

NFLPI Headlines All-Industry Party Tonight

NFL Players Inc. is the headline sponsor of the Licensing Expo All-Industry Opening Night Party at the Mandalay Bay Beach, tonight. The licensing and marketing arm of the NFL Players Association, NFLPI delivers access to the influence, power and personal stories of NFL players. The party is also sponsored by LIMA and co-hosted by The Country Music Association, which will present Kellie Pickler as the special guest performer.

"There is no better event to showcase the full suite of services offered by our organization as we seek to develop new partnerships with licensees, retailers and our fellow licensors, and to demonstrate how NFLPI can help provide solutions for all types of business situations," says Steve Scabelo, vice president, licensing and business development, NFLPI. "The Opening Night Party is a particularly ideal opportunity to showcase the powerful draw of access to NFL players."



NFL PLAYERS
INCORPORATED

For the full Licensing University schedule, turn to page 38.

King Scores Sweet Deals for Candy Crush



Digital game "Candy Crush Saga" from gaming company King has inspired an assortment of new licensed consumer product deals.

New global partners include Brandmart Group AP for home textile products, Air-Val International for fragrances and Spun Candy for bespoke confectionery; while Commonwealth has signed on for plush and accessories exclusively in North America and Europe.

Additional global partners include Bonbon Buddies, Okmno, Simply Natural, Strauss and Kervan Gida Sanayi ve Ticaret for confectionery; Nestle for ice cream; 5th Sun and Skybrands for apparel; Accessories Innovations, Everything Legwear and RXK for fashion accessories; Irene for cosmetics; Trends for paper products; Sirka for stationery; Easy Licenses International, Tov Toys and S&P for home décor; Rasta Imposta for costumes; and Megabox for mall events.

To help facilitate King's global licensing efforts for "Candy Crush Saga" and its other casual gaming properties, the company has lined up a network of agents including Striker Entertainment (U.S. and Canada), Tycoon Enterprises (Latin America, excluding Argentina and Brazil), Tycoon 360 (Brazil), IMC (Argentina), Mediogen (Israel), Sinerji (Turkey), Pacific Licensing (Southeast Asia), Wild Pumpkin (Australia), PPW (Greater China) and Woozclub (Korea).

Breaking News

Hasbro Banks on Monopoly Charm Jewelry

Branded toy company Hasbro has wrapped up a jewelry deal for its Monopoly property.

Alex and Ani will create an expandable wire charm bracelet collection that features 3D Monopoly pieces. The collection will include such classic Monopoly icons as the house, car, cat and dog game tokens, derived directly from the game.

The jewelry will be available this fall.



Not-to-Be-Missed Events:

Keynote

■ 8 a.m.—Jeffrey Katzenberg, chief executive officer and co-founder, DreamWorks Animation (Islander D)

The Big Interview

■ 2:30 p.m.—Nicole Richie, founder and creative director, House of Harlow 1960 (Islander D)

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TRANSFORMERS

The Headquarters for New IP



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

The most often asked question of Licensing Expo is “What’s new?” It’s not surprising—the business of licensing is built on newness, from retro to anniversary to re-invented brands.

Walt Disney once said: “We keep moving forward, opening new doors and doing new things because we’re curious, and curiosity keeps leading us down new paths.”

American inventor Charles Kettering once said: “People are very open-minded about new things as long as they’re exactly like the old ones.”

These quotes capture the spirit of Licensing Expo—the headquarters of new IP. In fact, there are more than 150 new properties and many venerable brands that are planning to re-ignite their popularity among the more than 450 exhibitors.

Here are 50 new properties that represent some of the new IP on the exhibit floor and that reflect the true spirit of brand licensing.

- **Entertainment**—A few new and popular films to watch for include *The Good Dinosaur* from Disney, *B.O.O.: Bureau of Otherworldly Operations* from DreamWorks Animation, *Ant-Man* from Marvel and *The Book of Life* from Fox. Sequels include *Jurassic World* from Universal, *How to Train Your Dragon 2* and *Kung Fu Panda 3* from DWA, *Avengers 3: The Age of Ultron* from Marvel and *Alvin and the Chipmunks 4* and *Ice Age 5* from Fox. Classic characters heading to the big screen are Cinderella from Disney, Popeye from Sony, Peanuts from Iconix/Blue Sky, Power Rangers from Saban/Lionsgate, SpongeBob from Nickelodeon/Paramount and Yu-Gi-Oh! from 4K Media. Other new properties include Dinotrux and Felix the Cat from DWA, Blaze and the Monster Machines and Shimmer & Shine from Nickelodeon, Cirque du Soleil from Saban and Billy Green Builds! from SeaWorld/Little Airplane.
- **Fashion**—Nicole Richie, who will be the keynote The Big Interview this afternoon at 2:30 p.m., and her House of Harlow 1960 brand; Tony Hawk from Cherokee; and the Elvis Presley brand, which is one of many from Authentic Brands Group.
- **Sports**—NFL Players Inc., with an all-star list of players including this year’s rookies led by No. 1 draft pick Jadeveon Clowney (Houston Texas) and No. 22 Johnny Manziel (Cleveland Browns); and the UEFA, European football’s governing body, represented by IMG.
- **Gaming**—Candy Crush from King, LBX (Little Battlers Experience) and YO-Kai Watch from Dentsu, World of Warriors from Mind Candy, Watch Dogs from Ubisoft and Sonic Boom from SEGA.
- **Licensing agents**—Britax and Aimee Song from Joester Loria, It’s Happy Bunny from Striker and Gallina Pintadita from Redibra.
- **Music**—Kellie Pickler, who will perform at tonight’s Opening Night Party, co-sponsored by The Country Music Association; John Lennon from Epic Rights; and Fifth Harmony from Sony Music Entertainment.
- **Automotive**—The Motorsports Café, sponsored by Shell, and Ducati and Polaris are among the many auto brands at Licensing Expo this year.
- **Anniversaries**—Peppa Pig (10th), The Simpsons (25th), Hello Kitty and KISS (40th), Woodstock (45th) and Star Trek, Ford Mustang and The Franklin Mint (50th).

In addition, don’t miss Grumpy Cat’s live appearance, or the Art & Design zone new properties showcased alongside the many iconic brands that always have new deals to offer. ☺

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Peanuts Signs Master Toy

Peanuts Worldwide has signed Just Play as its master toy licensee to produce plush, figures, vehicles, play sets and role play toys for retail in the U.S. and Canada.

In addition to Just Play and an existing figurine deal with Schleich, Peanuts has also added Hot Wheels for basic and collector cars; Nakajima for infant and specialty plush; and Palamon for Halloween costumes. Cra-Z-Art, a longtime Peanuts licensee that produces the classic Snoopy Sno-Cone Machine, has also expanded their license to include craft and activity sets.

“We are excited to be working with Just Play because we know their innovative and



fun products will capture the playfulness of Peanuts for our new fans,” says Leigh Anne Brodsky, managing director of Peanuts Worldwide. “Being in the toy aisle is a key part of our strategy as we gear up for the *Peanuts* movie next year.”

“We are thrilled to add Peanuts to the Just Play family,” adds Geoffrey Greenberg,

co-president of Just Play. “We are looking forward to building on the legacy of Charles Schulz and introducing this evergreen property to a new generation of kids. With the movie coming up, we know that kids will be clamoring for toys featuring Snoopy, Charlie Brown and the rest of the gang.”

The first line of Peanuts toys is scheduled to hit retailers this month. The toy deals come on the heels of the announcement that the first major Peanuts feature film from Twentieth Century Fox and Blue Sky Studios is headed to the big screen in November 2015.

Britax Appoints JLG

Licensing agency The Joester Loria Group has been tapped to represent baby brand Britax for licensing in North America.

Britax is a manufacturer of premium car seats, strollers, baby carriers and accessories with a 70 year history.

“We are thrilled to represent Britax,” says Debra Joester, president and chief executive officer, The Joester Loria Group. “We look forward to working with Britax and leveraging our expertise in the infant and juvenile licensing category to create thoughtful product extensions designed to provide families everyday freedom with safe and practical childcare solutions.”

JLG will develop a comprehensive licensing program for Britax that extends the brand to include a full range of childcare essentials. Product categories will include gear, furniture, health and safety products, bath items, feeding and additional brand extensions.

“At Britax, we have a long history of creating trusted products for the entire journey of childhood,” says Jon Chamberlain, president, Britax. “Now, we’re pleased to extend our commitment to innovation and safety to a larger range of products.”



Lennon Taps Epic Rights

Epic Rights and Yoko Ono will collaborate on a global branding and licensing program based on the career of John Lennon. Epic Rights will develop two new programs based on the John Lennon legacy: the John Lennon Classic brand for products featuring the artist’s name, likeness and signature; and the Bag One Arts brand based on drawings by Lennon from rare archival sketches, which include whimsical drawings from the years 1964 through 1980.

Both Lennon programs will offer licensees the opportunity to incorporate Lennon’s photos, images and sketches across a broad selection of product categories. To ensure the continued integrity of Lennon’s legacy and art, all licensed products will have the personal approval of Ono.

“We are committed to developing a worldwide licensing program that respects Lennon’s beliefs and contributions to humanity, and [we] anticipate strong global consumer demand from existing and new fans who want to connect with John Lennon and his legacy,” says Dell Furano, chief executive officer, Epic Rights.

“Regardless of how we have experienced John Lennon—through his music, his art, his writings—he was defined by the message of love and peace, becoming an icon for generations worldwide,” says Ono. “I regard the John Lennon Classic and Bag One Arts licensing programs as another way to honor John’s legacy, and I am confident that by working closely with Dell and the Epic Rights team, we will achieve this goal.”

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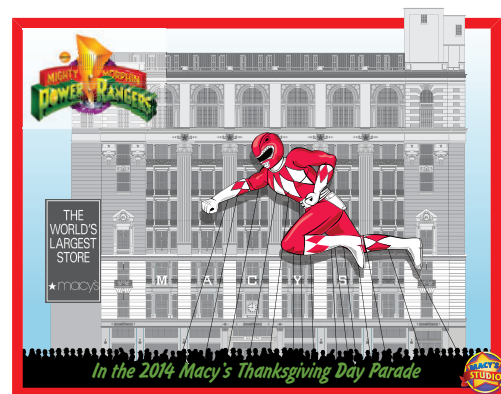
Power Rangers to Fly High at Macy's Parade

Look up to the sky come Thanksgiving—Saban's Red Mighty Morphin Power Ranger will make his debut in the 88th annual Macy's Thanksgiving Day Parade. The parade will take place in New York City. The Red Power Ranger will make his first-ever parade debut in the form of a giant helium balloon, Nov. 27.

"We look forward to creating a larger than life Mighty Morphin Power Ranger balloon that will entertain generations of fans while sharing the Power Rangers' core values of teamwork, responsibility and helping others," says Elie Dekel, president, Saban Brands. "Seeing the Red Mighty Morphin Power Ranger soar in the Macy's Parade will truly be legendary."

"The super-sized Red Mighty Morphin Power Ranger will be an incredible addition to the stellar lineup of balloons taking to the sky this Thanksgiving," says Amy Kule, executive producer, Macy's Thanksgiving Day Parade. "As one of the most recognizable characters in television history and a powerfully relevant star for today's generation of kids, the Red Ranger will take his rightful place in the skies over New York City and sail into the homes of more than 50 million fans who tune in on Parade morning. We are honored to welcome the Red Mighty Morphin Power Ranger into the Macy's Thanksgiving Day balloon family."

The Red Power Ranger character is



part of the series "Power Rangers Super Megaforce," which returns to airwaves this fall on Nickelodeon.

The brand has been around since 1993 and has earned itself a place among the longest-running boys' live action series in TV history.

Rainbow Shines with 'Winx Club,' 'Mia and Me'

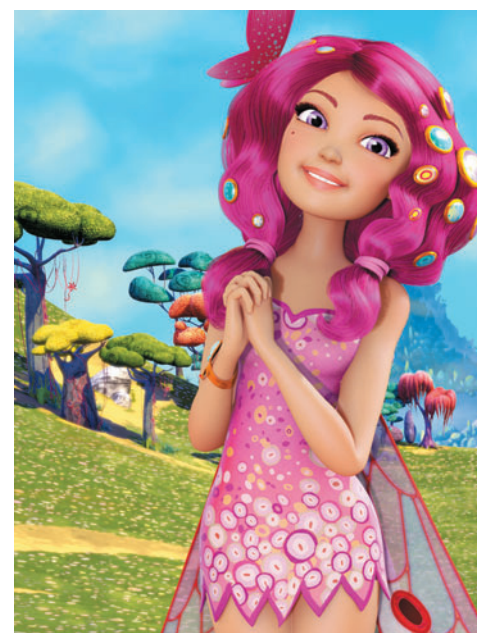
Rainbow's global phenomenon "Winx Club" is celebrating its 10th anniversary this year with a total of 156 episodes to-date and two feature length movies that combine 2D and CGI animation. Additional episodes of the show, which follows the adventures of a group of young fairies, are scheduled to release in 2015. A third movie is premiering in theaters worldwide this fall.



The evergreen brand now boasts more than 500 global licensees across a multitude of categories with more than 6,000 products, and Rainbow is building on its success by expanding Winx Club into more specialized sectors, such as Winx Club-themed vacations and experiences.

Rainbow is also presenting "Mia and Me" at Licensing Expo 2014. "Mia and Me" is the award-winning co-production with Lucky Punch and m4e that chronicles the adventures of 12-year-old Mia in the magical land of Centopia and mixes live action with CGI animation. The show is currently broadcast by more than 70 partners in 80-plus territories.

Rainbow has secured Mattel as global master toy licensee and an extensive Mia and Me product line is planned.





JUNE 12, 2015

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Fremantle Creates SELF Line

FremantleMedia and Condé Nast will pair to create a full collection of products for the *SELF* magazine property.

Licensee London Luxury has been tapped to manufacture a range of SELF-branded performance bedding, bath and personal care items.

FremantleMedia is the licensing agent for Condé Nast's SELF brand, as well as its digital food brand Epicurious.

"The licensing division of FremantleMedia strives to bring companies together to expand their brands and offer consumers new and relevant ways to experience them," says Andrea Brent, vice president, licensing, FremantleMedia. "The collaboration between SELF and London Luxury demonstrates great brand alignment, and we anticipate a successful partnership."

The partnership marks SELF's entrance into the home category under the Healthy Home banner, which includes products for the home and gym that support a healthy, active and fun lifestyle. The collection will feature products such as bedding, foam products, bath towels and rugs, sport towels and personal care items like body brushes, robes, sarongs, eye masks and more.

"SELF's partnership with London Luxury demonstrates our goal to continue to make strategic brand extensions that bring the strength of our brands to life," says John Kulhawik, vice president, Condé Nast Licensing.

"At London Luxury we are always looking to partner with trusted brands that have longevity and a clear message that resonates with consumers, making SELF



is a perfect fit for our luxury performance products," says Marc Jason, chief executive officer, London Luxury. "We are inspired by their mission for a healthy, happy home and share their passion and belief that a great night's sleep is paramount to having a great day."

Rabbids Invade with Hilarious New Products

Ubisoft is launching a new line of toys designed by artist Todd McFarlane based on Nickelodeon's hit TV series "Rabbids Invasion" and Ubisoft's "Rabbids" video game franchise.

Products are now available at nearly 2,000 Walmart and Toys 'R' Us stores nationwide, including:

- the Rabbids Plunger Blaster, which features 15 unique Rabbids sounds and a prank mode;
- the Rabbids sound and action figure two packs, which feature a hang clip on each figure to attach to coats, zippers, backpacks, purses and more;
- the Rabbids mini figure blind bag, which holds one of seven collectible figures for trading with friends;
- a Toys 'R' Us exclusive, the Rabbids mini figure six pack is a boxed set of six collectible McFarlane Rabbids mini figures; and
- five Rabbids plush toys, featuring hilarious facial expressions and crazy costumes.





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eOne Builds 'Ben and Holly'

Entertainment One Licensing is building momentum with new partners and retail launches in several territories for its animated preschool property "Ben and Holly's Little Kingdom."

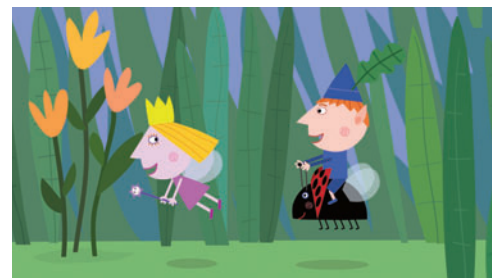
The show is a regular fixture in the preschool market in Spain where it airs on Nick Jr. and RTVE's Clan, and eOne is supporting it with a merchandise program that now includes 20 licensees including publishing from Random House and Santillana, apparel from United Labels, musical toys from Claudio Reig, role play and construction sets from Simba, a stand-alone magazine from Bauer and meet-and-greets from Creativos Educativos.

In Australia, "Ben and Holly" airs daily on ABC and was rated the No. 1 show in January this year. In the region, eOne is

working with Penguin for a full line of books and with ABC stores for an exclusive retail release of toys from Big Balloon. Other partnerships include apparel from Caprice, bedding from Network and bags from Courier Luggage in the coming months.

Elsewhere, eOne will introduce a toy line from toy partner Boti for Benelux in 2015, Giunti for publishing and a forthcoming toy partner will be announced for Italy.

"The ratings for 'Ben and Holly's Little Kingdom' are incredibly strong in several countries, and where consumer demand has been building for licensed merchandise, we are starting to introduce product into those markets. We're taking a very long-term approach to the



international strategy though and want to ensure that the partners we work with can capture the magical qualities of the brand that are making it a firm favorite with families," says Andrew Carley, head of global licensing, eOne.

"Ben and Holly's Little Kingdom," a co-production with Astley Baker Davies, follows the adventures of a fairy princess and an elf who live in the Little Kingdom.

Aardman Heralds Shaun the Sheep

Gearing up for the highly anticipated *Shaun the Sheep: The Movie* in 2015, Aardman is pumping up its programs and presenting opportunities for the classic character at Licensing Expo.



Among the highlights of the major plans in store for Shaun the Sheep in the coming year are an extensive publishing deal from Walker Books, including movie tie-in titles, and a high-profile sponsorship with the 2015 Rugby World Cup.

Now in its fourth season, "Shaun the Sheep" currently airs on kids' channels in 170 territories around the world.

U.K.-based Aardman produces feature films, television series and television commercials for the domestic and international market. Aardman Rights develops and builds brands across its portfolio including Wallace & Gromit and Morph, in addition to Shaun the Sheep. Aardman Rights has also recently acquired third-party representation for Walker Books' Tilly and Friends (TV rights) and Little Airplane's Small Potatoes (merchandise rights).

Yu-Gi-Oh! Heads to the Silver Screen

4K Media is gearing up for a major release. Its Yu-Gi-Oh! property, which is based on the trading card game, is currently in development for a feature length film. 4K Media is now shopping the film for a distributor for all territories outside of Asia.



"We're thrilled to bring the Yu-Gi-Oh! characters back to theater screens for their enthusiastic fan base," says Kristen Gray, senior vice president, operations, business and legal affairs, 4K Media. "It's a major piece in the robust resurgence of the brand that will have significant implications moving forward."

The "Yu-Gi-Oh!" series is currently in its 14th year of broadcast in the U.S. and is aired in most major markets around the world. 4K Media is a wholly owned subsidiary of Konami Digital Entertainment and oversees the Yu-Gi-Oh! franchise for brand management, licensing and marketing outside of Asia.

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By integrating the global databases of Licensing Expo, BLE and *License! Global*, LicenseConnect.com is now the largest database of licensors and licensees in the world, offering retailers, manufacturers and licensees 24/7 access to the world's most powerful entertainment, character, art, fashion and corporate brands.

"LicenseConnect.com is a hub that brings the shows alive online. As an exhibitor, you already have a free digital showroom, and as an attendee, you're already registered to go," says Chris DeMoulin, president, licensing, Advanstar. "LicensingConnect.com brings the Expos

to the Internet, and as it expands, it will add exponential value to our exhibitors' businesses and our attendees' ability to connect with their next opportunity."

Exhibitors from both Licensing Expo and BLE can set up a free digital showroom for their brands. Additionally, Licensing Expo attendee files have already been incorporated into the service's database, which means easy, one-step registration for retailers and manufacturers.

At launch, the service will allow retailers, manufacturers and licensees to search for brands and agents for their next collaboration or partnership. Reciprocal searches will become possible in early 2015, with brands, property owners and agents being able to search the database to find the qualified licensing, manufacturing or retail partners they're looking for. A private



messaging system will allow users to contact potential business partners and collaborate, with an "opt in" approval system similar to that offered by B2B business services such as LinkedIn, so brand owners can control the conversation.

A true, year-round resource, LicenseConnect.com is the place to identify new revenue opportunities, reach out to prospective partners, network within the licensing community, deepen relationships and even initiate negotiations, all backed by the unparalleled resources of Advanstar Licensing's Licensing Expo, BLE and *License! Global* magazine.

DreamWorks Roars onto Netflix with Dinotrax

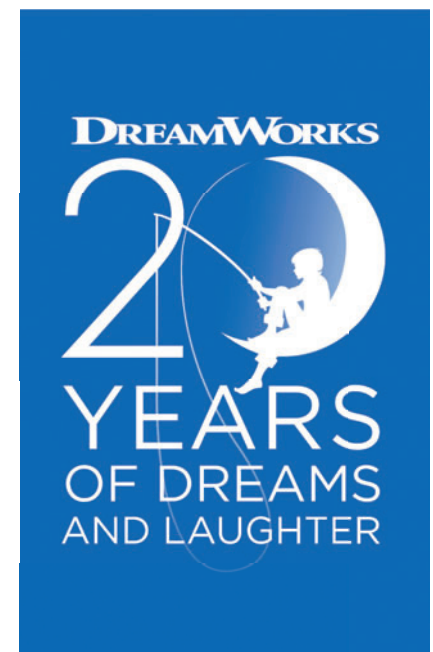
DreamWorks Animation is going back in time—way back—as it debuts its newest property, Dinotrax.

Based on a new TV series, Dinotrax are half-dinosaur, half construction vehicles that battle it out. The original DWA show will air on Netflix in the U.S. and the more than 40 countries where its services are available. Other partners include Super RTL and Planeta Junior in Europe.

"Dinotrax is our first wholly original property for Netflix, and we couldn't be more excited for kids to have a blast with these characters," says Margie Cohn, head of television, DWA. "The Netflix platform gives us the opportunity to extend the worlds of our characters and now we're creating a world of our own, a world filled with Dinotrax."

"It goes without saying that Dinotrax lends itself to an incredible play pattern for boys and we look forward to taking this program to retail," says Kelli Corbett, global head, retail sales, DWA. "We will have a fantastic and innovative line of action-oriented vehicles and play sets, and our partners are hard at work on a number of other innovative product lines that kids will absolutely love."

"Dinotrax" follows the adventures of Ty, a Tyrannosaurus Trux, and Revvit, a Reptool, as they bring together an incredible world with a giant cast of characters. Together the Dinotrax and Reptools must unite to defend their community from the biggest and baddest Dinotrax of all, D-Strux, as he threatens to destroy everything they've built.



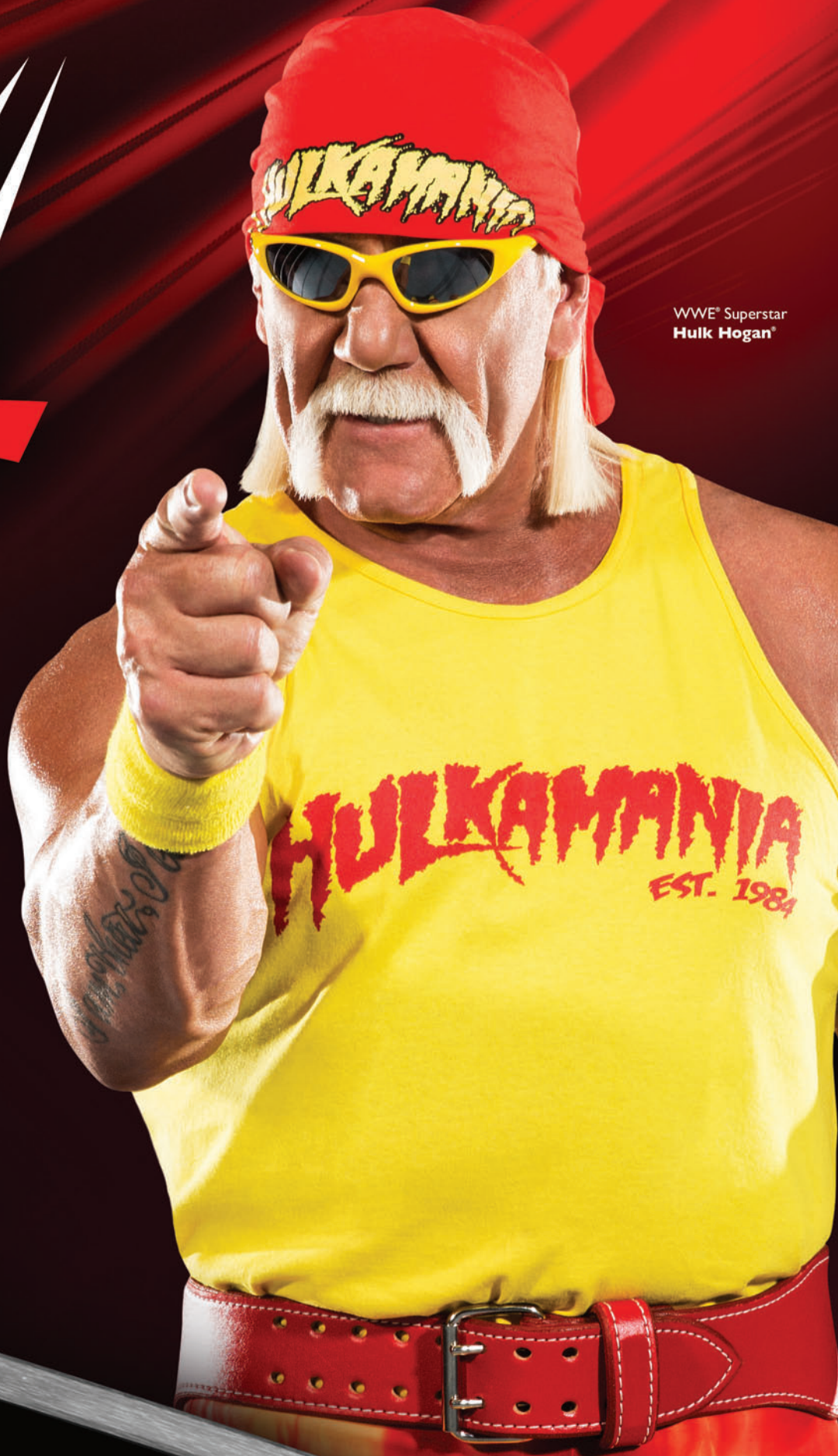


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WBCP Celebrates Oz's 75th

Warner Bros. Consumer Products and Tonner Doll Company are collaborating with a lineup of high-end fashion and costume designers to create costumes for Tonner's 22-inch dolls that commemorate the leading characters of *The Wizard of Oz*.

To celebrate the classic film's 75th anniversary, designers including Marc Jacobs, Donna Karan Atelier and Hervé

Léger by Max Azria, will design costumes inspired by Dorothy, Glinda the Good Witch and the Wicked Witch of the West, which will debut during New York Fashion Week at the Fashion Institute of Technology, Sept. 4. Other fashion designers including Betsey Johnson, Jenny Packham, Charlotte Ronson, Trina Turk, Anna Sui and many more will also contribute to the fashion designs.

While on display to the public at FIT, the dolls will be up for auction through eBay Giving Works. The online charity auction, managed by Auction Cause, will continue the bidding through Sept. 14, with all gross proceeds supporting Habitat for Humanity.

"Habitat for Humanity is so very grateful for the support of Tonner Doll Company and all the designers contributing to this creative effort," says Lysa Ratliff, senior director of corporate programs, Habitat for Humanity International. "This is a wonderful new element to our partnership with Warner Bros., as we work together to advance Habitat's mission to create simple, decent and affordable housing."

"These creations are beyond expectation-

inspired, visionary and absolutely enchanting from head to toe," says Robert Tonner, chief executive officer, Tonner Doll Company. "This is *The Wizard of Oz* and its leading ladies in a way you've never seen them before. Each doll is quite bewitching, to say the least, and we are thrilled and honored to be a part of both the anniversary celebration, and generating proceeds for such a worthy cause."



Marvel Sets the Stage for The Avengers Sequel

Building on the momentum from the launch of The Avengers franchise, Marvel is planning a robust licensing program for the highly anticipated sequel, *The Avengers: Age of Ultron*.

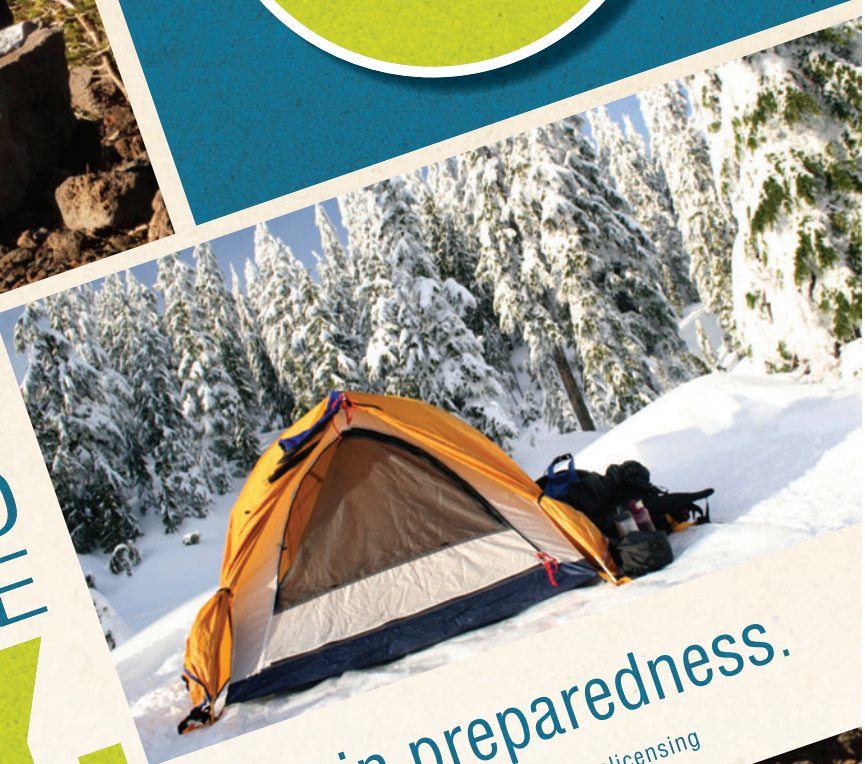
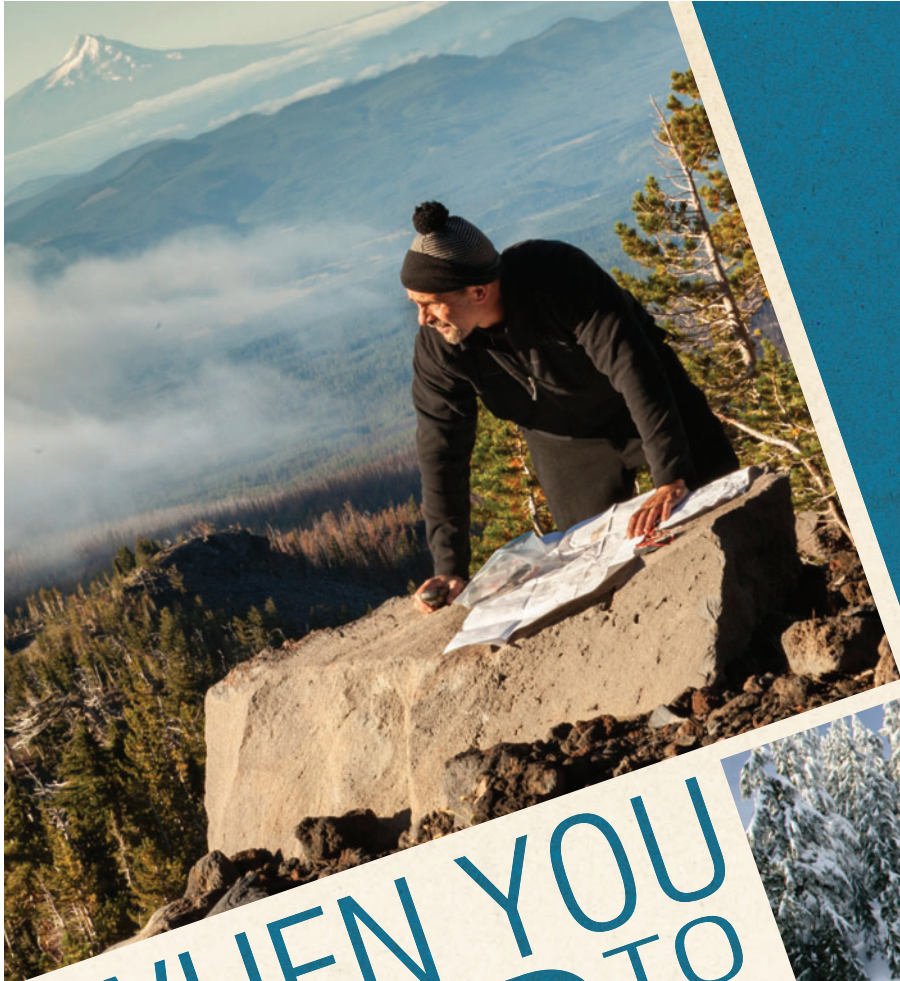
Already on board are best-in-class licensees such as Hasbro, LEGO, Hot Wheels and Huffy for wheeled goods; Under Armour for performancewear; Mad Engine and C-Life for apparel; American Greetings for party goods; Hallmark for social expressions; Jay Franco for bedding; and a host of new consumables licensees.

In a first for the franchise, Marvel's retail strategy will showcase the many elements of the film while offering consumers distinct and separate retail experiences. Marvel will give fans customized, branded destinations and exclusives to create unique retail experiences, while also maximize buzz for the film.

The Avengers: Age of Ultron will hit theaters in summer 2015.



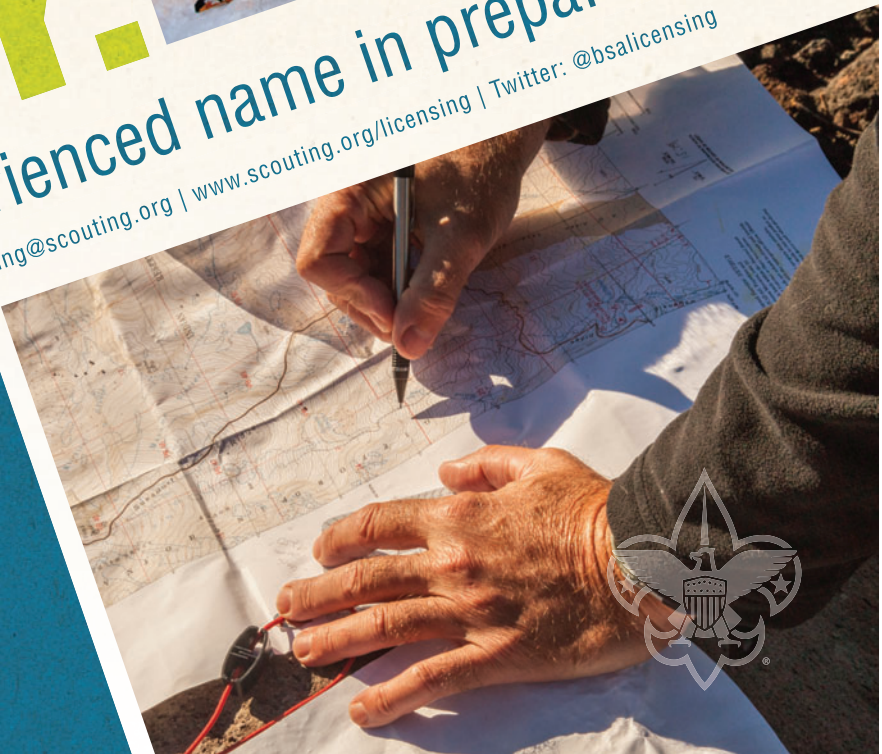
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SeaWorld Makes a Splash

As part of its effort to create intellectual properties for kids that build upon the company's commitment to conservation, education and inspiring appreciation for wildlife, SeaWorld Parks & Entertainment has partnered with Little Airplane Products for a new animated series.

The show, "Billy Green Builds," follows the adventures of 7-year-old Billy Green who travels the globe to build environmentally friendly, imaginative solutions that help animals in trouble. Using all-natural materials and harnessing clean energy from the wind, water and sun, Billy can fix just about any problem in a way that still preserves and cares for the world and its animals.

SeaWorld is seeking broadcast and licensing partners for the series who share the company's beliefs about caring for and protecting the planet and its wildlife.

In addition, the theme park-based company is showcasing products that demonstrate its real-world involvement in wildlife rescue and conservation, including items based on the TV series "Sea Rescue" and Generation Nature, a new multimedia engagement platform where kids can participate in environmentally responsible activities. GenN, which launched earlier this year, includes a website, digital apps, video blogs,

online games and activities.

SeaWorld is also presenting its other licensing products—the classic board game Monopoly: SeaWorld Wildlife Conservation Edition and the Barbie I Can Be SeaWorld Wildlife Rescuer doll, which is part of a collection designed to introduce girls to aspirational careers.



Bandai Adds Digital Feature to Tamagotchi Apparel

Bandai America and Sync Beatz Entertainment have tapped apparel company Evy of California to apply its KuKee augmented reality technology to Bandai's Tamagotchi Friends girls' fashion line.

As part of the collaboration, Tamagotchi fans will be able to use "KuKee," a free app that activates augmented reality on iOS devices, to unlock an enhanced Tamagotchi experience that includes new characters. By downloading the app and scanning a marker embedded in the Tamagotchi Friends clothing range, fans will have the ability to create custom illustrated self-portraits with distinctive Tamagotchi Friends fashion elements on a digital Dream School student ID card, which they can then share via social media.

Evy of California's KuKee clothing

collection will include activewear, dresses, fleece, t-shirts, pants, shorts, skirts and sweaters that incorporate artwork and imagery inspired by the Tamagotchi brand. The pieces are slated to hit retailers in the U.S. and Canada this fall.

"Since its beginning, the Tamagotchi brand has been known for innovation in the interactive space," says Georgia Manolas-Lopez, director of global marketing, Bandai America. "Wearable technology such as 'Smart Clothes' are the future. We're excited to have the chance to continue to create a fresh and fuller experience for our fans using KuKee technology through our partnership with the truly fashion-forward Evy of California."

"We are excited about creating a seamless experience between the core toy

functionality and a truly novel consumer products approach," says Jeffrey Fisher, vice president of licensing, strategic marketing and new business development, Evy of California. "It's about having fun and creating unique product offerings that expand our company's creativity."

First implemented in 2013, Evy of California's Kukee Activated Apparel line uses augmented reality to provide consumers with an engaging added value through an integrated digital layer of technology.

Bandai has also recently launched its latest Tamagotchi Friends Digital Friends device, which features new characters and a short-range communication function that allows owners to interact with characters outside of their own devices.



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Skylanders Takes a Bite

Activision teamed up with General Mills to launch its Skylanders brand into the food category for the first time.

Skylanders-shaped fruit flavored snacks and Skylanders-branded GoGurt, Fruit Roll-Ups and Fruit Gushers will hit store shelves. The partnership will bring six character favorites, including Chompy, Gill Grunt, Jet-Vac, Kaos, Stealth Elf and

Eruptor, to grocery stores, supermarkets, drug stores and mass market retailers beginning this month.

The promotion will continue through October to coincide with the debut of Activision's latest Skylanders game, "Skylanders Trap Team," which features an all-new play pattern called "trapping" that allows kids to bring the virtual and physical worlds of the brand to life. Kids will be able to control the Skylanders characters within the game, as well as capture villains in the game and pull them out into real-life, thus empowering kids to be the heroes of the Skylands.

General Mills is supporting the program with a series of interactive campaigns that will highlight this integration of virtual and real-life game play. The GoGurt Slurp Till It's Flat program will let kids trap a variety of Skylands villains inside a GoGurt tube; while the Fruit Roll-Ups promotion will allow kids to capture Skylanders characters on their tongues and Fruit Gushers will give kids the ability to experience fire and water elements. Both Fruit Roll-Ups and Fruit Gushers will feature new characters from the upcoming game.



Looking ahead to next year, General Mills will introduce four Skylanders Skystones games inside specially marked General Mills cereal boxes starting in February 2015. Special codes will unlock exclusive content on the "Skylanders Collection Vault" app, and the game will feature characters that have only previously been available in the Skylanders video game.

Star Trek Pop-Up Shops Hit Convention Circuit

CBS Consumer Products has teamed up with retailer Stylin Online for a first-of-its-kind pop-up shop in an official Star Trek-branded booth at fan conventions.

The booth features key products from the Star Trek franchise including apparel, accessories and novelty items that are available for purchase and also serves as a space for fans to gather for special events. Limited edition product collections will also be offered exclusively to convention attendees.

"For the first time we will be able to

bring this unique shopping experience to our fans by creating a one-stop destination for all their Star Trek needs during major conventions," says Liz Kalodner, executive vice president and general manager, CBS Consumer Products.

The innovative retail experience debuted at C2E2 in Chicago in April and is set to arrive at several other major conventions this year including Comic-Con International in San Diego, Calif., the Star Trek Convention in Las Vegas, Nev., and New York Comic-Con.



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TSBA Revs Up with Shell

TSBA Group, global licensing agent for energy company Shell, is exhibiting the brand's heritage and modern aspects across two booths at Licensing Expo.

TSBA is transforming one of its booths into a full-sized replica of a 1960s gas station to share the experience of the heritage Shell brand. A wide range of authentically reproduced Shell merchandise inspired by the heritage art collection, which contains more than 7,500 pieces and is the largest single-branded commercial art collection in the world, will be on display. TSBA is seeking partners across art, design,

fashion, toys and memorabilia to take advantage of the licensing potential of heritage Shell.

Meanwhile, in its other booth, TSBA is showcasing the modern Shell brand via a contest to find out which brand at Licensing Expo is the fastest using Ferrari simulators. Attendees will be pitted against each other and prizes will be awarded for the overall fastest brand and fastest individual. TSBA is primarily targeting the car care and energy categories with the modern Shell brand.

Additionally, Shell is also sponsoring the Expo's new Motorsports Café.



Beanstalk Plans TGI Fridays Product Extensions



Global brand extension agency, Beanstalk, will now represent America's original bar and grill, TGI Fridays.

Beanstalk will work with TGI Fridays to extend the brand into additional food and beverage and other complementary categories, as well as take over the management of select existing licensees.

With approximately \$400 million in retail sales, TGI Fridays is listed as No. 84 in *License! Global's* exclusive, annual Top 150 Global Licensors report.

In 1965, TGI Fridays opened its first location in New York City. Today, there are more than 900 restaurants in 59 countries that offer a social, welcoming ambience featuring friendly staff, high-quality, hand-crafted food and innovative drinks.

According to Beanstalk, quality and innovation are key equities of the TGI Fridays licensing program.

DHX Plans Extensions

DHX Media is getting the word out regarding partnerships and promotions for its year-long celebration of the Caillou franchise at Licensing Expo, as the property gears up for its 25th anniversary in 2015.

Planned to support the milestone anniversary is a range of products from licensees including Chouette Publishing (treasury set of Caillou stories), Imports Dragon (dolls), Loud Crow (app) and more. Other products planned include toys.

DHX is also growing its licensing program for the series "Yo Gabba Gabba!," "Johnny Test" and "Ella the Elephant."

For the Yo Gabba Gabba! property, DHX has released a new app, "Music is Awesome," from Cupcake Digital, and a new toy collection from Jazwares will debut this fall.

ID Toys is on board for the Johnny Test property with a new line of collectibles, set to hit shelves in time for the holiday season. They will launch with 40 figures, and the line will extend to over 200 collectibles that will be sold in both specialty and major retail stores across the U.S.

Greensource Brand Apparel is also signed on to create t-shirts for the new Ella the Elephant brand, which currently airs on Disney Channel and Disney Jr. The apparel is in addition to the master toy range planned from partner Jazwares, which will hit retail in fall.



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Discovery Grows Animal Planet

Discovery Communications is expanding its Animal Planet franchise globally in both the kids' and pet spaces this year.

With more than 50 licensees already in place for Animal Planet toys, Discovery Kids is continuing to grow the program on a global level. In Europe, the Middle East and Africa, the company is rolling out new toy, game, plush and gift lines and has launched a creative confectionery line from Chupa Chups, with a donation from sales going to the David Shepherd Wildlife Foundation in support of their Save the Rhino campaign.

In North America, the company is growing their toys and games product collections via a 14-year direct-to-retail partnership with Toys 'R' Us, featuring new toys with land, sea and dinosaur themes; while the recently released kids' apps "Real

Scary Spiders" and "Tanked Aquarium" are going strong.

Rounding out their efforts in the kids' space, Discovery is building upon their success in Asia with a line of infant and kids' apparel from Elise Distributors in Singapore and continuing to grow their direct-to-retail partnership with Toys 'R' Us in Australia with new SKUs.

Meanwhile, Discovery Communications is extending their Animal Planet Pet program in North America with new partners G Mason for pet travel accessories and Greenberry for pet waste and cleaning products. In addition, current licensees are continuing to roll out new products including all-natural Animal Planet crunchy and chewy dog treats made by Premium Pet Health, nutritional supplement chews for dogs and cats from FoodScience, wet

and dry grooming items from Fantasia Accessories and pet care items such as bedding and toys from Merchsource.

With Animal Planet being one of the leading brands that has pet product development specifically in Mexico and across Latin America, Discovery is also honing in on this region for the brand. Recreo Entretenimiento, distributor for MerchSource (Animal Planet's licensee in Mexico) is rolling out a range of products that can be found in department stores such as Liverpool and Sears and specialty pet stores including Kota. In Mexico, Colombia and Central America, Licensee 4E is distributing pet care products, including dog and cat shampoo, odor neutralizers and pet repellents, which are now on the shelves of Walmart and other major retailers.

Mind Candy Launches IP

Mind Candy, the British entertainment company behind the online game "Moshi Monsters," is bringing its latest venture, "World of Warriors," to Licensing Expo to explore opportunities for the new brand.

Starting as a digital game on mobile and tablet devices, "World of Warriors," an IP initiative for Mind Candy, is an epic combat strategy game in which players embark on an adventure, journeying through the Wildlands, fighting, training and recruiting a team of Warriors. The game is slated to launch this year on iOS and Android devices, and a supporting consumer products line is planned for 2015.

Meanwhile, Mind Candy is continuing to support its ever-growing "Moshi Monsters" game. The company expanded the game's global reach with "Moshi Monsters: Village," which launched in more than 100 countries, and "Moshi Karts" and "Talking Puppet" were featured by Apple in the best new apps category for three consecutive weeks. Mind Candy is seeking to further expand the brand this year with new products and mobile and global partnerships.



Evolution Touts MTM

Evolution, on behalf of their client Metro Trains Melbourne, has announced that the award-winning Dumb Ways to Die public service announcement ad campaign for train safety will become a global train safety program in Q4.



"MTM is concluding strategic alliance partnerships with other train networks in key countries, and we expect to see the property being used in the same irreverent and humorous manner as originally deployed in Melbourne," says Travis J. Rutherford, president, licensing and retail, Evolution. "The DWTD campaign is the most-awarded advertising campaign in history, and will now be rolled out in the U.S., U.K., Europe and other key markets such as Hong Kong, which will provide millions of consumer impressions on a daily basis."

Rutherford says that full licensing and merchandising programs will be deployed in each market to support the initiative, further expanding the brand's reach into the consumer market.

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Sony Plays Up Invizimals

Sony Computer Entertainment Europe is expanding its video game franchise “Invizimals” across Europe with consumer products and a new game set to launch later this year.

Sony is supporting the game with a toy line from global toy partner IMC Toys that launched earlier this year in key European territories Spain, France, Portugal and Italy. The toys, which include a line of collectible mini figurines, boast augmented reality elements that allow kids to interact with them using their PS Vita, tablets, iOS and Android smartphones via a free app, which currently has more than 40,000 downloads.

In addition, Sony is going strong with publisher Panini, which is continuing to roll out its Invizimals collectibles such as sticker packs and trading cards across Europe.

On the small screen, Sony has secured broadcast partnerships for the animated television series based on the game on TV3 in Spain, Clan and K2 in Italy, Gulli in France and SIC in Portugal, with more deals to come. The series, developed in partnership

with BRB Internacional, also uses augmented reality techniques to allow viewers to unlock additional content on their PS Vita and mobile devices.

“We’re taking a long term approach to Invizimals because it’s crucial that we maintain the high expectations of our fans,” says David Evans, European licensing manager, Sony Computer Entertainment Europe. “On that basis, we have selected partners that have a true passion and understanding of the brand and how best to fuse the interactive elements of the franchise that have made it a hit with fans worldwide.”

Created in collaboration with Novarama for Playstation Portable, the Invizimals franchise includes five Playstation games and has sold 1.78 million units in Europe to-date. The next installment of the franchise, “Invizimals: The Resistance,” is set to release on PS Vita later this year.



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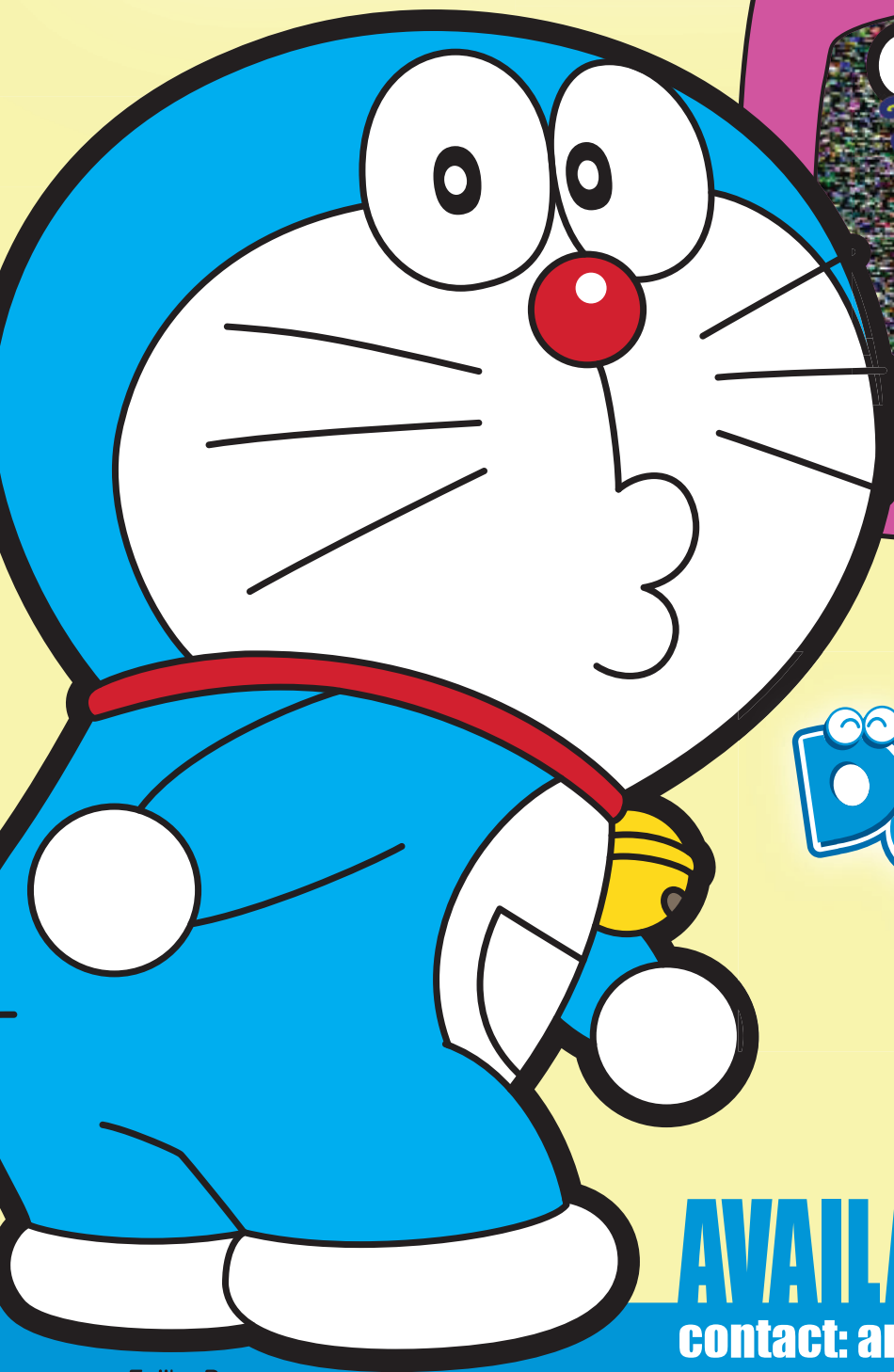
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TUESDAY, JUNE 17

Opening Keynote Address 8 a.m.-9 a.m., Islander D

Jeffrey Katzenberg, chief executive officer and co-founder, DreamWorks Animation.

From Good to G'RATE: What Every Licensing Professional Should Know About Royalty Rates 9:30 a.m.-10:45 a.m., Tradewinds F

This course will offer a 360-degree view on royalty rates—what they are, how they differ by category, how they relate to margins and cost of goods. It will explain the risk/reward effect, demystify the “net sales definition,” tell you when to escalate or de-escalate and if, there’s time, it’ll even get its F.O.B. on!

Why Digital is Disrupting the Licensing Industry and Why You Should Care 9:30 a.m.-10:45 a.m., Islander E

Digital is one of the fastest growing categories in entertainment licensing, driven by the popularity of apps and casual gaming combined with the access to smartphones, tablets and console devices. This course will take a look at how product innovations are forming connections between the virtual and physical world, the increasing importance of virtual goods and in-app purchases and the transformations in consumer behavior that are driving digital licensing forward.

Protecting the Brand: Understanding Compliance for Licensors and Licensees 11:15 a.m.-12:30 p.m., Islander E

A company’s brand is often its most valuable asset, and safeguarding brand reputation is of particular importance when dealing with licensed goods. It is essential to ensure that licensees are producing safe, compliant products and that ethical and responsible sourcing measures are in place to help protect your brand. Additionally, managing supply chain security to help reduce the risk of goods being distributed to unauthorized suppliers and preventing counterfeit goods from entering the market are other aspects that must be considered as part of a brand protection compliance program. Come hear about best practices to help ensure product safety and compliance and more.

Working with Agents and Consultants 11:15 a.m.-12:30 p.m., Tradewinds F

Licensing agents and consultants can play a central role in the development of an effective licensing program. How do you figure out whether you need an agent or consultant? How do you figure out which is the best for you? What should you be asking them, and what should you be prepared to tell them about your business? How do the best relationships work? Panelists will include executives who work with corporate trademarks, entertainment and character properties and literary and art properties.

Understanding Social Media: What You Need to Know From a Marketing and Legal Perspective 1 p.m.-2:15 p.m., Tradewinds F

The world of social media changes so rapidly, it’s challenging to develop a coherent strategy for your property or product. Come to this session to gain an up-to-the minute understanding of how to make sense of the latest developments, and how they can affect your plans. It will include a case study of how one brand approached the issue, and you will also hear from an experienced attorney about some of the legal issues you have to keep in mind.

Smart Design: The Creative Tools You Need to Build a Focused and Flexible Consumer Products Program 1 p.m.-2:15 p.m., Islander E

In the last five years, the licensing and retail landscape has changed dramatically. With direct-to-retail and non-traditional strategies on the rise, gone are the days of over-ambitious style guides and other one-size-fits-all approaches. Smart brand owners are trending toward a more targeted path, focusing on exactly what licensees need in specific categories. This course will cover how the licensing and retail landscape has changed and impart the creative tools necessary for your brand to be a success.

The Big Interview 2:30 p.m.-3:30 p.m., Islander D

Nicole Richie, founder and creative director, House of Harlow, 1960, will be interviewed by Tony Lisanti, editorial director and editor-in-chief, License! Global.

How Retailers and Licensees Look at Licenses 4 p.m.-5:15 p.m., Tradewinds F

Before a licensed product actually appears on a store shelf or an e-tailer’s website, the property owner has to convince a licensee to take the brand, and (perhaps together) they have to get it sold into retail. This seminar will give insights into how merchants and manufacturers evaluate the properties and products that come across their desks.

Navigating the Financial Relationship Between Licensor and Licensee 4 p.m.-5:15 p.m., Islander E

To truly understand a business deal, you’ve got to “follow the money.” This session will give a road map to how the money flows in a licensing transaction.

WEDNESDAY, JUNE 18

Like, Link, Follow Me: Making Sure Licensor and Licensee are on the Same Social Media Page 8 a.m.-9:15 a.m., Tradewinds F

The promise of social media is fantastic—engaging exposure for products and brands that fosters the kind of relationship with consumers that any marketer craves. But in a licensing relationship, who owns that relationship, and how can you make sure that licensor and licensee are on the same wavelength about the message? A variety of stakeholders will give their thoughts.

Basics of Art Licensing 8 a.m.-9:15 a.m., Islander E

This seminar will give attendees an introduction to the very specific challenges faced by those entering the art licensing business, including what you need to know about working with potential licensees, an explanation of how retailers work, how to get a handle on the competitive landscape and an understanding of the roles of the various players.

What to Do When Things Go Wrong 9:45 a.m.-11 a.m., Islander E

What do you do when things don’t work as planned? This session will provide an essential update on topics people rarely talk about—best practices and lessons learned for handling the unexpected. It will help licensing professionals (licensors, licensees, agents and others) understand how to handle licensing challenges and, more importantly, how to recover from them. It will discuss such areas as bad relationships with partners, bankruptcy, what to do when a licensor or licensee gets sold, recalls, unapproved submissions, embarrassment from celebrity spokespersons and more.

Winning Retail Presentation Strategies 9:45 a.m.-11 a.m., Tradewinds F

Great retail presentations require thought and planning. This session will provide insights and practical advice from retail, sales and analysts. By providing techniques to help you be better prepared, you will have greater opportunities for success.

Category Focus: Food Licensing—Lots to Chew On 11:30 a.m.-12:45 p.m., Tradewinds F

Learn the multiple perspectives about the unique dynamics of food licensing as a food manufacturer, agency representative and licensor answer questions during an interactive panel about this growing segment in the licensing world. Panelists will discuss the trends, challenges and opportunities of food licensing.

What’s a Celebrity Worth? 11:30 a.m.-12:45 p.m., Islander E

The right of publicity that gives rise to endorsements and celebrity branding at all levels differs from other types of licensing in several ways. A celebrity’s brand or right of publicity can grow exponentially as the celebrity develops and enhances his or her image. The panelists will discuss how to place a value on these rights throughout various contexts in the licensing industry.

Anatomy of a Licensing Agreement 1:15 p.m.-2:30 p.m., Tradewinds F

A clause-by-clause discussion of a typical merchandising license agreement, with an explanation for the purpose of each clause and suggested negotiation points for both licensors and licensees. Be prepared for active class participation.

Royalty Audit and Contract Compliance: What You Need to Know 1:15 p.m.-2:30 p.m., Islander E

This session will include a detailed look at the importance of royalty audit, how to implement and monitor a program and key areas of focus and findings for all stages from contract negotiation and new to large companies with numerous licensees.

Reinforcing Brand Equity with Consumers: Case Studies from the Home and Housewares Industry 3 p.m.-4:15 p.m., Tradewinds F

Through thought provoking case studies, the panelists will explore and explain how smart brand extensions increase and leverage brand equity. Understanding the consumer is key and brand extensions need to make sense to your target demographic. The panelists will share how they have managed brand extension programs in the home and housewares market through continuous product innovation and retail merchandising.

Strategic Brand Management: What’s Next for Brands? 3 p.m.-4:15 p.m., Islander E

Your properties are dynamic, robust and the corresponding licensing initiatives net substantial profits. Your brand recognition in the consumer marketplace is strong and your product appears in a wide variety of product categories. Where do you go next? How do you take your brand to the next level? This seminar will address the strategic components necessary to expand existing programs and create new sub-properties to reach new demographics of consumers through a calculated approach that is customizable to brand goals and growth projections.

THURSDAY, JUNE 19

Advanced Licensing Strategies 9 a.m.-10:15 a.m., Tradewinds F

Building upon the Beginner Licensing Basics class, this seminar will explore some of the different strategies utilized by licensors, licensees and retailers to grow their businesses. It will explore some of the current trends and discuss why some of the old licensing strategies are not very effective today. It will explore the new retail landscape and new methods to maximize your licensing programs. It will also look at best practices in licensing strategies from some of the leading companies in the licensing industry. The expert panel will discuss their own strategic approach to licensing and share many ideas that are sure to make your licensing endeavors more lucrative.

Reaching the YouTube Generation: How New Digital Companies are Uniting Content Creators, Brands and Consumers 10:45 a.m.-12 p.m., Tradewinds F

With the proliferation of entertainment available on the web, companies are emerging to act as aggregators of this diverse content. They are empowering digital content creators and connecting brands with creators via advertising. They are at the forefront of the entertainment revolution, achieving tens of billions of views per month. Through case studies, anecdotes and questions from the floor, you will hear directly from these companies and learn what this means for the licensing industry in 2014 and beyond.

How to Maximize the Effectiveness of Your Intellectual Property Through Promotions 10:45 a.m.-12 p.m., Islander E

A look at examples of effective use of IP for increasing revenues and the effective use of promotions as an overlay for increasing the effectiveness of a license. For licensees, how to get the most from the licensor, and for licensors, how to get the most royalties from a licensee.



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AG Properties	N153	Changzhou Zidi Bag Co., Ltd	X172
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NOUN

must be able to _____ from one
VERB

end of the show floor to the other

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_____ — often while wearing
NOUN

high-heeled _____. Deftly but
PLURAL NOUN

subtly reading name badges is also

important, especially in those _____
ADJECTIVE

instances where you recognize a

person's _____ but
PART OF THE BODY

can't remember if his or her name is

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Dissero Brands Ltd.	A52	HCA	G20
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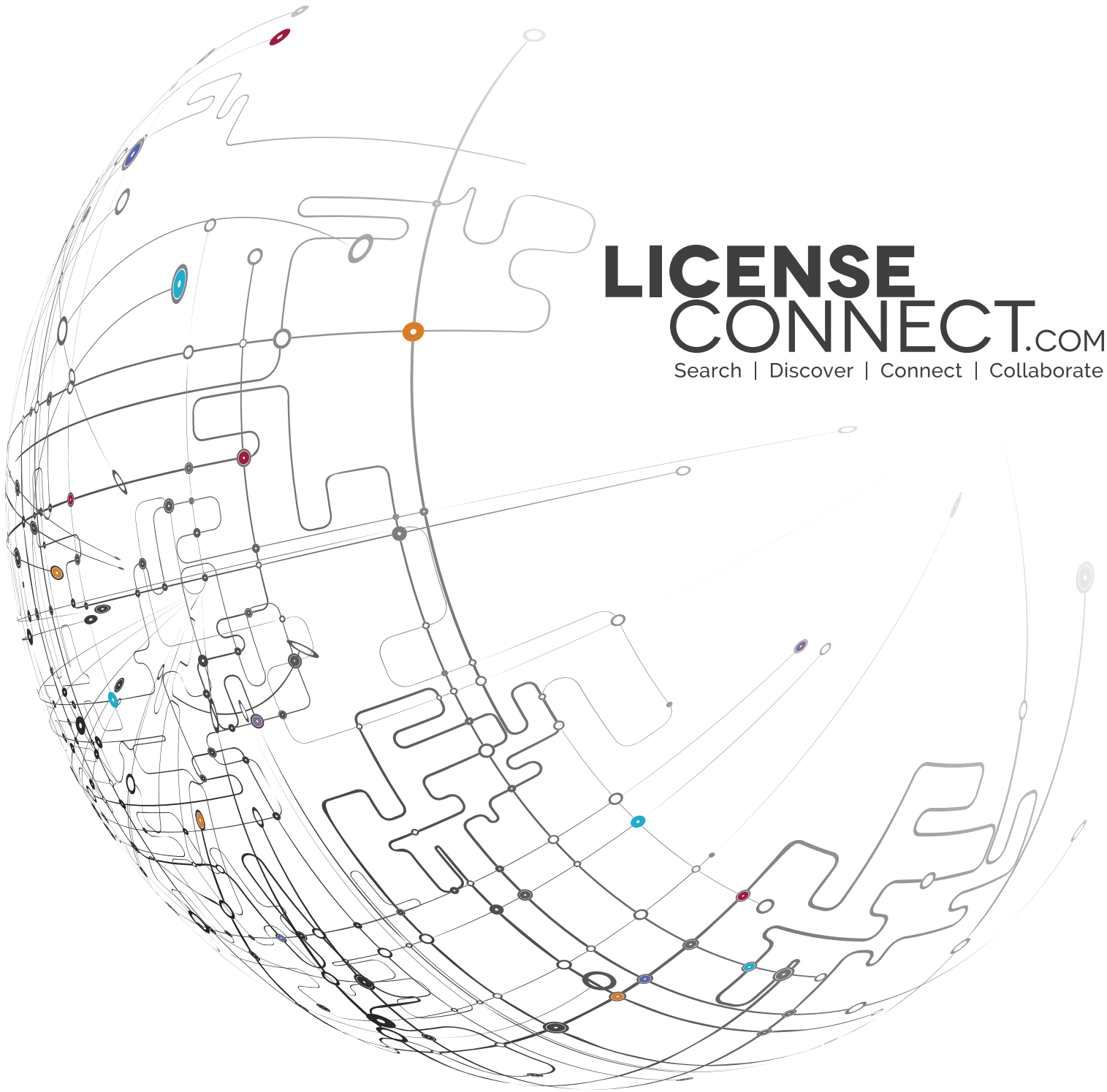
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Paws' Garfield Goes Global

Fat cat Garfield is anything but lazy these days as licensor Paws, Inc. continues to make a major push for the feline with numerous consumer product programs worldwide.

Paws, Inc.'s agent Bulldog Licensing has secured Wicked Cool Toys as Garfield's first-ever master toy partner. As part of the agreement, Wicked Cool has worldwide rights to develop and market a line of figures, plush, vehicles, play sets, role play and seasonal products. Bulldog has also landed Garfield a number of new deals in the U.K. including a fashion line by London-based label Lazy Oaf. The collection, which released in stores and online in April, features an adult Garfield with bold colors and graphic prints on shirts, shorts, dresses, swimsuits, jeans and hats.

Elsewhere in Europe, agent Plus Licens has signed several direct-to-retail partners including apparel at TBOE, LPP, Cropp and H&M Worldwide, as well as Jumbo, Oysho and Women's Secret. Additional promotional partners include Quick France and Bayer Animal Health, and two loyalty programs are in place with Spar Stores in Slovenia and Hungary.

In Latin America, agent BR Licensing has inked Capricho for diapers; Publibok Livros and Oveja Publishing for publishing; Semax for bags; Tilibra for back-to-school items; Rei Do Mate Distribuidora for cheese snacks; Pixowl for game apps; as well as licensees Bico/Carvajal, Gabrielli and Waldo's Dolar Mart. In addition, Garfield is a face of the Little Baldies Campaign by Brazil's GRAACC, a children's cancer treatment center that addresses the self-esteem issues children face from losing their hair from chemotherapy. Most recently, P&L Global has come on board as Garfield's licensing agent for Chile and Mexico.

Asia boasts 90 Garfield partners, with

Industrial Bank's Garfield MasterCard carried by more than 2.5 million consumers. Philliou Partners is shopping the Garfield brand to other card-issuing banks outside of the U.S. Agents Medialink Far East and Medialink Pacific, 20too, Asiana and Animation International have also secured major partners in Asia including Guangzhou Friendship Baleno for DTR apparel and accessories, Xiamen Mass Investment Management and FUN brands for apparel and accessories, Canary Enterprises for infant and children's apparel, Maxim Bakeries in Hong Kong for baked goods and Hop Lun Sixty Eight for apparel and accessories. Additional Asian deals for Garfield include Haribon King International for shoes; Yeli Sports for apparel, accessories and shoes; Shanghai Yu Le Culture Communication Co. for a stage play; Fenda Arts & Gift Company for a KFC kids' meal promotion; Character Network for kids' apparel; Hawley and Hazel Chemical Co. for premiums with Darlie oral care products; O-Creation for Ginger Kids apparel and accessories; and Trio Best International for accessories, plush and domestics.

Finally, in India, 350 Archie's stores are selling a variety of products in a DTR program that includes gift, apparel and social expressions.



P&L Expands in Latin America



Latin American agency P&L Global Network is expanding its roster of higher-end lifestyle brands in the region.

P&L has brought the Royal County of Berkshire Polo Club, Jeep and Paul Frank to Latin American customers via retail franchises, with more than 50 stores in the region and more than 150 shops-in-shops in Panama, Venezuela, Colombia, the Dominican Republic, Chile, Ecuador, Peru and Mexico across the three brands.

The agency is replicating this retail franchise model with Versace 19.69 Abbigliamento Sportivo and has signed deals for men's, women's and children's apparel, with fashion bags, jewelry and accessories available for consideration.

P&L is also focusing on its recent additions of Chupa Chups in Mexico and Marie Claire in Central and South America, as well as its Baby TV direct-to-retail program with La Polar stores in Chile.

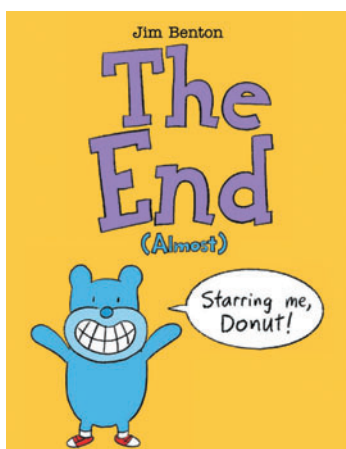


Striker to Draw on Jim Benton

Jim Benton, creator of the property It's Happy Bunny, has signed with licensing agency Striker Entertainment for representation.

"I've known Marc Mostman for years, and this seems like an excellent time to partner up. I'm looking forward to new projects with It's Happy Bunny, and Striker Entertainment is a perfect partner," says Benton.

The brand has several deals in place, including a new picture book recently released by publisher Scholastic. *The End (Almost)* was just featured on Scholastic's cover of its spring catalog and focuses on a character named Donut, a blue bear. Donut will be shopped as an entertainment property for brand extensions.



Benton will also debut his series of web cartoons in a book compilation titled *Dog Butts and Love. And Stuff Like That. And Cats*. NBM Publishing took on the book rights, which will launch at San Diego's Comic-Con next month. The book will retail in stores such as Books-A-Million, Barnes & Noble, Urban Outfitters, Amazon and more.



Mattel Shows Off Latest Product Offerings

MONSTER HIGH



Mattel's evergreen brands are going strong this year with an extensive list of new consumer products deals, which the company is showcasing at Licensing Expo. Among the highlights are:

- The first Ever After High costume collection, based on the line of Mattel fashion dolls, and all-new Thomas & Friends character costumes, both from Rubie's Costume Co.
 - A Thomas & Friends kids' light-up athletic footwear line from BBC International.
 - Monster High and Ever After High back-to-school supplies, as well as Ever After High stationery, charm pens, diaries and pencil cases from Innovative Designs.
 - Thomas & Friends sippy cups from Playtex.
 - A Thomas & Friends toddler bed, featuring the train shape of Thomas the Tank Engine, from Step 2.
 - A line of Barbie and Monster High role play products for young girls promoting a positive attitude and individual expression from Just Play.
 - A line of high-octane, lights and sound R/C cars using custom versions of Hot Wheels' iconic vehicle styles from Toy State.
 - Ever After High arts and crafts activity kits from Fashion Angels.
 - A collection of Ever After High electronics and accessories, including smartphone cases, audio accessories, karaoke systems and computer accessories from Sakar International.
 - Barbie, Hot Wheels and Monster High bikes and scooters from Huffy.
 - A line of Hot Wheels cars and play sets featuring Marvel's most iconic Super Heroes in a co-partnership between Mattel and Marvel.
- The products will be available at retail stores this year.



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