

Team GB Engages BLE



Few would dispute that the 2012 Olympics in London were a success.

Yesterday Leah Davis, head of marketing, and Simon Massie-

Taylor of the British Olympic Association's Team GB explained how that success was built, and how they plan to carry it through to Rio 2016 and beyond.

For Team GB, the success of the London

Olympics was built on informing and engaging the British audience, especially the youth element. Throughout the program athletes were actively engaged with the audience, hence the logo "Our Greatest Team: 550 Athletes-40 Million Strong."

At the heart of this strategy is storytelling about the athletes but in a way, Davis insisted, that would show them as "elite but not elitist."

Team GB's current No. 1 ranking among Olympic teams on Twitter and No. 2 on Facebook illustrate the extent to which this strategy is succeeding and helping to build the brand into the future.

Breaking News

Saban Teams for New Power Rangers Products

Saban Brands and Crayola have entered a new global partnership to produce a coloring and activity line of Power Rangers products for fall 2015.

The line will include no-mess color wonder products, coloring pads and pages, giant coloring pages, interactive color-by-number activity sheets and sticker sets for "Power Rangers Dino Charge."

Outfit 7's Talking Tom Heads to the Big Screen

Outfit7 has teamed up with Mythology Entertainment to bring its Talking Tom and Friends digital brand to theaters.

The film will either be fully animated or a combination of live-action/animation, targeted to family audiences.

The first "Talking Tom" app was launched four years ago, and the franchise recently marked its 2 billionth download.

Today's Highlights

Keynote: Mojang/"Minecraft"

■ 1:00-1:30 p.m. (Licensing Academy)

LIMA Networking Party

■ 5:30 p.m. (Mayfair Hotel)

For the complete Licensing Academy schedule, sponsored by License! Global, see page 34.

WBCP Inks Harry Potter Publishing Deal

Warner Bros. Consumer Products has signed a global deal with Eaglemoss for a new Harry Potter partwork collection in 2015.

The first partwork will feature a collection of figurines, inspired by Warner Bros.' *Harry Potter* film series with background facts and information about the characters. The collection will launch in the U.K. next year, with launch dates for other markets to be announced at a later date.

"Harry Potter has a track record as an extremely successful property in partworks, and

this next one should be no exception," says Pilar Zulueta, executive vice president and general manager, WBCP EMEA. "We know this will be a truly great collection to have."



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Joanne Broadfield, vice president, Cartoon Network Enterprises, EMEA, with limited edition Powerpuff Girls footwear.



Hannah Mungo, head of U.K licensing, and Andrew Carley of eOne with Peppa Pig and family.

Welcome to Day Two of BLE



One of the highlights of today's event is the keynote session from Vu Bui, chief operating officer of Mojang, creator of "Minecraft," who will discuss the rise of the world-class game and brand in the Licensing Academy at 1 p.m. today. With two educational theaters providing free content this year, be sure to check out the program, which is packed full of insights and advice. In between meetings why not try your hand at Table Tennis, taking place to raise awareness of the sport as an effective therapy for those suffering from dementia. We hope you enjoy the show!

-Darren Brechin, BLE Event Director



Character Parade in the main aisle.



Tim Collins, head of brands, DC Thomson, and Ian Downes, managing director, Start Licensing, with Gnasher and Dennis the Menace.



Vanessa Grande, licensing coordinator and Christine Cool, licensing area manager, Chupa Chups.



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Claire Underwood, director and creator, Dave Benson Phillips, voice of Dr. Woof, and David Hodgson, director, "Boj."



Dave Evans, European licensing manager, Sony Computer Entertainment Europe.



Squirt, BLE mascot.



Brand Licensing Europe show floor as seen from the Art & Design Café.



Ryan Maxwell, marketing manager and Al Gosling, managing director/chief executive officer, Extreme.



Nick Butterworth, creator, QPootle5.



Naz Cuevas, executive vice president, global consumer products and Paul Bufton, vice president licensing and retail, EMEA, Rovio.



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GOODYEAR Racing

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



IMG

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BBC Highlights CBeebies

BBC Worldwide is showcasing its new CBeebies range for the first time at Brand Licensing Europe, alongside a portfolio of other top brands. The company is also unveiling "Hey Duggee," a new animated CBeebies series offering several licensing opportunities.

"Our diverse catalog features a series of universally popular brands, including CBeebies, which makes its BLE debut and is the focus of this year's BBC Worldwide stand," says Clare Piggott, head of merchandising, BBC Worldwide U.K. "We're also welcoming back Doctor Who, Top Gear, Sarah & Duck, Something Special, Sherlock and Only Fools and Horses."

Highlights from BBC Worldwide's product lines include:

- **CBeebies:** The brand for children ages 0 to 6 has more than 3 million "CBeebies Playtime" apps downloads to-date and a new Storytime app in the works. CBeebies extends across television, magazines, live events, books and music, with plans for bags and plush from Golden Bear and two puzzles from Jumbo.
- **Sarah & Duck:** Animated series "Sarah & Duck" will mark the start of the fall season with a new large plush range, the release of a 16-month planner from Carousel Calendars and a new DVD featuring 10 episodes from season one.
- **Doctor Who:** Following the successful launch of season eight on BBC One, the brand is releasing new toys with licensee Character Options, a wide range of BBC Books and new homewares, including porcelain teapots and



mugs. Products will be available through the BBC Shop and leading retailers, and will be supported at retail with events at Toys-'R'-Us and Hamleys.

- **Sherlock:** After a 75 percent increase in licenses since 2013, new product lines include bedding and home textiles from DreamTex, scarves from Lavarzi, calendars from Danilo, a high end gift range from Bunkerbound and an extended t-shirt line from designer Dark Bunny Tees. Underground Toys is also launching a gifting range in the U.K. and U.S. markets with Sherlock action, mini and plush figures, a Mr. Potato Head and bobble heads.
- **Top Gear:** The U.K.'s best-selling TV DVD of 2013 is building on the brand's success with new t-shirts, bags, gift sets, a radio controlled car from Terrox, stocking stuffers from Misirli, a range of toiletries from Corsair and more.
- **Only Fools and Horses:** BBC Worldwide is working with a number of licensees including Zak!/Only 4 U for novelty gifting products, Global Licensing for t-shirts, Danilo for calendars and greetings cards and Groovy U.K. for onsies and dressing gowns, among others.



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Disney Hatches Plans for *Big Hero 6*

Disney is revealing a new range of toys across multiple categories inspired by Walt Disney Animation Studios' new action-packed comedy-adventure, *Big Hero 6*.

Bandai is creating a toy line that extends the key themes of heroism, courage, friendship and bravery in *Big Hero 6* and includes action figures, plush toys and role-play toys, where kids can become their favorite characters.

Additionally, Disney is collaborating with several other licensees for a range of new products including a home range with Stor featuring bottles, lunch boxes, bowls, plates and cups; peel-and-stick wall decorations by Roommates; wall coverings by York;

Big Hero 6 panel designs from Character World; Baymax kites, pouches, notebooks, kids and adult t-shirts, and canvas backpacks from WDSMP Premiums; apparel, accessories, and a pocket money range including *Big Hero 6* watches, caps and sunglasses from Imagin 8. The product range will be available across the EMEA in conjunction with the film's release.

"*Big Hero 6* is another exciting



release from Walt Disney Animation Studios," says Simon Philips, executive vice president and general manager, consumer products, The Walt Disney Company EMEA. "The stylized new toy line from Bandai, in addition to the other innovative licensed product ranges, will resonate with audiences and spark interest in *Big Hero 6* at retail."

Inspired by the Marvel comics of the same name, *Big Hero 6* will premiere worldwide in November.



Love This Life Makes BLE debut

Santa Monica-based band and lifestyle brand, Love This Life, is presenting its contemporary apparel, jewelry, home décor and more for international licensing collaborations for the first time at Brand Licensing Europe.

Created by musician and entrepreneur, David Culiner, Love This Life was launched in Malibu, Calif., in 2003 and its products are currently sold in 1,100 Kohl's department stores, as well as specialty boutiques, gift shops, gyms, yoga studios and medical wear suppliers,

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for a total of 2,100 locations across 14 countries.

"Love This Life is a celebration of all humans from all corners of the world," says Culiner. "As a potential licensee, imagine the endless list of products and services we can adapt this globally

appealing expression to so that we can celebrate the passions and pursuits of all human!"

Celebrities who wear Love This Life's t-shirts include Angelina Jolie, Madonna, Bruce Willis, Cameron Diaz, Halle Berry, Robert Downey Jr. and Liam Neeson.



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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.



WBCP Commemorates Batman's 75th at BLE

Batman is celebrating his 75th anniversary in style as Warner Bros. Consumer Products reveals new product lines and partnerships that have been initiated across the EMEA region to mark the milestone.

In Russia, a collaboration between Russia's biggest apparel retailer TVOE and the Institute of Business and Design has encouraged more than 100 fashion design students to enter a competition to design a range of Batman apparel inspired by the 75th anniversary logo styles. The winners of the competition will see their garments on shelf in TVOE stores. In Central and Eastern Europe, a direct-to-retail deal with Paşabahçe in Turkey will also commemorate the 75th anniversary.

In the U.K. with partners Smyths, Rubie's Costumes and The LEGO Group, a six-date tour will take place including Batman 75th anniversary-themed photo opportunities for children and adults.

In Italy, Original Marines is planning special Batman lines with stylized shop windows

and special edition pins, and Amazon Italy has featured a dedicated cross-category page offering Batman games, toys and home entertainment products. Online retailer IBS also has a Batman 75th anniversary shop, and comic licensee RW Edizioni will also implement a Batman 75th anniversary shop. In Germany, the Luxess Group has a fragrance line for men, which comes in a bat shaped bottle inspired by Batman.

"The Batman brand continues to attract fans of all ages, buoyed by the trend for nostalgia and for Super Heroes, and supported and inspired by the fantastic slate of new content coming from DC Entertainment and Warner Bros," says Pilar Zulueta, executive vice president and general manager, WBCP EMEA. "It has been a tremendous 75th year so far, with partners using the anniversary to create exciting new products.

"Our plans for the Batman franchise will sustain their business and continue to delight fans far, far into the future," says Zulueta.



MGL Draws Up Design Brands Licensing

MGL Licensing is debuting new art properties and exploring licensing opportunities across all categories for several design brands.

The chalk boutique Lily & Val is making its first appearance at Brand Licensing Europe, showcasing its whimsical and handcrafted chalk designs created by Valerie McKeehan. Each piece is created entirely by hand and illustrates quotations by great authors and public figures or everyday subjects.

MGL Licensing is also announcing its



representation of Gal Designs, a handcrafted collection blending fabric, paper and lace in rich colors, patterns and textures. The company is looking to build on Gal Designs' licensing success in America and the Middle East and is actively looking for giftware, stationery and homeware partners to join the licensing program.

In addition, MGL Licensing is rolling out a line of stationery for preschool brand, Marsh Mellow, and is looking to license the property across key categories worldwide.

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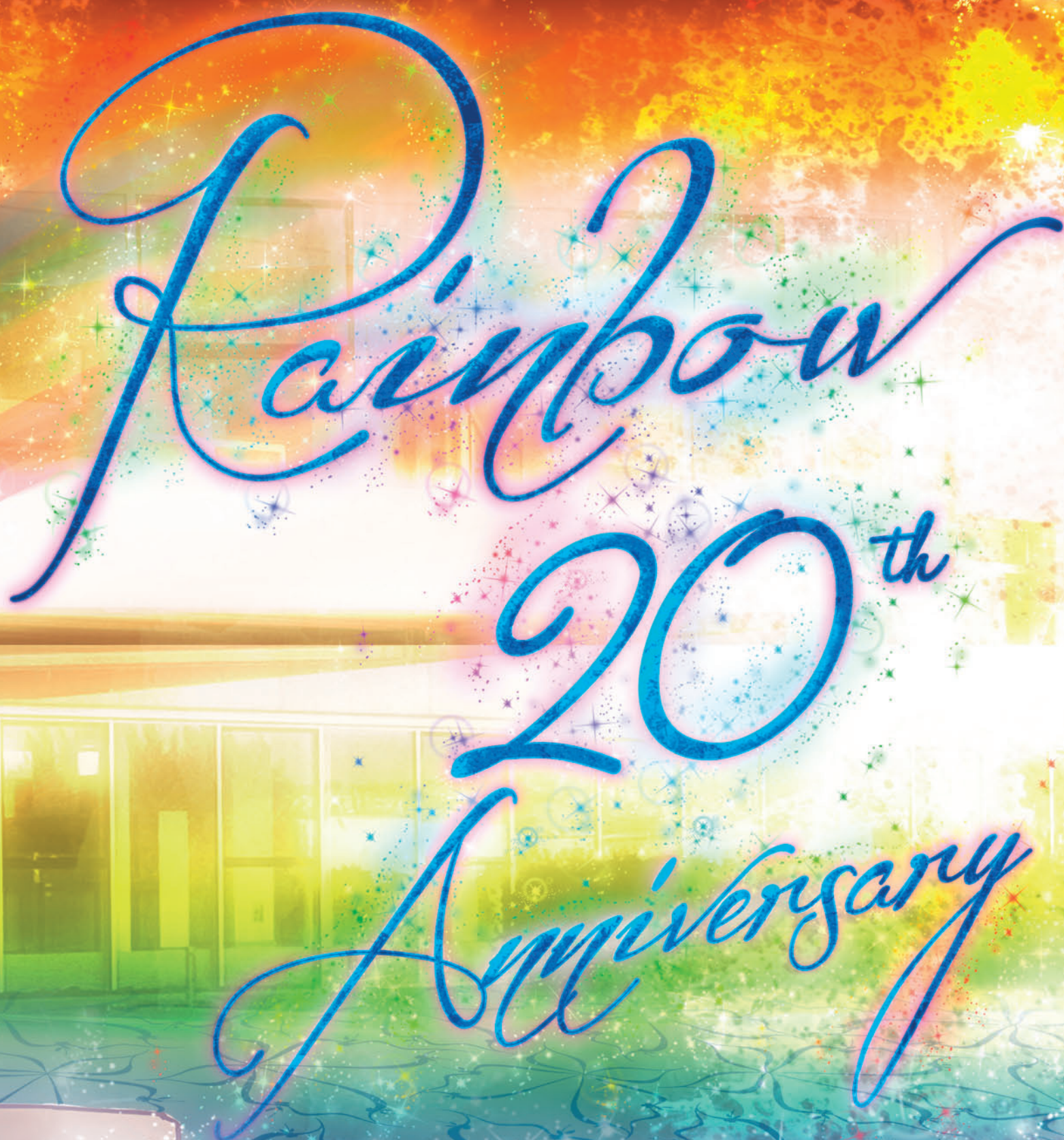


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Simpsons Mania Takes Over the World

Twentieth Century Fox Consumer Products and The Simpsons have announced groundbreaking merchandise collections for the animated series in collaboration with new and existing global licensing partners.

New partnerships in the show's global merchandise campaign include MC2 Saint Barth for beachwear; Just Hype Limited for adult apparel and accessories in the U.K.; Undiz for underwear in France, Spain, Morocco, Algeria, Poland, Germany, Oman, United Arab Emirates, Belgium, Bahrain, Russia,

Saudi Arabia and Tunisia;

Freegun Brand men's and boys' underwear

in France; Etam for women's apparel and accessories in China; and

Original Marines for boys' apparel in Europe and the Middle East.

"With an

unprecedented 25-year run, The Simpsons' status as an iconic brand is more relevant than ever as we continue to partner with fashion innovators to introduce fabulous, on-trend pieces," says Roz Nowicki, executive vice president of global sales and retail at FCP. "These one-of-a-kind collections have turned the heads of both tastemakers and fans around the world and continue to blow out at retail."

Over the past year, the company has also teamed up with popular high street fashion partners and boutique brands including Eleven Paris, Uniqlo, Drop Dead Clothing, Joyrich, A Bathing Ape, Johnny Cupcakes, Shepard Fairey and Zara Kids as well as LEGO and MAC Cosmetics.



Children's TV Series Reign for Zodiac

Zodiak Kids' main focus at Brand Licensing Europe is its new preschool TV series "Zack & Quack." Global broadcast partner Nickelodeon debuted the 3D animated series earlier this year on Nick Jr. in Australia, the U.K. and the U.S., and is continuing to expand its worldwide reach. The show is now airing on free-to-air partners Treehouse in Canada and Discovery Kids throughout Latin America, with France TV in France, YLE in Finland and Minika in Turkey to follow. Zodiak has also secured DVD partners in North America with Phase 4 DVD in the U.S. and Corus DVD in Canada. The company is currently negotiating master toy and publishing deals for the children's brand with products expected to hit store shelves in late 2015 through spring 2016.



Zodiak is also growing "Lolirock," a kids' series from the creators of the global hit "Totally Spies" that chronicles the journey of an ordinary teen whose life changes forever when she auditions for a girl band. In order to play up the music element of the series in its marketing efforts, the company is releasing animated video clips from the series on YouTube in advance of the show's debut on France TV this fall.

Also in the TV space, Zodiak is pumping up its licensing for TeleImages' "The Ranch" with a horse-breeding online game and a consumer products range across toys, back-to-school, stationery, home decoration and restaurant promotions. Zodiak Kids holds worldwide distribution rights to the

series, which follows the adventures of four teens and their horses, and has recently sold the first season to Ciwen in China, SVT in Sweden, YLE in Finland, RTS in Switzerland and Noga in Israel.

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‘Thunderbirds’ Get Push for 50th

ITV Studios Global Entertainment is pumping up its plans for both “Thunderbirds Are Go” and the Classic Thunderbirds brand in anticipation of the brand’s 50th anniversary in 2015.

ITVS has announced its first licensing partners for “Thunderbirds Are Go,” its new boys’ action-adventure remake of the classic 1960s television series. In the publishing space, Simon & Schuster is on board for a series of activity, novelty, sticker and storybooks in the U.K., and DC Thomson is signed on for the official Thunderbirds Are Go annual and monthly magazines.

Among the other partners are: Kokomo for a line of toiletry items; Danilo for greeting cards and a Thunderbirds Are Go calendar; Posh Paws for lunch bags and backpacks; and Vivid Imaginations as worldwide master toy, excluding the U.S. and Asia.

In addition, ITVS is launching the brand at Brand Licensing Europe with a sneak preview of the “Thunderbirds Are Go” digital hub and a large-scale model of the Thunderbird 1 used in the television show.

“Following a superb international debut at Vegas, our strategic approach has been to sign partners that have a strong understanding of the heritage of Thunderbirds while embracing our new remake to develop innovative new products,” says Trudi Hayward, senior vice president and head of global merchandising, ITV Studios Global Entertainment. “With impressive partners on board, the broadcast in place and an overwhelming response

received from fans and the market to-date, we cannot wait to unveil the next stage of the international rollout of the series.”

Meanwhile, ITVS has also signed new publishing partners to support its Classic Thunderbirds brand. Random House is on board to publish *Thunderbirds—The Complete Archive*, a 240-page anniversary book featuring behind-the-scenes and never-before-seen content inspired by the original 1960s “Thunderbirds” TV show. The book, also publishing in electronic, audio, digital and e-book formats, is set to hit gift, high-end and specialty retail shelves in 2015.

In addition, Egmont U.K. is planning a second print run of its “best of” *The Comic Collection* gift books, based on Gerry Anderson’s original comic strips, following successful sales of the initial publishing run. The publisher is also extending its line into Classic Thunderbirds gift items including notebooks, comic albums and the collectible books, *Gerry Anderson Collection* and *Inside the World of Gerry Anderson*.

These latest additions join an extensive consumer products program for Classic Thunderbirds that now features over 20 licensees in the U.K. and another 20 internationally across key categories including collectibles, adult puzzles and board games, gifting and accessories, calendars and greeting cards, adult print-on-demand apparel, figurines and publishing.

Produced by ITV Studios in partnership with Pukeko Pictures and Weta Workshop, “Thunderbirds Are Go” is slated to debut in the U.K. on ITV and CITV in spring 2015.



Bandai Namco to Promote Classic Video Games

Bandai Namco Games is making its first appearance at Brand Licensing Europe this week with its classic roster of video game properties, including Pac-Man, Galaga, Tekken and SoulCalibur.

Leading the focus for the company is the 35th anniversary of the iconic Pac-Man franchise in 2015, which Bandai is supporting with new game releases and an extensive marketing and publicity campaign.

In addition, Bandai is introducing the first-ever licensing program for its “Dark Souls”



and “Tales of” game series.

“Over the past few years Brand Licensing Expo has proven itself as the major licensing event in Europe. We at Bandai Namco Games are excited at the opportunity to bring the general public and fans of video games closer to their favorite characters,” says Naoki Kudo, manager of international licensing, Bandai Namco Games. “Featuring products inspired by both new and classic entertainment properties from Bandai Namco Games, we are confident that we will set a milestone in history.”

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(Stand P-1.D75)



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English Royal Palaces Inspire Product Lines

Historic Royal Palaces, the independent charity that manages the Tower of London, Hampton Court Palace, Banqueting House, Kensington Palace, Kew Palace and Hillsborough Castle, is showcasing the lines of products inspired by its historic properties. The charity boasts more than 20 partners across the home, garden, tabletop, fashion, jewelry and gift categories including:

- An apparel collection of separates and accessories from Hobbs, inspired by the decorative brickwork of the 241 chimneys at Hampton Court Palace as well as the floral embroidery and exquisite items from the Royal Ceremonial Dress Collection.
- A high-end wallpaper line from Cole & Son that includes designs inspired

by Henry VIII's Tudor Rose motif, the topiary puzzle of the Hampton Court Maze and the royal plant collections of King William III and Queen Mary II.



- A collection of enamel boxes and bangles, porcelain gifts and silk scarves from Halcyon Days that showcase the palaces' collection of chinoiserie porcelain and Delftware.
- A range of china and cutlery from Maxwell & Williams inspired by the gilded iron screens at Hampton Court Palace.
- Scented reed diffusers, hand-poured candles, room sprays and home fragrance sets from Ashleigh & Burwood that reflect the scents of the gardens of the Historic Royal Palaces.
- A line of gardening wear and equipment from Briers that incorporates designs inspired by the Tudor Rose, the Crown Jewels and the architecture of Hampton Court Palace.

Evolution Europe Unveils App, Kids' Apparel

Evolution Europe has a busy fall, with a new app and new apparel line for children.

The Australian-based public service announcement campaign, Dumb Ways to Die, which was originally created to promote railroad safety, debuted a new app game on iOS and Android platforms.

The game, which features more than 29 levels of play and a multi-player mode, is launching in English with a gradual rollout into key European languages beginning in December.

Dumb Ways to Die is reaching worldwide fame with over 100 million views on YouTube and 50 million app downloads.

Evolution Europe's British F1 motor racing brand McLaren is also expanding its reach with a new children's line of apparel and products based on its "Tooned" animated series.

The Tooned by McLaren line, which makes the McLaren brand more accessible to young children and families, will include a variety of products across toys, apparel, home furnishings, back-to-school, video games and apps, all featuring characters and imagery from "Tooned."

Created by McLaren and Framestore, "Tooned" chronicles the

F1 McLaren racing team at the facility where its cars are designed and tested. The series also airs on YouTube and currently has more than 2.3 million views.





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Peppa Pig Builds Home in Italy

Entertainment One Licensing is adding to the Peppa Pig lineup at Leolandia theme park in Milan, Italy.

The four-year deal will see a themed Peppa Pig area created within the park with new attractions for 2015, including a water play area, a playground area, a fully interactive tour of the family's two-story home and a themed area for photographs. An additional five attractions will be added throughout 2016 and 2017.

Facilitated by the brand's agents, ETS Italy and Spanish-based El Ocho, the announcement follows a successful program of meet-and-greet Peppa Pig

appearances at Leolandia.

"We are very excited by the huge response to Peppa in Italy, which is proving to be one of our strongest European territories, despite Peppa

being relatively new to the market there with a 2013 launch," says Andrew Carley, head of global licensing, eOne.

"Leolandia is one of the premier theme parks in Italy, and we are extremely proud to be opening up Peppa's house and giving Italian fans a chance to join her in some muddy puddles, engage in fun activities and meet Peppa and George."

"Welcoming Peppa and her family will make the magic cartoon world become three-dimensional for each and every child, as a proof to parents that the happy world of Peppa really exists," says Massimiliano Freddi, managing director, Leolandia.



Discovery Explores New Travel Products

Discovery Consumer Products is exploring new licensing and brand extension opportunities for its core properties including Discovery Channel, Discovery Expedition, Discovery Adventures and Animal Planet at Brand Licensing Europe.

Building on the success of Discovery Expedition, an outdoor apparel and lifestyle brand in Asia with more than 100 retail location openings in the last two years, the company is now seeking licensees across Europe for key lifestyle items under the Discovery Expedition umbrella including apparel, footwear, accessories and more. Discovery Adventures will also debut a series of retail loyalty promotions across Europe in 2014 with categories including camping gear, luggage and travel accessories.



The Animal Planet brand established an international partnership with Mojo across Europe, South America and Asia this year, and new partnerships in the toy space are expected to continue the brand's global offerings. The company is looking to establish partners across the EMEA in categories including dog toys, leashes, blankets, beds and more. Additionally, the brand is looking to expand in the dinosaur space with new product opportunities for toys, apparel, back-to-school, publishing and more.





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DC Thomson Plans 'Beano' Digital Takeover

DC Thomson has unveiled its strategic plans to expand and develop iconic British classic comic, "The Beano" and its star characters Dennis the Menace and Gnasher into the digital marketplace.

The company's plans include innovative creative concepts that will capture the much-loved characters and humor through the launch of new apps and a range of interactive content for its official websites and social media platforms. The new initiatives aim to inspire increased positive play with the prankster duo and encourage fans to share content via new online communities.

"We're moving with the times and have undertaken substantial research in understanding what our fans actually want," says Tim Collins, head of brands, DC Thomson. "By working with our teams to develop exciting digital assets across a



spectrum of platforms, we can now ensure a significant presence, not only on TV, publishing and toys, but in all the other areas that today's tech-savvy generation are engaging with."

The Beano.com website's new look, updated social media offerings on the official Facebook and Twitter pages and a series of brand new iOS apps join the recently released "Dennis the Menace and Gnasher Prank Sticker" app. DC Thomson will also be launching a dedicated The Beano YouTube channel.



Smiley Beams with Licensing Deals

The happiest brand ever, Smiley, is showcasing its latest collections and product lines at Brand Licensing Europe.

As one of the top 150 licensors in the world, according to *License! Global's* annual report, the Smiley trademark is registered in over 100 countries and in more than 25 product categories, including clothing, home decoration, perfumery, plush, stationery, publishing and more.

Highlights from the company's 2014 campaign include fashion partnerships



with designers such as Anya Hindmarch and Moschino; back-to-school success across Europe with partners including Herlitz, Alpa, Lannoo Graphics and Stationery Team; FMCG promotions with Nutella and Ferrero; and kids' gifts with Panini and NICI.

"Smiley has a lot of exciting new launches coming up next season, and I am looking forward to showing existing and new partners our latest collections and discussing future ideas," says Nicolas Loufrani, chief executive officer, The Smiley Company.

TVMania is a key apparel licensee for Smiley, and its retail clients include Esprit, Urban Outfitters, El Cortes Ingles, La Halle, GO Sports and more. Smiley is also planning several direct-to-retail deals with major stores throughout Europe including H&M, Benetton and Etam.

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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.



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|--|-----------|--|-----------|--|-----------|-------------------------------------|-----------|
| 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 | SMDEX | 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 |

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Christophe Drevet, director, consumer products France, Studio 100; Paola Lopez, sales manager, Play by Play; Hans Bourlon, Studio 100; Rocio Ramón Romeu, licensing director, Famosa; Luis Benet, director, Play by Play; and Stefan Lutz, director sales and marketing, Studio 100.



Pudsey the Dog with owner Ashleigh Butler, winners of "Britain's Got Talent."



Trudi Hayward, senior vice president of global merchandise, ITV Studios Global Entertainment.



Brands Lounge.



Giles Gould, commercial director, National Museum of the Royal Navy, and Tim Brenninkmeijer, co-founder and managing director, Willow and Warson.



Valerie Fry, director of sales, Coolabi; Richard Haines, acquisitions and new business development, Penguin; and Michael Dee, director of content, Coolabi.



Pilar Zulueta, executive vice president, sales and business development and Bruno Schwobthaler, vice president, marketing, sales and business development, Warner Bros. Consumer Products EMEA with Scooby-Doo, Daffy Duck and Bugs Bunny.



Charlotte Skull, Pip Phillips, Sasha Liiv, Sophia Lorraine and Jessica Tinkler at the Fox Entertainment booth.



Chris Evans, managing director, and Hannah Aspey, head of brand and communications, Oxford Limited.



Artist Matt Sewell at the Random House booth.



A crew of characters arrive at Kensington station just outside Olympia.



Dominic Burns, senior vice president, brand management and commercial, and Ken Mannering, director, Metrostar.



Suzanne Trevor, brand marketing manager and Maura Regan, senior vice president and general manager, global consumer products, CPLG, with Alison Stewart, head of production, CBeebies.



BLE attendees play a game of "Table Tennis" to raise awareness of the sport as an effective therapy for those suffering from dementia.

Nick Plans Stores in Five Continents

Nickelodeon Viacom Consumer Products has teamed with Entertainment Retail Enterprises to create Nickelodeon stores in a variety of international destinations, beginning with a flagship specialty store in London.

Opening to the public in the second quarter of 2015, the U.K.'s first Nickelodeon store will be located at No.1 Leicester Square.



The new multi-level store will include state-of-the-art multi-media and interactive elements as well as a broad range of products based on Nickelodeon's properties such as SpongeBob SquarePants, Teenage Mutant Ninja Turtles and Dora the Explorer. The store will also showcase products from a select group of global licensees.

"Leicester Square is one of the best known tourism destinations in one of the greatest cities in the world and is an absolutely ideal location for an iconic brand like Nickelodeon," says Ron Johnson, executive vice president, NVCP. "I am really excited that London is joining our growing roster of international retail destinations, helping to drive growth in the branded retail space for the Nickelodeon brand internationally in partnership with ERE."

To date, Entertainment Retail Enterprises and Nickelodeon have launched two Nickelodeon stores, one in Panama and one Riyadh, with another store opening in Jeddah by the end of 2014.

The partners are now extending their relationship to launch additional stores across five continents. The stores will be located in markets where there is a high brand awareness and on-air presence for Nickelodeon and will feature Nickelodeon branding.

Fremantle Grows 'Tree Fu Tom' in Europe

FremantleMedia Kids & Family Entertainment has signed a number of new deals for its superhero preschool series "Tree Fu Tom," which sees the brand's international expansion continue in territories across Europe.

The new deals follow the recent appointment of licensing agents in France (Biplano), Spain (El Ocho) and Greece (Partner Plus).

In France, where the series airs on Gulli and Tiji, Biplano has secured ATM for a back-to-school range, Evasion for character meet-and-greets and Dragon D'Or for publishing.

In Spain, where the series airs on Clan, Montichelvo has signed on for a back-to-school range and El Ocho has added CIFE for a stationery gift range, Editorial Planeta

for publishing, Creativos Educativos for character meet-and-greets and Play and Learn for apps.

Finally, in Greece, where the series airs on Star, a toy range and supporting character retail tour debuted this summer, and Partner Plus has signed deals with Stamion for apparel and Diakakis for a stationery and gift range.

In addition, FremantleMedia's home entertainment department has signed DVD deals in Spain and Greece.

"Tree Fu Tom continues to enchant children across the globe," says Tracy Griffiths, vice president, licensing and consumer products, EMEA and Australia, FremantleMedia Kids & Family Entertainment. "These product deals with prestigious partners in key

territories are a great boost for Tree Fu Tom's international expansion and will give us high visibility at retail as the brand continues on its way to becoming a global franchise."



WBCP EMEA Honors Licensees

Warner Bros. Consumer Products EMEA recognized its top licensees last night at the second annual Golden Bunny Awards.

Introduced last year to celebrate the hero partners of the WBCP EMEA licensing business, the winners were each presented with an engraved Golden Bunny statuette of Bugs Bunny by the WBCP



EMEA senior management team, led by Pilar Zulueta, executive vice president and general manager.

“We congratulate all our Golden Bunny winners this year and extend our thanks and appreciation for the part they play in the success of our business and of all our brands,” she said. “Without hero partners in retail, promotions and product, we wouldn’t be able to bring our world-class brands to life for the many millions of fans that enjoy them the world over. It is a pleasure doing business with them all, and we look forward to another highly successful 12 months.”

The winners of the 2014 Golden Bunny Awards are:

- McDonald’s Europe for Best Consumer Promotion
- TCC for Best Retail Promotion
- Danone for Best Advertising Campaign
- Character Group for Best Product Features
- Primark for Fastest Growth
- LEGO for Best Product Innovation
- PUMA for Best Co-Branding Programme
- Original Marines for Product and Retail Excellence

Netflix to Air ‘Winx Club’ Spinoff in 2016

Netflix and Rainbow Studios will expand the Winx Club franchise with a new spin-off series, “Winx Club WOW: World of Winx,” which will air exclusively on Netflix in all territories where the online VOD service is available, including France and Germany.

The first of two all-new seasons will be available by early 2016, with the second following in the fall.

“We are very happy to be building a solid and wide collaboration with Netflix, so extending it to include new and original content is fantastic news,” says Iginio Straffi, president and chief executive officer, Rainbow Group. “Netflix is an innovative and exciting presence in the field of content distribution, and our

production teams are busy putting together what will be a brand-new and truly magical experience for Winx Club fans across the globe.”

“‘Winx Club’ is already a very successful show on Netflix in all our territories; it’s exciting to be expanding our relationship with such a great European animation studio,” says Erik Barmack, vice president of content acquisition,

Netflix. “Rainbow Studios has created a very popular global franchise, and we’re thrilled to become the home of the next generation Winx Club for all of its current and future fans.”



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