

## Disney Readies for *Cinderella*

The Walt Disney Company will launch Cinderella-inspired fashion, collectibles and apparel from Swarovski and Supertrash in advance of the live-action film *Cinderella*, which will hit theaters in the U.K. in March 2015.

The Swarovski Cinderella collection includes jewelry and collectible figurines inspired by the classic 1950 animated film *Cinderella*. The lines will launch in spring 2015 and January 2015 respectively.

Supertrash is developing a Cinderella-inspired range for girls that will include tees, tops, tulle skirts and accessories. The range will be available in Belgium, the Netherlands and the U.K. in

March 2015.

"Both these licensees capture the spirit and beauty of the timeless story in the fashion, collectible and apparel ranges, which will resonate with customers throughout EMEA," says Simon Philips, executive vice president and general manager, consumer products, The Walt Disney Company EMEA.



## Breaking News

### My Little Pony Gets PEZ Treatment

Hasbro has signed a global agreement with PEZ International to develop a My Little Pony-branded line of PEZ dispensers, PEZ dextrose fizzy candy and fizzy rolls.

The treats will arrive in early 2015 in Germany, France and Austria, followed by additional markets worldwide.

The dispensers will feature the My Little Pony characters Pinkie Pie, Twilight Sparkle and Rainbow Dash and are on display at the Hasbro stand, D020.

### Royal Navy Enlists New Partners

The National Museum of the Royal Navy has secured several new licensees for the warship HMS Victory. Willow and Warson will create wooden bow ties, dress studs and cufflinks carved from original wooden timbers salvaged from HMS Victory; Bradford Exchange has signed on for watches and collectibles; Cheatwell Games for games and puzzles; and Star Editions for prints based on original drawings of HMS Victory and other historic ships in NMRN's archives.

## Today's Highlights

### License This! Finale

■ 1:00–1:45 p.m. (Licensing Academy)

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

## Mojang Looks For The Right Licensees

The message from Vu Bui, chief operating officer, Mojang, to potential licensees at yesterday's keynote address was to know the company you're pursuing.

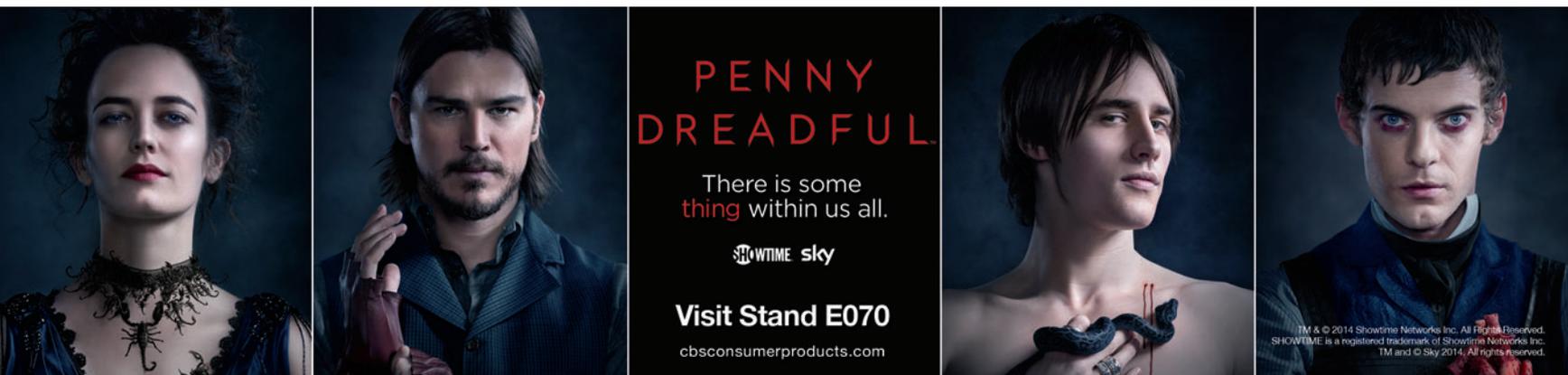
Known primarily for its video game "Minecraft," Mojang was recently bought by Microsoft.

The company's current strategy is a reason why there isn't a lot of



"Minecraft" merchandising.

"We want to stay a developer, and not become a merchandiser that also develops games," said Bui. "We are more interested in co-branding with brands we respect." Bui urged would-be licensing partners to "know your mark," gamer speak for "do your research."



PENNY DREADFUL

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A panoramic view of the show floor at BLE.



Dominic Gregory and Charlotte Castillo, Nickelodeon Viacom Consumer Products.

## Welcome to the Final Day of BLE 2014

This has been the biggest and busiest Brand Licensing Europe in the show's 16-year history. Today, don't miss the finale of the License This! challenge for new creative concepts, and look out for our official BLE show mascot, Squirt the Staffie, on the Battersea Dogs & Cats Home stand. At the end of the show, you are invited to eat the Perfetti Van Melle stand—a BLE first. Enjoy your day!

**-Darren Brechin, BLE Event Director**



Major Ed Mawby and Guardsman Omar Cham, Ministry of Defence.



Silvia Conti, Lorena Vaccari, Elisa Magrini and Roberta Massaccesi, Rainbow.



Mike Connolly, DreamWorks.



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Lisa Weger and Pete Yoder, Cartoon Network, prize draw winner Hilary Plummer, LEGO, with a one-of-a-kind handbag inspired by "The Powerpuff Girls," Joanne Broadfield, Cartoon Network, and Joanne Stoker, fashion designer.



Gemma McGuire and Victoria Bushell, DHX Media.



Bryony Bouyer and Markus Pfitzner, Hasbro.



Arthur Virapin, IMG, with UEFA Euro 2016 trophy.



Kirk Bloomgarden, Saban Brands, with Benoit Roque, The Licensing Company.



Iza Login, Outfit 7, with Talking Tom and Talking Ginger, celebrating the 2 billionth download of the "Talking Tom and Friends" app.



Emily Bell, Richard Cardell and Rachel Edge, Redan Academy, with Sweep and Sooty, who went head-to-head in a contest to find out who was the nation's favorite character—Sweep won.



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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

# LIFESTYLE COLLECTIONS



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# Ice Age Readies Storm of Products

Twentieth Century Fox Consumer Products is bringing back the studio's most successful animated film franchise, *Ice Age*, with an array of licensing programs and product lines for Manny, Sid, Scrat, Diego and their new adventures.

Leading up to the theatrical release of the next *Ice Age* movie in 2016, the live touring show, "Ice Age Live! A Mammoth Adventure," will make its debut in Eastern Europe later this year, showcasing ice skating, dance, aerial arts, acrobatics and characters from the film. The show is currently in the second year of a five-year global tour with plans to visit more than 30 countries on five continents.



*Ice Age* continues to add permanent attractions as well with 11 in place across seven countries, including theme park rides in the U.K., Italy, Germany and most recently, Jakarta. With two global and 10 regional publishing houses, more than 2.5 million *Ice Age* books are in print around the world. The brand is also making a splash in the digital space with the August launch of the "Ice Age Adventure" mobile game, which joins the "Ice Age Village" app released in April 2012 and has more than 12 million downloads since its release.

In addition, the movie's characters are crossing over into fashion with the company's new brand partnerships such as Monnalisa, a high-end children's fashion brand in Italy.

"*Ice Age* is the No. 1 international animated film franchise and fans around the world love it because of its globally relevant storylines and characters," says Roz Nowicki, executive vice president of global sales and retail, FCP. "Fox continues to build this successful franchise through great movies, a live touring show, robust merchandise and publishing, and digital and social media initiatives that engage our tremendous fan base as we gear up for the 2016 release of a brand-new *Ice Age* film."



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# Rocket Licensing Aims High with Brands

Rocket Licensing is focusing on a variety of seasonal brands, iconic names and product opportunities for its portfolio of properties at Brand Licensing Europe.

The company is celebrating The Very Hungry Caterpillar's 45th birthday and is looking to further grow the U.K.'s most-read children's book brand in categories including toiletries, homewares, puzzles, crockery, party paperware, nursery furniture and more.

Rocket Licensing is also looking to expand on seasonal opportunities with *Dr. Seuss's The Grinch* and the screen arrivals of children's horror fiction novels, *Goosebumps* in summer 2015 and *Hotel Transylvania 2* in October 2015.

Nick Butterworth's friendly alien Q Pootle 5 is shaping up to be a huge success with



a licensing campaign featuring nightwear and underwear, magazines, games, puzzles, clothing, accessories, character costumes, DVDs and TV tie-in books. Other categories, including toys and games, apps, apparel, accessories, lunchware, bags and creative play are now in the works.

The hit adult drama, "Breaking Bad," is continuing to see growth to its licensing program including a spin-off TV series, "Better Call Saul," which already has a group of licensees developing product for its launch on Netflix in 2015.

" Fargo," the acclaimed television series from MGM Television and FX Productions, features an all-new "true crime" story and follows a new case and new characters, all entrenched in the trademark humor, murder and "Minnesota nice" that made the film an enduring classic. A U.K. licensing campaign is underway in a number of categories.

Other series including "Vikings," "Teen Wolf" and "Rocky" are also seeing licensing successes.

Rocket Licensing's existing hits, including "Mrs Brown's Boys," Hornby Hobbies, iconic design classic A-Z, style brand Model's Own and evergreen "Rocky" are also looking to expand on their licensing programs and product lines.

## Battersea Releases Book Sequel

Battersea Dogs & Cats Home, the U.K.-based shelter for orphaned dogs and cats, unveiled a sequel to its bestselling short story collection from Penguin Books, *Lost & Found*, which hit shelves earlier this year.

The new title, *Christmas at Battersea*, which is scheduled to arrive in stores in mid-November in time for holiday gift-giving, features new Christmas-themed stories about the shelter's dogs and cats.

Battersea's publishing program joins the shelter's existing licensing initiatives, which include pet toys from Rupert's Pet Shop, children's products from Casa Chicos, aprons from Shreds, pet guide books from Franklin Watts and dog and cat costumes from Smiffys. In addition, Battersea's uplifting stories are also showcased on the national television show, "Paul O'Grady, For the Love of Dogs," airing its third season on ITV1 this fall.

As a featured charity of Brand Licensing Europe, Battersea is bringing some of its canine friends to the show floor, including the show's mascot Squirt the Staffie.



## Heidi Goes CGI

Studio 100 has its sights set on taking its most popular girls' character international.

"Heidi," based on the classic book character, will be back on TV in 2015, complete with a CGI makeover and scheduled to launch in more than 70 countries.

Deals have been sealed for Heidi publishing in Turkey and Central Eastern Europe, with more countries on the horizon.

"We're finalizing the details at the moment," says Marie-Laure Marchand, international licensing director, Studio 100. "It's taken a long time to negotiate, but we will have a lot of territory covered, particularly in the girls' department."





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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.

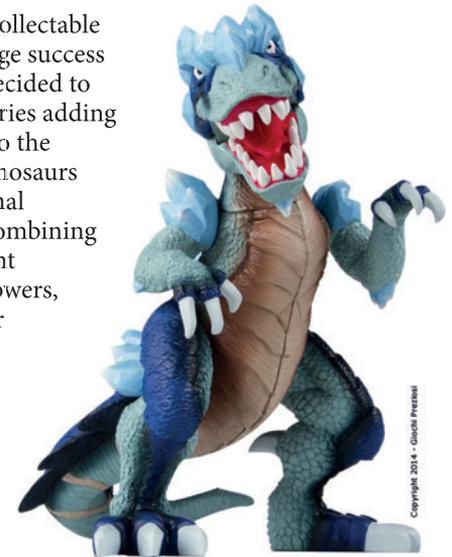
We compounded the awareness of the property with TVCs, a dedicated web site, events in store and a brand new app for Dinofroz fans.

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.



# Mickler Debuts Beatles, Mr. Bean Merch

Caroline Mickler is headlining its presence at Brand Licensing Europe with a diverse roster of lifestyle properties, including the Beatles, Moomin, Mr. Bean, Boo, and “Fifty Shades of Grey.”

The agency has developed a brand extension program for legendary U.K. music group the Beatles across a wide range of design-focused programs in both high-end and high street markets with products



including tailored shirts, waistcoats, jackets, fashion bags, teddy bears, guitar straps, board games, gifts and stationery.

The Yellow Submarine brand, based on the classic film of the same

name, has also expanded into figurines from Titan and apparel from Thomas Pink.

In the world of Moomin, Caroline Mickler has extended the whimsical brand into the preschool market with a publishing program from Puffin and special events throughout the U.K. in celebration of the 100th anniversary of the birth of Moomin creator Tove Jansson.

Meanwhile, the agency is gearing up for the 25th anniversary of global comedy sensation Mr. Bean in 2015 with a major licensing push and the return of “Mr. Bean: The Animated Series” to U.K. television screens. The agency is partnering with Cafepress for a Mr. Bean online personalization store to provide a full range of apparel and gifts including customized

t-shirts and mugs, for consumers in eight majors markets. Cool Britannia is featuring 24 products for launch before Christmas and the extensive range will feed demand from the tourist market in London and other major cities. Immediate Media is featuring Mr. Bean in *Mega* magazine, with the first issue published in September. The brand is also launching a solar dancing figure and has reached 60 million fans on Facebook.

Caroline Mickler has licensing deal in the U.K. for Boo, the Cutest Dog in the World, with partners signed across stationery, t-shirts, sleepwear, homewares, giftware, novelty accessories, plush and publishing. The agency is also pushing programs for lingerie brand Janet Reger and bestselling book *Fifty Shades of Grey*.

## Matt Hatter Gears Up for BLE

Platinum Films is unveiling new global opportunities for its hit boys’ property Matt Hatter Chronicles, following the release of a new third season and a multi-territory international consumer products rollout beginning this fall.

First launched in the U.K. in 2012, “Matt Hatter Chronicles” airs in more than 80 countries and is translated into 20 languages. International new season premieres this fall include Australia, India, Portugal, Spain, Middle East, Ireland, South Africa and Central Europe.

As part of the new season promotion, the U.K.’s No.1 toy retailer, Argos, promoted the nationwide cinema campaign, and the Matt Hatter toy range featuring 3D Multivision role-play items, action figures and vehicles, hit stores this summer in the U.K. The Simba Dickie Group will roll out the debut toy range across Portugal, South Africa, the Middle East and India this fall.

Other Matt Hatter products now available in the U.K. include books from Penguin, boys’ fashion by Smith and Brooks and puzzles from Tactic Games. Key categories set to launch in 2015 include wheeled toys, posters, stationery, homewares, personal care, bags, fashion accessories, nightwear, underwear and home accessories.



## eOne Pushes Preschool Products

Entertainment One Licensing is continuing to pump up its top preschool properties Peppa Pig and Ben and Holly’s Little Kingdom. The company is riding high this year with its 10th anniversary celebrations for Peppa Pig and expansions in key markets including Australia, Italy, Spain, Latin America, the U.S., Russia and Benelux. Meanwhile, the company is gaining momentum for “Ben and Holly’s Little Kingdom” with full retail distribution of Character Options’ master toy line in the U.K. and global distribution slated for 2015.

eOne is also making a stand in the teen market with lifestyle design brand So So Happy, which targets style-conscious teens with its eye-catching product lines across multiple categories, including cosmetics, apparel and digital. The company is looking to expand the brand’s presence in the U.S. and extend into international territories including the U.K. and the Netherlands.



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Rainbow  
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The graphic features a vibrant rainbow background with a reflection of a building below. The text 'Rainbow 20th Anniversary' is written in a blue, cursive font. The background is filled with colorful sparkles and a soft glow.

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# Coolabi Group Presents Varied Portfolio

Coolabi Group is keeping busy at Brand Licensing Europe this year with programs in the works for several of its properties.

The preschool animation series “Clangers” is set to launch next year on CBeebies in the U.K. and on Sprout in the U.S. Licensing categories already includes toys, books, magazines, apparel, greeting cards, gift wrap, children’s bags and costumes.

Fantasy franchise Beast Quest is published in the U.K. by Orchard Books and owned by Working Partners. It boasts over 100 books that have been translated into more than 30 languages primarily targeting 7- to-10-year-olds. It has already sold over 13 million books to-date, with new books launching throughout 2015. The hit adventure book series is coming to life in the digital world through a joint venture with Miniclip and Coolabi, with mobile games launching in December. In the games space, Winning Moves UK has come on board and will launch a collection of Top Trumps cards in November.

Adventure children’s animation series “Poppy Cat,” based on the international award-winning books by British author Lara

Jones, launched on Sept. 8 on Nick Jr. and airs in more than 140 territories worldwide. Coolabi has inked deals with two new

licensing agents for Poppy Cat in the U.S. and Spain, and is developing an educational game app and a gaming story app in September.

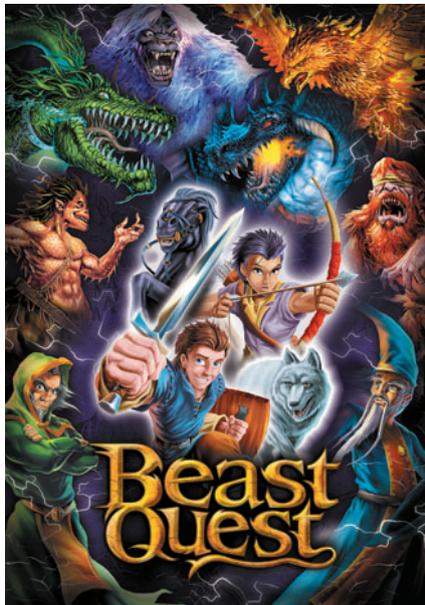
The Purple Ronnie brand has been revamped with a new look primarily targeting 15- to- 30-year-olds. The brand resonates with consumers via Twitter, Instagram, YouTube and Facebook, and its product range covers every major occasion including greetings cards, giftwrap, party products and print-on-demand cards.

“Scream Street,” a horror comedy-adventure series currently in production and aimed at 7- to-10-year-olds based on the international books by Tommy Donbavand.

Domo is a viral rock star and fashion sensation targeting millennials, students and young adults, with more than 13 million fans on Facebook. The brand’s global H&M

collaboration launched this spring with more lines added this fall.

Iconic cat Bagpuss is celebrating the 40th anniversary this year of the show’s first broadcast on BBC in 1974.



## Fulanitos Goes Global

Children’s brand Fulanitos is expanding its product lines from Mexico across the globe with new licensing deals in Spain, Brazil, Poland and more.



The company is also announcing new lines for the Mexican market including stationery with Danpex, footwear with Mares & Ruiz Chavez Group and other licensees for glasses, padlocks and cupcake holders. Fulanitos also welcomes Jantar Projekt Frames as its agent for Poland and Central and Eastern Europe, as well as an extension of the Fulanitos bed and linens line for the Brazilian market with Bouton. Frames and albums are in the works with Spanish licensee Hoffman, and the French chain Gifi will continue to sell Fulanitos products.

## Authicode Launches Interactive Brand Protection System

Authicode is showcasing its new licensing-specific interactive anti-counterfeit system at Brand Licensing Europe.

Created by Ben Muis, Authicode allows consumers to see they are buying authentic products at any time and also allows brand owners to communicate with consumers at the point of purchase. The system was developed to combat growing counterfeit activities affecting brands globally on a daily basis.

“We will be sharing with brand owners how they can start seeing their licensed products interact with consumers worldwide,” says Muis. “Our unique take will show the difference between anti-counterfeit and interactive, brand-enhancing protection.”

Authicode’s user-friendly system can be used through a smartphone and provides information that can help to solve disputes with licensees, distributors and retailers. The company prides itself on its effectiveness in brand marketing, anti-counterfeit technology, its easy-to-use design and efficiency when tracking and recording product locations and information.

# Barbie<sup>TM</sup> in Princess **POWER**

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# Powerful Properties



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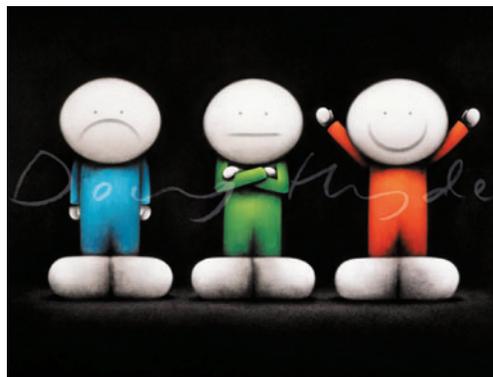
# DRi Celebrates Miffy, Roald Dahl Milestones

DRi Licensing is announcing landmarks and new products in its portfolio of publishing, gift and greetings properties.

Miffy is celebrating her 60th anniversary in 2015, and a new animated TV series is expected for the fall, with a month-long build-up planned featuring a global social media campaign, retail promotions and costume events. U.K. nurseries will also join in the celebrations as well as Bliss, the U.K. charity supporting premature and sick babies, which has chosen Miffy as its brand ambassador. Simon & Schuster will also roll out a Miffy publishing line and many new product launches are in the works,

including calendars, gifts, posters and new nursery plush.

Another milestone for DRi is this year's 50th anniversary of Roald Dahl's iconic



children's book *Charlie and the Chocolate Factory*. The company will have several events and initiatives including a West End musical adaptation of the story and many new product launches.

Boofle greetings and gift categories continue to expand as well, with licensing successes in babywear and women's nightwear. The Kimmidoll licensing program is gaining momentum with Scholastic's children's activity books and spring 2015 launches from new licensees Posh Paws, Corsair and Blues Clothing. Best-selling artist Doug Hyde has joined DRi and a new licensed product range is now in the works as well.

## Invizimals Keeps On Growing

BRB International is showcasing its property Invizimals and the rest of its catalog at the Spanish Pavilion at Brand Licensing Europe.

Invizimals, the brand from Sony Computer Entertainment Europe based on the PlayStation video game saga, will premiere its new TV series before the end of 2014 and has seen great success with product launches in several different countries. Its two TV movies, *Invizimals: The Alliance* and *Invizimals: A Tale of Two Dimensions*, premiered over the Christmas season last year and have already reached more than 8 million viewers around the world, including in Spain, France, Italy, Portugal, Greece and Australia, among others.

In addition, BRB International is showcasing its other properties including Pac-Man and the Ghostly Adventures and many others.



## YooHoo & Friends Looks For World Expansion

South Korean brand YooHoo & Friends is looking to continue increasing its presence around the world.

The company's planned initiatives include a green campaign on social networking sites to promote eco-friendly activities, a YooHoo Chupa Chups launch in Russia in 2015 and back-to-school and publishing products for launch in 4,000 IBM stores in Turkey. YooHoo & Friends has a comprehensive licensing program already in place in its home nation including a YooHoo Jumping Club for birthday parties, live shows and a promotion with Woori Bank that saw the opening of more than 70,000 accounts.

YooHoo & Friends' current agency network around the world includes partners in Turkey, Russia, Spain, Portugal, Argentina, Paraguay, Uruguay, Bolivia, the Philippines, Singapore, Malaysia, Indonesia, Thailand, China and more, with partnerships in Latin American territories, Australia and New Zealand coming soon.

In the U.K., YooHoo plush is thriving and a pan-European QSR promotion is scheduled for the first quarter of 2015, following a successful McDonald's Happy Meal promotion in 2013. YooHoo & Friends will also be an exclusive sponsor of the Children's Zoo at Chessington World of Adventures Resort in the U.K.



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# TLC Expands Its Client List

The Licensing Company has a busy year ahead of them, as they have several projects in the making,

Hallmark and TLC will create retail programs for Hallmark brands including Forever Friends, Country Companions, the Design Collection and retro brand Rainbow Brite for the brand.

As manufacturer of the U.K.'s No. 1 large doll, Baby Annabell, Zapf Creation and TLC will present opportunities for the brand across nursery, clothing, bedroom and publishing.

National Trust saw success from its brand extension program via TLC, with four additional licensed partnerships set to launch in the coming months. The National Trust-inspired product lines include home

fragrance and toiletry products by Tisser and Aromatherapy, stationery by Blueprint Collections and hand-finished garden planters by Woodlodge.

These partnerships also help to generate valuable income for the Trust's charitable work, with 100 percent of the profits from every licensed product sale supporting the care of special places across England, Wales and Northern Ireland.

TLC is also building on Peanuts' retail success with a roster of partners including Rodnik, Cambridge Satchel, Trainerspotter, OPI, Havaiana's and Criminal Damage,

among others. The brand also has home, publishing and paper partners in the U.K. With Fox as a movie partner, the first ever animated *Peanuts* movie expected for 2015.

After a landmark 40th anniversary year for British heritage brand Puffa in 2013, the brand has appointed streetwear designer and founder of Fly53, Will Rigg, as its new designer and has more developments in the works. This year's collection will be sold through Topshop, House of Fraser and the Puffa.com e-commerce site, which will re-launch this month. In the spring and summer of 2015, Puffa will expand to new international distribution partners Deluxe in Germany and Interjeans in Italy, with future plans for distribution in the U.S., Japan and Korea.



## Jam Kicks Jits Into Licensing



In collaboration with Copyrights Group, Jam Brands is launching the Jits licensing program at Brand Licensing Europe.

Based on the success of *Jits* magazine, a globally circulated lifestyle print publication that provides the international Brazilian Jiu-Jitsu community

with content focused around its culture, and its television and online media division, JitsTV, the company is entering the licensing industry.

Brazilian Jiu-Jitsu is a non-violent and respectful sport that has its roots in Japan, Brazil and California. The brand combines their cultures to form the dynamic mix that it is today and plans for a wide range of Jits-branded products including apparel, food and beverage, accessories, personal care and nutrition.

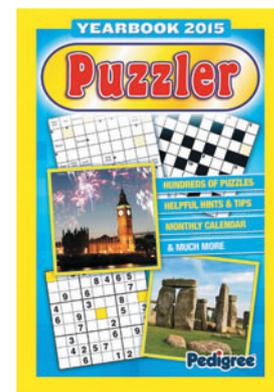
"We are very excited to be launching at Brand Licensing Europe in collaboration with Copyrights to develop the global licensing program for the Jits brand and to bring many great licensees and licensing agencies on board for the brand," says Andrew Menceles, president, Jam Brands.

## Pedigree Books Launches Puzzler Yearbook

Publisher Pedigree Books is releasing the first *Puzzler Yearbook* under license from Puzzler Media in a deal brokered by Start Licensing.

The *Yearbook* features crosswords, word puzzles, number puzzles and diary pages, aimed at the readership of the best-selling puzzle magazines from Puzzler Media, including the *Puzzler*. To capitalize on Christmas sale opportunities, the *Yearbook* is also launching in the gift market.

"We are pleased to be working with Pedigree Books—they have great distribution and marketing which means *The Puzzler Yearbook* will be widely available at retail," says Ian Downes, director, Start Licensing. "We hope to develop in other areas such as gifting, boxed games and puzzles, and the *Puzzler* brand is a natural fit."





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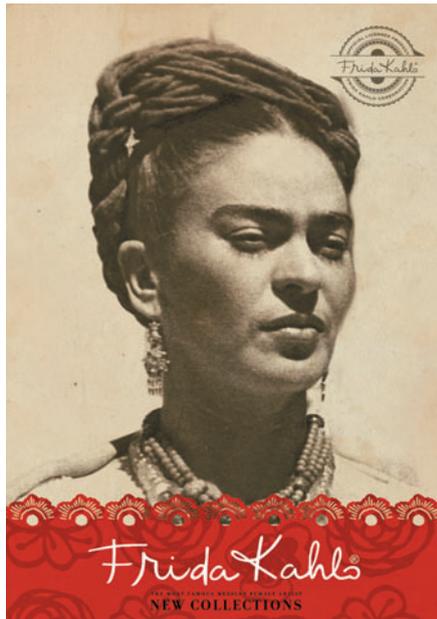


# Art Ask Agency Adds to Lifestyle Properties

Art Ask Agency is showcasing new deals for some of its top properties on the BLE show floor this week, including Anne Stokes, Muy Pop and Frida Kahlo.

The agency has welcomed a variety of new partners for fantasy artist Anne Stokes including Zippo for a special edition sterling silver lighter featuring her designs; Holdson in New Zealand and Cobble Hill in North America for jigsaw puzzles; Pyramid International and KV&H Verlag for new 2016 wall calendars; a line of barware from Ladelle; The World of 3D for a new line of iPhone covers; and Something Different for incense.

Meanwhile, Art Ask is bringing Muy Pop to new territories with the recent additions of ODMart and Attraction in North America



and Libesa and Mooving in South America for boys' and girls' apparel collections. The agency is also increasing Muy Pop's presence in the European market with the addition of RAM3 for back-to-school products.

Art Ask Agency is also expanding its successful fashion brand Frida Kahlo with new additions at retail in 2015, including LPP for a capsule apparel collection in their Reserved and Mohito stores in Poland, Russia and eastern Europe, as well as Fix Design in Italy and Ditexmed in Spain for apparel and Acme for high-end writing instruments, earrings, cuff links and other accessories.

Art Ask Agency is also entering the music world, with the recent signing of U.K. partner Official Charts and is continuing to grow its graphic design brand Citography.

## Mr. Trafalgar Debuts Product Line

Last year's License This! winner Mr. Trafalgar will show off its first consumer products line on the show floor this week.

The lifestyle and home products from TaylorHe feature artwork from the Mr. Trafalgar collection and include iPhone and iPad covers, mug and coaster sets, cushions and clocks.

Created by Newcastle, U.K.-based artist and illustrator Jamie Patterson and inspired by Art Nouveau and illustrators such as Aubrey Beardsley and Jan Pienkowski, Mr. Trafalgar is the centerpiece of an imaginative world of humanized animal characters all hand-drawn in silhouette pen and ink graphics. Patterson's entire portfolio of characters is on display and presented for licensing opportunities this week at BLE.



## Deer Little Forest Gets Book Deal

Following its debut last year, Deer Little Forest is continuing its international growth and bringing the first of six planned books to life with the release of *Animal Moon Parade*.

Created by Henries' Award-nominated Jo Rose, Deer Little Forest has a greeting card collection at the U.K. stationary store Paperchase, as well as several deals in the works for apparel and wooden postcards in the U.K. and international expansion plans for greeting cards in Finland and the U.S.

The Deer Little Forest designs are created using a combination of paper cutting, illustration and photography. The *Animal Moon Parade* book features the feisty Forest Flo and her musical band of woodland friends, with themes ranging from mayhem and magic on Halloween to the forest ecosystem.





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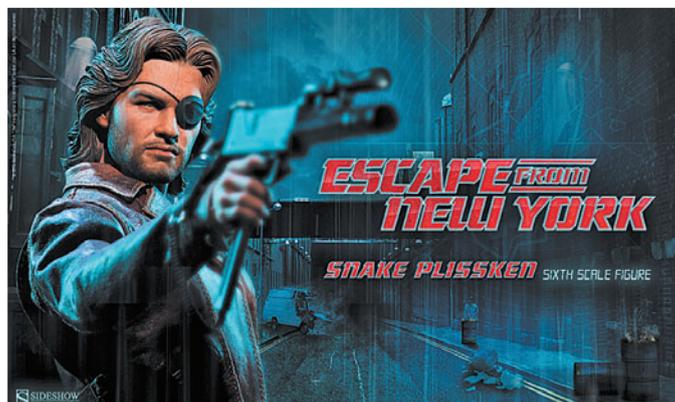
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# CLC Expands Licensing for Iconic Films

Creative Licensing Corporation has announced new licensed products for *Terminator* in honor of the film's 30th anniversary and is expanding on the licensing program for cult classic film *Escape from New York*.

*Terminator* has scored well on several prominent film lists, such as AFI's top 100. Its sequel, *Terminator 2: Judgment Day*, earned six Academy Award nominations and four wins. With memorable quotes like "I'll be back" and "Hasta la vista, baby," CLC is building on existing licensing agreements including Reef for video games, Pegasus Hobby for model kits, Sideshow for collectibles and Sudden Impact and Creative Cultural for theme park attractions. Recent licensees for Terminator masks and apparel include Fright Rags and Poeticgem and licensee Microgaming is planning a new online slot machine.



CLC also represents the merchandising rights to *Terminator Salvation* and many other memorable movies and television series, such as *Rambo* and *Bill and Ted's Excellent Adventure*.

Additionally, CLC is expanding its product lines for *Escape from New York's* character, Snake Plissken. Sideshow Collectibles is taking advantage of the one-eyed, tattooed criminal-turned-hero character

with a 12-inch tall figure to be released this month. Other products set to launch include figures from Funko and NECA, special art posters from Grey Matter, t-shirts from Fright Rags and comic books from Boom.

# Licensing Agency Laps Up Mad Dog

Those Licensing People have been appointed as the master licensing agent for the lemonade energy drink Mad Dog.

Mad Dog is known internationally as the light lemon-flavored energy drink popular with athletes and young people, and Those Licensing People is looking to secure licensees and distribution across a number of categories associated with extreme sports including surfwear, BMX and skate-related products with an initial emphasis on sports sunglasses.



"I am delighted we have been appointed as Mad Dog's master licensing agent,"

says Russell Dever, founder, Those Licensing People. "The brand's global distribution, aspirational nature and existing program of sport sponsorship is a perfect start for it to grow into a brand that offers its fans their own merchandised range."

After sponsoring Formula 1 and the Mad Dog CCR Suzuki team led by Stuart Edmonds last year, the brand is also sponsoring Street Velodrome with its own Mad Dog team. The energy drink is also being adopted by the U.S. military across all of its European bases.

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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
24IP 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
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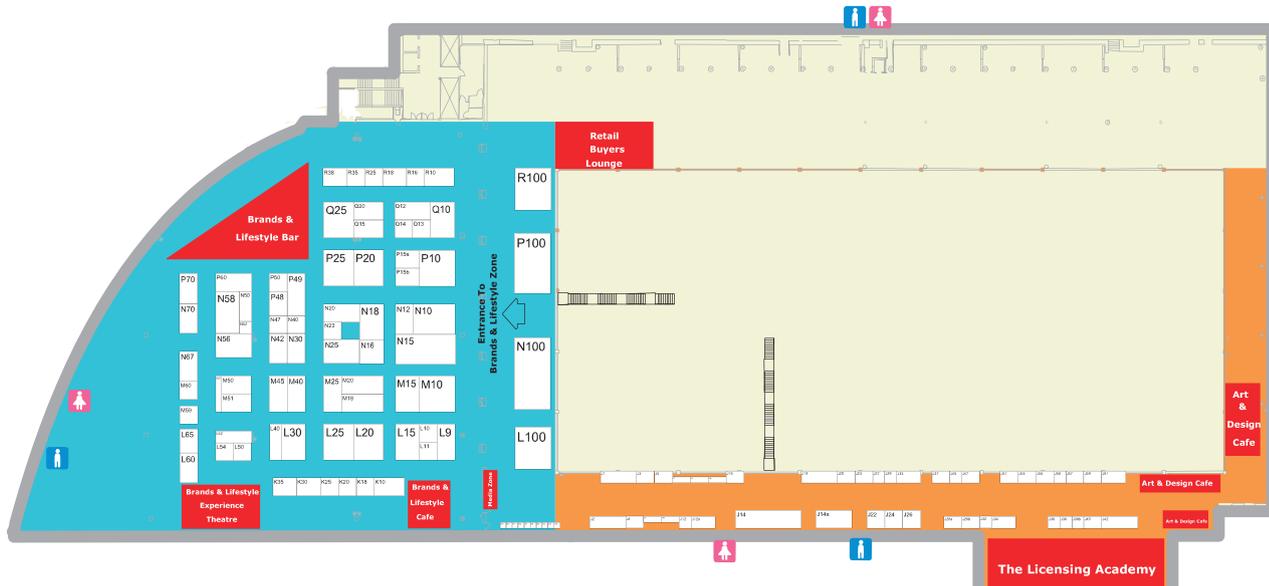
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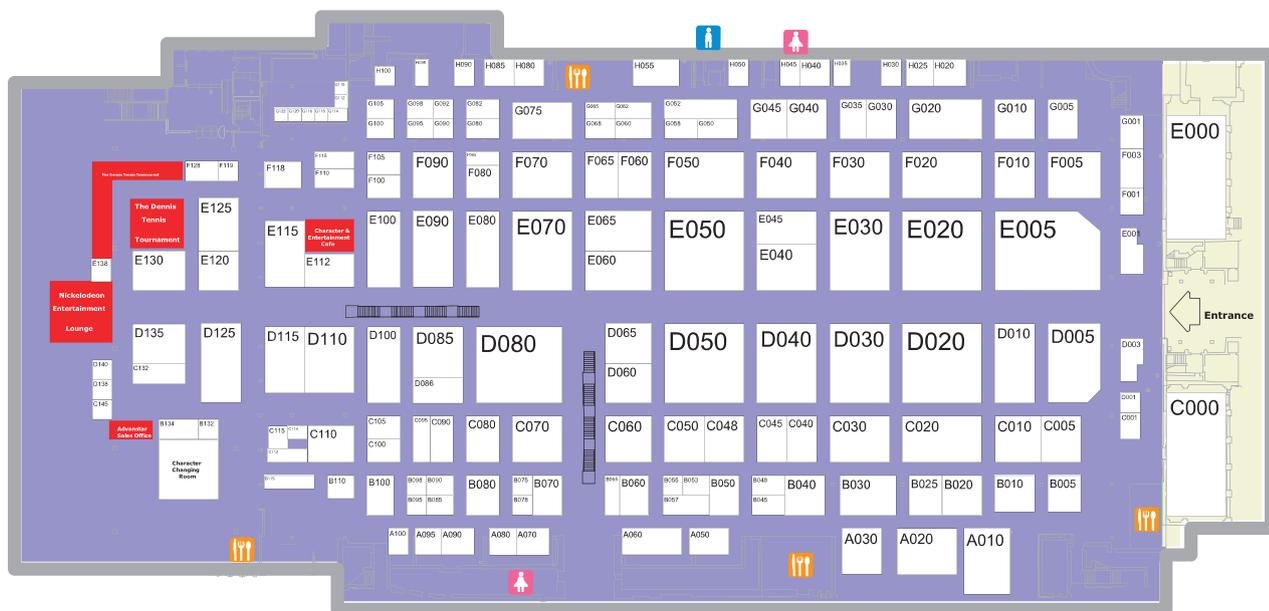
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# CBS Ramps Up 'Penny Dreadful' Program

Following the success of the premiere season of the Showtime TV series "Penny Dreadful," CBS Consumer Products has unveiled a robust lineup of new licensing partners in apparel, accessories, collectibles and publishing inspired by the psychological thriller.

The series debuted in May, drawing 4.6 million weekly viewers across all of Showtime's platforms. Now CBS Consumer Products is rolling out a range of products that will be sold at the Showtime online store, along with a number of other retail channels.

In April 2015, Titan Books will publish *The Art and Making of Penny Dreadful*, which goes behind the scenes to unearth the show's secrets and dissect every aspect of the production, followed by a line of graphic novels based on the television series. Titan's previous releases tied to the series include deluxe hardcover editions of the classic novels that inspired "Penny Dreadful," including Mary Shelley's *Frankenstein*, Bram Stoker's *Dracula* and Oscar Wilde's *A Picture of Dorian Gray*.



CBS Consumer Products will also expand its offerings into the collectible market with Bif Bang Pow and Entertainment Earth adding a second line

of character figures and a journal featuring art from the show, set to hit retail in 2015. Current offerings include character action figures of Ethan Chandler and Vanessa Ives and a deck of tarot cards based on the ones used throughout the series. Additional Penny Dreadful collectibles will hit store shelves throughout 2015, including scene statuettes from USAopoly and high-end fashion dolls from Tonner Doll Company.

Rizzoli/Universe is planning 2016 wall calendars, while Pyramid International will release posters, prints, mugs, coasters and accessories in the U.K.

Aquarius is debuting a line of Penny Dreadful posters and magnets later this year, followed by glassware, playing cards and tins in early 2015, and USAopoly will launch a version of the Clue board game based on characters from the series. Finally, Cryptozoic will bring fans Penny Dreadful trading cards with imagery based on the series.

In the apparel category, Changes recently debuted Penny Dreadful-inspired t-shirts that can be accessorized with themed jewelry now available from RockLove, including handmade sterling necklaces, bangles and rings.

"Penny Dreadful has proved to be a monumental success both on screens and at retail," says Liz Kalodner, executive vice president and general manager, CBS Consumer Products. "We look to carry this success into the second season and beyond."

"Penny Dreadful" will return for a second season on Showtime in the U.S. in 2015. Season one is currently airing in the U.K. on Living and season two will air on Sky Atlantic.

# Mister Maker to Tour the U.K

Zodiak Kids' Mister Maker will be touring the U.K. in a live theater tour that will be put on by Evolution Productions.

The three-year agreement will see a tour featuring the CBeebies star and based on the TV series of the same name, arrive in theaters across the country beginning in fall 2015.

Zodiak also recently signed a deal with Live Nation to develop a similar live show for Australia and New Zealand that will begin touring those countries in January 2015.

Mister Maker's sidekicks The Shapes will also be live on stage in the interactive U.K. show, which will feature live "makes," songs and dancing.

"We are delighted to be partnering with Evolution Productions to bring Mister Maker live to theaters and children throughout the country," says Jean-Philippe Randisi, chief executive officer, Zodiak Kids. "The show will be true to Mister Maker's core brand values of creativity and fun and it will be a unique off-screen experience to further the brand's presence

throughout the U.K."

Evolution Productions joins a roster of more than 25 licensees for Mister Maker that also includes Green's Cakes, RMS, PMS, Giromax, Dreamtex and Trademark as well as a standalone magazine from Immediate Media.



# Oxford Apparel Heads to M&S

A new range of University of Oxford-inspired menswear will launch in M&S this week under the Blue Harbour brand.

The exclusive collection of 14 limited edition pieces, inspired by Oxford's rich heritage and historic archives, will be available in 20 M&S stores across the U.K. and online.

The apparel is being produced by TVM Fashion Lab, a wholly owned subsidiary of Global Brands, in a deal that was brokered by Oxford's licensing agency, Performance Brands.

The collection comprises 14



traditional collegiate pieces featuring the university's trademarked coat of arms and belted crest. Styles include a blazer, collared shirts, a hooded jumper, cricket jumpers, polos, rugby shirts and t-shirts.

"We've collaborated closely with TVM Fashion Lab and M&S to produce this initial University of Oxford collection, which combines elements of the University's heritage with carefully considered design and detailing," says Chris Evans, managing director, Oxford Limited.

## World of Warriors Adds Partners

Mind Candy has added more licensees for its new brand, World of Warriors.

"World of Warriors" will launch as app in six languages later this year, and will then be extended into the physical space in 2015.

Penguin will develop a multi-layered publishing strategy for the brand that will launch with an official guide and sticker book in June 2015. The range will also include non-fiction titles, and Puffin will publish a third strand of authored fiction written by Curtis Jobling, the designer of the children's television show "Bob the Builder." Jobling's middle-grade novels will be action-adventure stories based within the World of Warriors realm, expanding on game details as

well as introducing unique characters.

Mind Candy has also tapped Moose to develop a toy line for the brand in North America and Australasia.

"We hope to ensure the global success of World of Warriors across its many touch points," says Darran Garnham, chief commercial officer, Mind Candy.



## Sony Pictures Grows 'Big Allotment Challenge'

Sony Pictures Television has signed its first licensing deal with U.K. licensee Danilo to create a range of merchandise for the reality competition series "The Big Allotment Challenge."



Danilo is planning a calendar and diaries range for 2015.

"The Big Allotment Challenge," combines gardening, flower arranging and cooking, and launched on BBC2 in April. The show, which is produced by Silver River (a joint venture with Sony Pictures Television), has been renewed for a second season that is set to air in 2015.

"The show really taps into the back-to-basics nostalgia trend and, of course, our love of kitchen gardening," says Trevor Jones, licensing director at Danilo. "Our calendars and diaries will be full of handy gardening tips and how-to's to help even novice gardeners grow fruit, vegetables and flowers."

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