bologna Children's Book Fair	C115	Historic Royal Palaces	M51	Not Before Tea	J9	The Thomas Kinkade Company	J14a
Bond 24	N18	Hit Entertainment	D050	Occipinti	J45	The UK Intellectual Property Office	G116
Bonus Marketing Productions	F020	HoHo Entertainment	B100	Octane5	P70	The Walt Disney Company	C000,E000
Bradford License Europe	G050	Hong Kong Trade Development Council	H080	Official Show Research	C112,L54	Tinderbox	P100
Brands With Influence	B057	Howard Shooter Studios	N50	One Target SA	A030	Toei Animation Europe	G030
BRB Internacional	F020	Hustler	L50	Outfit7	F065	Tokidoki	G092
Bulldog Licensing Ltd	G001	I.M.P.S	C050	Paper Island	F090	Total Licensing	H035
Bulls Licensing	D086	Imperial War Museum (IWM)	L65	Paper Rose	J12a	Trina Dalziel	J1e
Caroline Mickler	A090	Insight Licensing	G118	Pea & Promoplast SRL	F105	Turner CN Enterprises	E050
Carte Blanche Group	C080	International Brand Management and Licensing	N15	Pedro Demetriou Illustration and Design	J1b	Two Little Boys Ltd	J53
Celebrities Entertainment GmBh	E001	International New York Times	L10	Penguin Random House	G020	Ty Inc.	D125
Chantal Bourgonje - Horace & Nim	J1j	IPR Global Limited	M18	Perfetti Van Melle	M10	Ubisoft EMEA	D110
Character World Ltd	H050	Iris	J6	Performance Brands Ltd	E130	UDC Licensing Agency	J40
Chelsea Football Club	L25	ITV Studios Global Entertainment	D040	PGS Entertainment	B060	UEFA Euro 2016	Q10
Clare Jordan	J28a	Jan Bowman Illustration	J1h	Pink Chillies	F118	UL VS (UK) Ltd	B053
Clavis Publishing	B045	JAST Company	D001	Pink Key Consulting	L60	Universal Partnerships & Licensing	C070
Consumer Product Connection	F020	JCB	F060	Plain Lazy	M55	V & A (Victoria & Albert Museum)	M40
Coolabi	D060	JELC	D065	Planeta Junior	F020	Valerie Valerie Ltd	J59
Coolthings Ltd	F105	Jillustrator	J1a	Playboy Enterprises International Inc	N56	Vicki Thomas Associates	J33
Copyright Promotions Licensing Group Ltd	E070	Jits	G040	Press Office	N58	Viz Media Europe	G045
Copyrights	G040	JPatton	M45	Procidis	G052	Von Dutch	K10
Cosmopolitan Magazine	N25	Kali Stileman	J51	Purple Cat	J11	Walker Books	G010
Counterpoint Systems	G062	Kate Knight	J37	Rachael Hale	B090	Wanton Fairies	J1g
Coyote Ugly Saloon	H045	Kate Mawdsley	J47	Radio Days	B010	Warner Bros Consumer Products	E030
Creative Licensing Corporation	B055	Kayford Holdings Ltd	R18	Raimondi e Campbell Associates SRL	C115	Wild-Side	J1
Crypton Future Media, INC	H030	Kaynak Licensing Company	C114	Rainbow S.r.l	E020	Withit	F100
Cyber Group Studio	G052	Kazachok Licensing Expertise	H100	Rapala VMC Corporation	Q15	WWE	C060
DC Thomson & Co Ltd	F040	King	C132	Redan Alchemy	G098	WWF UK	L11
Deer Little Forest	J56	King Features	D100	Rocket licensing	G005	Yellow House Art Licensing	J61
Deliso Sophie La Girafe	G080	Kocca	C020	Rootyoot Editions	J1c	Young Toys	D135
Dependable Solutions	F110	Laser Art Studio Limited	J3	Route 66	P20	Yvette Jordan	J38
						Zodiak Kids	B025

**brand
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Pindy O'Brien VP, Brand Licensing & Retail UK
T: +44 20 7691 6789
E: pindy.obrien@fremantlemedia.com

Tracy Griffiths VP, Licensing & Consumer
Products, EMEA & Australia
T: +44 20 7691 6777
E: tracy.griffiths@fremantlemedia.com

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