

Katzenberg, Richie Open Expo

Licensing Expo 2014 kicked off yesterday with two presentation events.

Jeffrey Katzenberg, chief executive officer, co-founder and director, DreamWorks Animation, opened the annual event with a keynote address. Katzenberg announced several consumer product initiatives for the company including the continued

expansion of the DreamWorks Classics portfolio, the building of the multi-channel network AwesomenessTV with the launch of DreamWorksTV (a daily kid and tween website), the debut of DreamWorks Press and the company-wide focus on location-based entertainment.

Celebrity and fashion icon Nicole Richie, whose brand House of Harlow 1960 has taken off in recent years, participated in The Big Interview,



Jeffrey Katzenberg, DreamWorks Animation



Nicole Richie, House of Harlow 1960, and Tony Lisanti, License! Global

moderated by *License! Global's* Tony Lisanti, global editorial director.

Launched in just 2008, House of Harlow 1960 has expanded from a collection of costume jewelry to now include apparel, footwear and accessories available at major retailers and in more than 40 countries. Richie will look to expand her brand to categories such as infant/children clothing and accessories and homewares.

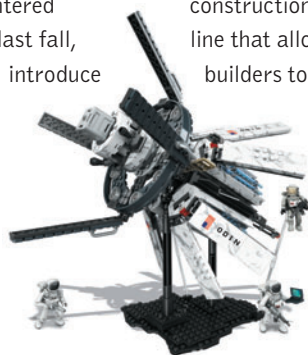
For today's full Licensing University schedule, turn to page 38.

Activision Constructs More Call of Duty

Activision is expanding on its existing partnership with MEGA Brands for additional Call of Duty construction sets.

Building on the initial adult-centered construction collection launched last fall, Activision and MEGA Brands will introduce an additional 14 products from the Call of Duty property, including content from "Call of Duty: Ghosts."

"Call of Duty is a cultural phenomenon. To do justice to this amazing franchise, we needed to create something truly



different and special," says Vic Bertrand, chief innovation officer, MEGA Brands. "We are proud to be a part of the Call of Duty collector construction sets, this exciting premium product line that allows adult collectors and savvy builders to experience the franchise in a whole different way."

According to Activision, the construction sets are faring well at retail. Initially launched as a line of 13 collectible products in October 2013, the sets have exceeded sales targets by 250 percent in less than six months.

Breaking News

Winx Club Heads to China

Rainbow Group unveiled new plans for its Winx Club brand in China, including a theme park and consumer product program.

The plans to launch the brand in China were announced as part of a special business forum between Italy and China that took place at the Great Hall of People in Beijing earlier this month.

The event, which was aimed at strengthening the cooperation and business collaboration between the two countries,

Continued on page SD4

Nick Gets Fashionable

Nickelodeon & Viacom Consumer Products has signed two new fashion deals for SpongeBob SquarePants with Beatrix Ong and Monnalisa.

Ong will create a range of luxury products and a separate core collection, set to hit retail in spring/summer 2015.

Monnalisa is planing a fashion collection for infants and girls that will be distributed internationally in more than 70 countries in Asia, the Middle East, Europe, the Americas and the U.S. The line will launch at the end of this month.

Subscribe to License!



AND YOU COULD WIN AN IPAD TO READ IT ON



www.bit.ly/LGiPad

YOUR YEAR-ROUND RESOURCE



JOIN THE REVOLUTION IN PLAY

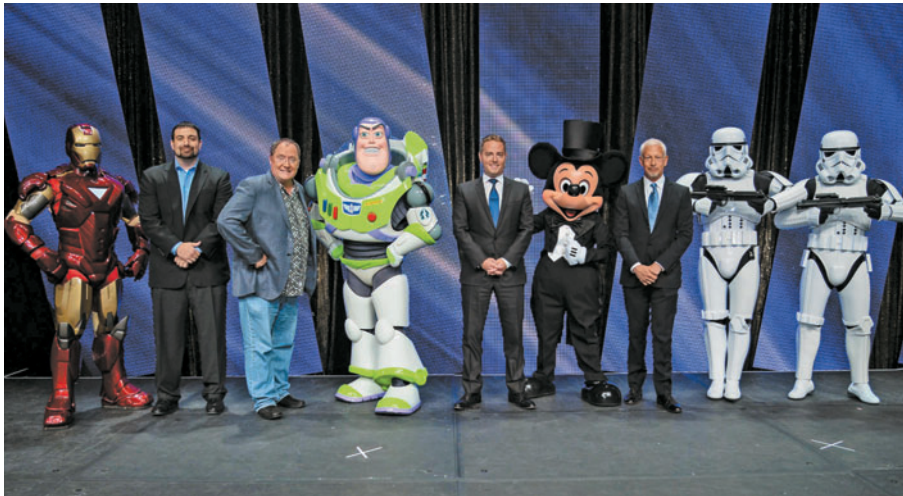


Hasbro

COME VISIT US AT BOOTH #F121



Disney Consumer Products Event



Mike Pasciullo, Marvel Studios and Television, Marvel Entertainment; John Lasseter, Pixar and Walt Disney Animation Studios; Josh Silverman, Disney Consumer Products; and Howard Roffman, Lucasfilm; with Stormtroopers, Mickey Mouse, Buzz Lightyear and Iron Man



Josh Silverman, Disney Consumer Products, with Mickey Mouse

Saban Brands 2014 Licensee Summit



Cirque du Soleil



Jacques Methe, Cirque du Soleil Media



The Power Rangers



Tom DeLonge, Macbeth, Blink-182 and Angels & Airways, with Elie Dekel, Saban Brands



Elie Dekel, Saban Brands

Sony PlayStation Summit

Sony's goal for 2014 is to be, as John Regala, director, product marketing, Sony Computer Entertainment America, says, "the most desired and advocated gaming brand" in the nation.

Coming off the high of the PS4 as the No. 1 gaming brand in the U.S. and best launch in console history, Sony will transition the brand from the small screen onto store shelves with new merchandise. Working with Bioworld Europe for the "Killzone: Shadows Fall" franchise, Regala attests that "Killzone" gamers are "living the game" by wearing its line of accessories and apparel.

Gamers are no longer the reclusive type, pulling all-nighters in the basement—a fact that is on Sony's radar.

"Everyone's a gamer," says John Koller, vice president, marketing, SCEA.

This year, PlayStation Network and Sony Pictures will collaborate on original programming and, in 2015, will work with Blockade Entertainment and Rainmaker Entertainment to work on its first film for its video game "Ratchet & Clank."

Sony also has a long line of classic games such as "Uncharted", "Little Big Planet" and "God of War," which Mike Webster, director, first-party games, SCEA, describes as "generation-defining content," that presents consumer product opportunity. Gran Turismo, one of the best-selling franchises in PlayStation history, has embedded itself in the real world of racing when Formula 1 signed gamer Jann Mardenborough to its Red Bull team by training with the Gran Turismo program, as well.

In February 2015, Sony PlayStation will release a new gaming property, "The Order: 1886," which takes gamers back to Victorian-era London.



Mike Webster, Sony Computer Entertainment, America



John Regala, Sony Computer Entertainment, America



John Koller, Sony Computer Entertainment, America



Sean Gorman, Janice Ross and Carla Silva, AG Properties

LIMA's 2014 Annual Meeting and Reception



Maura Regan, Sesame Workshop



Charles Riotta, The International Licensing Industry Merchandisers' Association (LIMA)



Cheryl Stoebenau, CAS Licensing & Marketing, and Maura Regan, Sesame Workshop

INTRODUCING

mini MARILYN™



Debuting at Booth #J81

For licensing opportunities, contact: info@minimarilyn.com

 @minimarilyn
minimarilyn.com

Mini Marilyn™ and Marilyn Monroe™ are trademarks of The Estate of Marilyn Monroe, LLC.





editorial department

group publisher

Steven Ekstract 212.951.6684
sekstract@advanstar.com

global editorial director

Tony Lisanti 212.951.6740
tlisanti@advanstar.com

managing editor

Amanda Cioletti 310.857.7688
acioletti@advanstar.com

web editor

Nicole Davis 310.857.7689
ndavis@advanstar.com

art department

art director

Shawn Stigsell 218.740.6443
sstigsell@media.advanstar.com

senior production manager

Karen Lenzen 218.740.6371
klenzen@media.advanstar.com

advertising department

advertising manager

Sharon Weisman 212.951.6637 sweisman@advanstar.com

reprint marketing advisor

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

audience development director

Anne Brugman abrugman@advanstar.com



chief executive officer

Joe Loggia

chief executive officer fashion group, executive vice president

Tom Florio

executive vice president, chief administrative officer & chief financial officer

Tom Ehardt

executive vice president

Georgiann DeCenzo

executive vice president

Chris DeMoulin

executive vice president, business systems

Rebecca Evangelou

executive vice president, human resources

Julie Molleston

senior vice president

Tracy Harris

vice president, general manager pharm/science group

Dave Esola

vice president, legal

Michael Bernstein

vice president, media operations

Francis Heid

vice president, treasurer and controller

Adele Hartwick



Advanstar Communications Inc. provides certain customer contact data (such as customers' names, addresses, phone numbers, and e-mail addresses) to third parties who wish to promote relevant products, services, and other opportunities that may be of interest to you. If you do not want Advanstar Communications Inc. to make your contact information available to third parties for marketing purposes, simply call toll-free 866-529-2922 between the hours of 7:30 a.m. and 5 p.m. CST and a customer service representative will assist you in removing your name from Advanstar's lists. Outside the U.S., please phone 218-740-6477.

License! Global does not verify any claims or other information appearing in any of the advertisements contained in the publication, and cannot take responsibility for any losses or other damages incurred by readers in reliance of such content.

Felix Heads to DWA

One of the world's most famous cats is heading to DreamWorks Animation. DWA has acquired the classic property Felix the Cat, one of the most recognized cartoon characters of all time. Felix will fold into the DreamWorks Classics portfolio.

Since his debut in 1919, Felix has starred in more than 100 short films, three cartoon series, comics, a feature film and was the first-ever balloon to appear in the Macy's Thanksgiving Day Parade.

"Felix is one of America's greatest icons from animation history," says Michael Connolly, head of global consumer products, DreamWorks Animation. "As we approach its 100-year anniversary, our plans are to make this one of the most desired tween/teen/adult fashion brands in the world."

The acquisition grants DWA rights to the entirety of the Felix cartoons, of which 260 were already in the DreamWorks Classics library.

"I felt a responsibility to Felix and my family to align myself with the biggest and best animation company in the world, DreamWorks Animation. At DreamWorks, I know Felix will get the full star treatment that he deserves and that he will be reintroduced to new generations of Felix fans," says Don Oriolo, president, Felix the Cat Productions. Oriolo's father, Joe, acquired and designed the modern Felix character.

Oriolo and his son, Mike, will continue to remain involved with the property, acting as consultants to DWA.



Knockout Builds Little House

Friendly Family Productions has named licensing agency Knockout Licensing to represent the classic Little House on the Prairie brand for product extensions in the U.S. and Canada.

"Simple joys, optimism, charm and craftsmanship are integral parts of the Little House on the Prairie brand, and we are excited to build a licensing program that celebrates this today," says Carole Postal, co-president, Knockout Licensing.

The series has been on-air for more than 40 years and is currently broadcast on the Hallmark Channel and Inspiration Network, as well as in 33 countries worldwide. The series is based on the books by author Laura Ingalls Wilder, which have sold more than 60 million copies in 100 countries.

"Little House on the Prairie is a special property that taps into our nostalgia and aspirations for a simpler life centered around family and community," says Trip Friendly, chief executive officer, Friendly Family Productions. "We decided to develop a classic lifestyle brand to celebrate the pioneering spirit of America in a beautiful, authentic way that would resonate with families and fans today."





JUNE 12, 2015

Visit us at Booth 0161

FOR MORE INFORMATION, PLEASE CONTACT: Licensing: Cindy Chang 818-777-2067 or Tricia Chaves 818-777-2440
Digital Licensing: Bill Kispert 818-777-5446 Retail: Jamie Stevens 818-777-6716
Domestic Promotions: Michelle Hagen 818-777-8175 TM & © Universal Studios

UNIVERSAL
PARTNERSHIPS
& LICENSING |   

JLG Fashions Song Program

Licensing agency The Joester Loria Group will represent lifestyle blogger Aimee Song for licensing.

Aimee Song is the voice behind the interior design and fashion website “Song of Style,” which showcases her unique personal style, product finds and home décor inspiration.

“We are delighted to represent Aimee Song and her blog, ‘Song of Style,’” says Debra Joester, president and chief executive



officer, The Joester Loria Group. “Aimee has combined her background in interior architecture and her signature relaxed chic fashion to build a huge following. We look forward to introducing the Aimee Song-branded product collections of fashion accessories and home goods.”

Launched in 2008, Song of Style has amassed more than 1.4 million followers on Instagram, 248,000 Facebook fans, 55,000 followers on Pinterest and 43,000 followers on Twitter. Song, an interior designer, has already partnered with fashion houses and retailers such as Tiffany & Co., Valentino, Saks Fifth Avenue, Macy’s, Gap, Seven for All Mankind, Cover Girl and Diet Coke for collaborations and marketing partnerships.

JLG will leverage Song’s interior design experience to extend her brand into categories such as home products and décor. JLG will also work with Song to



develop a range of fashion products in categories such as handbags and leather goods.

“I am thrilled to be partnering with a world-class licensing agency such as JLG,” says Song. “I have always seen a full-fledged product line as part of my brand’s evolution, and I am so excited to be exploring my two passions: interior design and fashion.”

WBCP, DC Entertainment Power Up Hall of Heroes

Warner Bros. Consumer Products and DC Entertainment are introducing the Superman Hall of Heroes, a gift-giving portal that allows consumers to honor their personal heroes by submitting their photo and story online.

“The Superman Hall of Heroes provides a unique opportunity for everyone to celebrate those individuals—coaches, mentors, teachers, parents, friends and more—who have made a positive impact on their lives or on the lives of others,” says Brad Globe, president, Warner Bros. Consumer Products.

During a ceremony in New York in May, an inaugural class of heroes, including Christopher Reeve, FDNY Fire Commissioner Salvatore Cassano, Jackie

Robinson, Shaquille O’Neal and several others, became the first people inducted into the Superman Hall of Heroes. The program’s gift packages range in price from \$4.99 to \$145.99 and include an induction listing and permanent listing in the Superman Hall of Heroes, as well as additional options for apparel and accessories, housewares, sports equipment and more.

A portion of the proceeds from the Superman Hall of Heroes packages amassed through Father’s Day will go to The Christopher & Diana Reeve Foundation. The program will continue throughout the year with The Red Cape Crew, a community outreach initiative created to support random acts of kindness across the country.





MINIONS

COMING TO THEATERS
JULY 10, 2015

Visit us at Booth 0161

FOR MORE INFORMATION, PLEASE CONTACT: Licensing: Cindy Chang 818-777-2067 or Tricia Chaves 818-777-2440
Digital Licensing: Bill Kispert 818-777-5446 Retail: Jamie Stevens 818-777-6716
Domestic Promotions: Michelle Hagen 818-777-8175 TM & © Universal Studios



Kung



Candy Crush Saga™

#1 Top Grossing Game App²

97 million daily active users¹
Playing over a billion games every day³



Farm Heroes Saga™

#3 Top Grossing Game App*

20 million daily active users¹
Playing over 188 million games every day³

Welcome to the Kingdom.
Come visit us at Stand C-155
licensing@king.com

Ubisoft Pushes 'Watch Dogs'

Ubisoft is showcasing several new licensing partnerships for a lineup of apparel and novelties inspired by its new game, "Watch Dogs," in which gamers play the role of vigilante and hacker Aiden Pearce.

Among the highlights are:

- Watch Dogs speaker tag sets from ASTRO Gaming for both the ASTRO A30 and A40 headsets, featuring art from the game.
- Multiple styles of Watch Dogs-inspired fashion t-shirts from Bioworld at specialty retailers such as Hot Topic and GameStop.
- The Watch Dogs capsule collection from Frank & Oak, a leading menswear brand and e-tailer, featuring items such as distressed v-neck pocket tees, printed denim shirts, waffle Henleys, black canvas pants and more.
- Watch Dogs-inspired coats, sweaters,

caps, scarves, heavy-duty bags and iPad sleeves from musterbrand.

- Standard and collector's edition strategy guides for Watch Dogs from Prima, featuring unique cover art designed exclusively for the guide with over 30 pages of character lore and behind-the-scenes details, as well as a free mobile edition of the strategy guide.
- Watch Dogs t-shirts and accessories including pin sets, iPhone cases, lanyards, wristbands and wallets from ThinkGeek.
- *The Art of Watch Dogs* from Titan Books, which showcases the developer's vision of building a living, breathing and "hackable" cityscape.
- Two Watch Dogs posters that feature character Aiden Pearce from licensee Trends, which will be available at all GameStop locations in the U.S.



NFLPI Tackles Pop Warner Consumer Product Program

NFL Players Inc., the licensing and marketing arm of the NFL Players Association, is teaming up with Pop Warner Little Scholars, one of the country's largest and longest-running youth football organizations, for officially licensed co-branded products featuring active NFL players.

The products will include apparel and merchandise such as jerseys, trading cards, mobile game characters, toys, sporting goods and NFL player photos in their Pop Warner uniforms.

"A licensing partnership with NFL Players Inc. is a natural extension, since hundreds of active NFL players began their football careers playing Pop Warner," says Jon Butler, executive director, Pop Warner Little Scholars. "We are looking forward

to the great opportunities this relationship will offer to connect to the incredible football passion of so many fans and players alike."

"Teaming up with Pop Warner Little Scholars makes sense as we look to provide younger fans and their families with new and different ways to support their favorite players," adds Steve Scabelo, vice president, licensing and business development, NFLPI. "Our players' Pop Warner origins are significant, and we believe offering fun and distinctive co-branded products is a great way to celebrate that history."

NFLPI and Pop Warner will work collaboratively to sign co-brand licensees, both existing and new, and designate co-branded products that can be sold through



Pop Warner registration packages. All the items will feature NFLPI and Pop Warner Little Scholars logos.

More than 70 percent of the current 1,800 active NFL players competed on Pop Warner teams across the country, including current stars Peyton Manning, Richard Sherman, Andrew Luck and Colin Kaepernick.

Blue Sky
STUDIOS

PEANUTS

by SCHULZ



ALL NEW 3-D
CGI MOVIE

GLOBAL RELEASE FALL 2015



© 2014 Peanuts Worldwide LLC © 2014 Twentieth Century Fox



PEANUTS
WORLDWIDE LLC

FOR A SNEAK PEEK VISIT US AT BOOTH #G141

**Touch.
Feel.
Connect.
Share.
Protect.**



For licensing information please stop by booth A150
at the 2014 International Licensing Expo in Las Vegas

Contact SeaWorld Licensing at 407.721.3375
or licensing@seaworld.com

seaworld.com



Cherokee Introduces Tony Hawk

Legendary skateboarding athlete Tony Hawk is trading in his board for solid ground at Licensing Expo to promote his signature apparel brands Tony Hawk and Hawk. Cherokee Global Brands is kicking off the global expansion of the brand, which is already exclusively licensed to Kohl's in the U.S.

Cherokee acquired the Tony Hawk franchise earlier this year from Quiksilver.

"We are excited to have Tony join us and our partners as we expand distribution globally," adds Henry Stupp, chief executive officer, Cherokee. "We expect Tony Hawk and Hawk signature apparel brands to achieve as much global growth and continued success as the other brands in our portfolio."



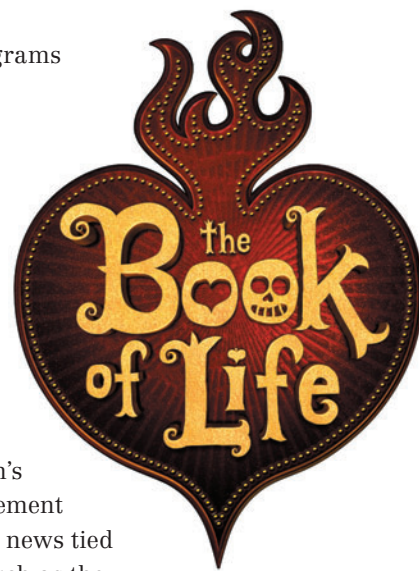
Cherokee is planning to continue its relationship with Kohl's, while also extending the Tony Hawk brands into department store and specialty channel distribution globally.



Fox Unveils New Deals for TV and Film Properties

Fox Consumer Products is introducing new licensing programs for some of its hot television and film properties.

"Fox Consumer Products continues to deliver broad-based licensing programs that are seeing tremendous success around the world," says Roz Nowicki, executive vice president, global sales and retail, Twentieth Century Fox Consumer Products. "Our team's Licensing Expo 2014 announcement highlights include partnership news tied to upcoming new properties such as the television series 'The Strain' and feature films *Fault in our Stars* and *The Book of Life*, with continued excitement surrounding television series 'Sons of Anarchy,' 'The Simpsons' and 'Family Guy.'"



Building momentum for the seventh and final season of the FX series "Sons of Anarchy" this fall, Fox is adding to the series' 60-plus licensees with a behind-the-scenes trade book from Time, Inc., comic books and graphic novels from Boom! Studios, apparel from Metal Mulisha, limited edition canvas prints from Segal Fine Art, apparel and accessories from Undergirl, apparel from Freeze, original novels from St. Martin's Press, gift books and novelty publishing from Running Press Books, board games from Gale Force Nine and action figures from Mezco Toys. Products are expected to roll out to coincide with the series finale.

Meanwhile, Fox is gearing up for the premiere of "The Strain," the network's latest drama series based on the vampire novel trilogy of the same name, with a multi-category licensing program. Partners include apparel from Fifth Sun, figures from Mezco, costumes from Spirit Halloween and books from Insight Editions.

On the big screen, Fox is promoting the October release of the animated film *The Book of Life* from Academy Award-winner Guillermo del Toro, with a merchandise line that includes apparel, toys, stationery and publishing in partnership with Target, Hot Topic and other major retailers. Licensing partners include apparel from Bentex, accessories from Loungefly, stationery and novelty items from Innovative Designs, toys from Funko, home products from The Northwest Co. and publishing from Simon & Schuster and Titan Books.



Our Time is Now

WWE video games are
one of the **top-selling**
fighting franchises of all
time, with more than
60 million units sold.



WWE® Superstar
John Cena®

Come meet a
WWE SUPERSTAR
TODAY! 1PM - 3PM

VISIT US AT

BOOTH #M161



WWE.COM

™ & © 2014 WWE. All Rights Reserved.

Mia and me



TOP RATED SHOW EVERY
WEEKEND @ 07PM IN THE US

ONLY ON **nick jr.**
THE SMART PLACE TO PLAY

© 2014 Lucky Punch | Rainbow | Marchi Entertainment. All rights reserved.



Rainbow

via Brece 60025 Loreto (AN) Italy • Tel. +39 071 750 67 500 • www.rbw.it • licensingdept@rbw.it



Winx CLUB



- WINX SR 7 DEBUT IN SPRING 15
- A BRAND NEW THEATRICAL MOVIE PREMIERE IN FALL 14
- OVER 15M VIEWERS WATCH WINX CLUB DAILY ACROSS 115 BROADCASTERS

Winx Club™ ©2003-2014 Rainbow S.r.l. All rights reserved. Series created by Iginio Straffi. www.winxclub.com

**Licensing Expo
Las Vegas**

RAINBOW Booth #R153

Skechers Renews for Eyewear

Eyewear company Marcolin Group and lifestyle and performance footwear brand Skechers USA have renewed their partnership for Skechers optical frames and sunglasses.

“We are happy to announce this renewal,” says Giovanni Zoppas, chief executive officer, Marcolin Group. “The solid partnership with a worldwide brand like Skechers strengthens our position in the American market and gives us further opportunities for other markets that we are now targeting.”

“The eyewear business has always been key to establishing Skechers as a head-to-toe brand,” adds Michael Greenberg, president, Skechers. “We’re excited to be extending one of our first and most successful licensing partnerships, and we look forward to growing in this market with the expanded reach of the Marcolin Group.”

Inspired by the fashion-forward styling and attitude found in the Skechers brand designs, the eyewear collection for men, women, boys and girls features innovative designs and a variety of sporty elements,

including soft-touch temple trims, sculpted detailing and two-tone colorations. Multi-stripped acetates and matte-finished metals also accentuate the collection’s overall design aesthetic.

Skechers eyewear is available at authorized e-commerce retailers, independent retailers, department stores and select Skechers retail stores throughout the U.S. and around the world.

SKECHERS

4K Media Continues to Build Buzz for Yu-Gi-Oh! Brand

4K Media is reviving its storied Yu-Gi-Oh! franchise with a series of new consumer product deals and broadcast partnerships.

On the merchandising front, 4K Media is growing the kids’ brand throughout North America and international markets. The company has signed Freeze for a new collection of children’s t-shirts, fashion tops and hoodies utilizing artwork from the “Yu-Gi-Oh!” animated series to target a younger fan base in the U.S. and Canada; and Gruppo Cartorama for stationery and back-to-school accessories featuring the artwork from the “Yu-Gi-Oh! ZEXAL” animated series for the territories of Italy, San Marin and Vatican City.

In the broadcasting arena, 4K Media is continuing to expand the series globally. Italy K2 will air the third season of “Yu-Gi-Oh! ZEXAL” dubbed in Italian. As part of a 3 year agreement that includes the rights for exclusive free TV and pay TV, the U.K.’s KIX will air the first two seasons of “Yu-Gi-Oh! ZEXAL.” And Australia’s GO Network, which currently airs the first two seasons of “Yu-Gi-Oh! ZEXAL,” will now air the third season as well as all five seasons of “Yu-Gi-Oh! Classic.”

“With all of these recent developments, it’s clear that excitement for the Yu-Gi-Oh! brand is continuing to build around the world,” says Kristen Gray, senior vice president, 4K Media. “We’re expecting to make additional announcements in the year ahead, which will continue to demonstrate our commitment to the franchise and its robust resurgence.”

The Yu-Gi-Oh! animated series is currently in its 13th consecutive year of broadcast in the U.S. and most major markets worldwide. The brand continues to gain young fans through the television series, its trading card game and motion picture releases



©1996 Kazuki Takahashi
©2011 NAS • TV TOKYO



Visit Us
in Booth
#F71

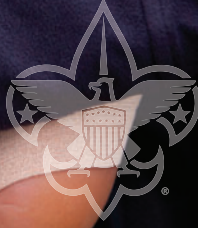
WHEN YOU NEED TO BE **READY.**



Turn to the most experienced name in preparedness.

Boy Scouts of America | 800.323.0732 | licensing@scouting.org | www.scouting.org/licensing | Twitter: @bsalicensing

BE + PREPARED
A BOY SCOUTS OF AMERICA® BRAND



Sony Pairs for Brand Mash Up

Internet meme Domo is pairing with Sony Pictures Entertainment's classic *Ghostbusters* film franchise for a consumer product line that is certain to delight pop culture fans the world over. The partnership, brokered by Big Tent Entertainment through an agreement with Sony Pictures Consumer Products, will cast Domo in a range of limited edition collectibles, apparel and plush alongside some of the beloved characters from *Ghostbusters*, including Slimer and the Stay Puft Marshmallow Man, as well as features some of the most recognizable scenes from the film.

"The collaboration between beloved, iconic movie franchise *Ghostbusters* and Millennial fan favorite Domo will provide a highly sought after product launch appealing to consumers of all ages," says Gregory Economos, senior vice president, global consumer products, Sony Pictures Entertainment.

"This mash-up bridges the generation gap between pop-culture fandom and blends two franchises that seem to share a common sensibility," says Rich Collins, president and chief executive officer, Big Tent Entertainment.

The products are slated to hit store shelves this fall.



King Features Takes Flash Gordon to the Next Level

King Features has closed a deal with Twentieth Century Fox for new licensing agreements based on the classic *Flash Gordon* movie.

King Features has sealed new publishing deals with Titan Books, Dynamite Entertainment and IDW, and also secured a licensing agreement with Mondo for limited edition Flash Gordon movie poster diptych sets.

Other new products and programs include a new Flash Gordon online slot game from Zynga; and men's wallets, travel cases, iPad cases and keepsake tins, drinkware and notebooks from Portico, the U.K.-based stationery/gift company. Portico will also create greeting cards for the brand.

King Features Syndicate is a member of Hearst Entertainment and Syndication Group and is a distributor of comics, columns, puzzles and games to print and digital outlets worldwide. King Features also represents classic properties such as Popeye, Olive Oyl, Betty Boop, Beetle Bailey, Hagar the Horrible, The Phantom and Mandrake the Magician. The company continues to expand its portfolio and now represents new properties, including Brazilian pop culture artist Romero Britto.





UNLEASH THE POWER SOCCER IN THE AMERICAS



COPA AMÉRICA Chile 2015



BOOTH H40

wematchla.com
licensing@wematchla.com


weare,wematch
FULL PLAY • TORNEOS • TRAFFIC

Discovery Serves Up Cake Boss

Discovery Communications is cooking up a serious global expansion for its Cake Boss brand, the bakeware and home goods program based on the hit TLC reality television series, “Cake Boss,” which chronicles the life of master baker Buddy Valastro and his family.

In North America, the company is rolling out new bakeware, serveware and decorating tools under its Cakeware line in partnership with Meyer Corporation, a global partner for the Cake Boss brand; as well as Cake Boss Junior, an extension of the Cakeware line designed for kids. They are also serving up new food and drink additions, including varieties of buttercream and fondant, ready-to-eat cakes and filled cupcakes in partnership with Dawn Foods, and a series of K-cup compatible coffees based on Buddy’s signature desserts from Single Cup Coffee.

“Cake Boss” is heating up across the pond as well. Following its successful launch in the U.S., Discovery launched the Cake Boss



bakeware line in the U.K., with South Africa, Italy, the Middle East, Germany and Scandinavia to follow later this year. Several offerings in the publishing and home entertainment categories are already available, and stationery products are in the pipeline. An e-commerce site is also set to launch in Europe by year-end.

In the Asia Pacific region, Discovery introduced a home goods collection with more than 80 SKUs in Australia and New Zealand in partnership with Meyer Cookware Australia, and they plan to expand into China, Taiwan, Hong Kong and Singapore throughout the year.

ITV Powers Thunderbirds

ITV Studios Global Entertainment is giving a first look at its latest boys’ action-adventure television property “Thunderbirds Are Go!” at Licensing Expo.

Produced in partnership with Pukeko Pictures and Weta Workshop, this remake of the classic 1960s TV series is set to debut in spring 2015 on ITV and CiTV in the U.K. to coincide with the brand’s 50th anniversary and will introduce new cutting-edge filming techniques that combine CGI animation with live action.

“There is a huge affection for this much-loved brand in the U.K. where it is a national treasure, and there are also many exciting themes and characters that will chime with global audiences tuning in for the first time. The series premiere will be supported by one of our biggest ever marketing and retail campaigns, and we look forward to showcasing a wide array of licensing opportunities,” says Trudi Hayward, senior vice president and head of global merchandising, ITVS GE.

ITVS GE is supporting the international roll out of “Thunderbirds” with an extensive marketing campaign, retail promotions, digital initiatives, new product partnerships, events and live shows. Vivid Imaginations is already on board as master toy licensee, with additional partners to be announced soon.



ZAG Hires on Execs

Entertainment firm ZAG is expanding its U.S. operations this summer with the opening of a new 40,000-square-foot entertainment studio in Glendale, Calif. Ahead of the new facility’s launch, ZAG is teaming with global entertainment brand executives Andre Lake Mayer and Jared Wolfson to drive the development of long-term, multi-category brands.

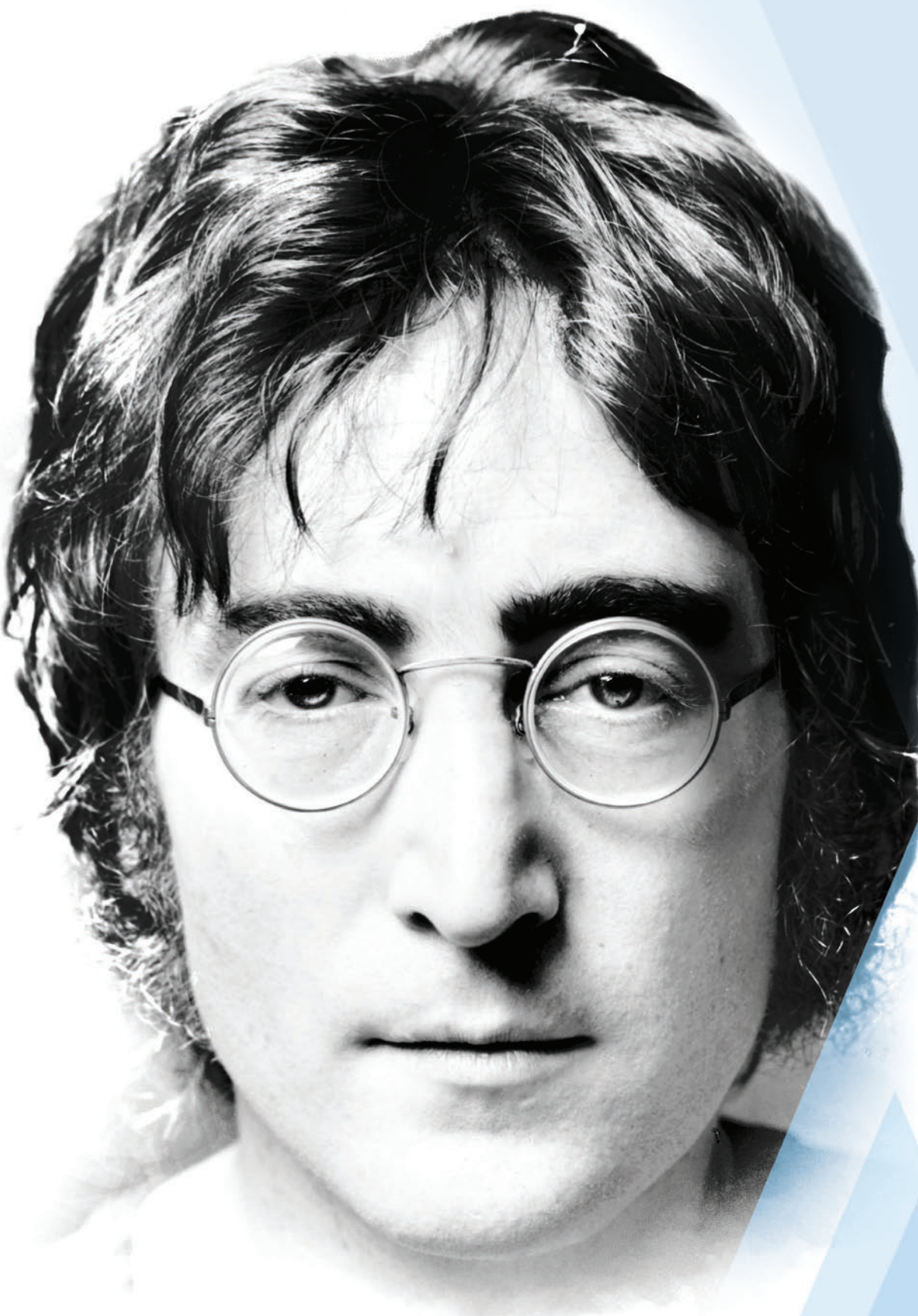
“Collectively, they bring a vast depth of knowledge and creativity within our industry,” says Jeremy Zag, founder, ZAG Entertainment. “Their expertise will be invaluable as we define and expand our portfolio of properties and build this exciting endeavor of ZAG for the next generation of kids.”

The new facility will accommodate the pre- and post-production creative and executive teams for the company’s feature film and TV divisions, including animation and live action productions.

Since the company partnered with Jacqueline Tordjman to create its animation division, ZAGtoon, it has seen international growth with offices in Paris, Brussels, Seoul and Tokyo, and has produced and sold more than 100 half-hours of CGI animation programming into more than 150 markets worldwide.

ZAG is also partnering with Man of Action Entertainment, in collaboration with its in-house European creative team to develop several original properties.

ZAG is debuting four new and original properties at Licensing Expo including Ladybug, Ghostforce, Superstar and Powearth.



LIFE
is what
happens
TO YOU
while you're
BUSY
making other
plans



JOHN LENNON

LICENSING EXPO 2014, LAS VEGAS
SHELL SEEKER ROOM B
(one level below show floor)

EPIC RIGHTS

WWW.EPICRIGHTS.COM

JULI BOYLAN-RIDDLES
EVP GLOBAL STRATEGIC PARTNERSHIPS
JULI@EPICRIGHTS.COM

LISA STREFF
SVP LICENSING
LISA@EPICRIGHTS.COM

THIS BOX
ROCKS!





TM & © 2014 Paul Frank Industries LLC.



SABAN Brands
Visit Booth A112

Connecting Fans to Brands
Everywhere, Everyday!

Rovio Flies High with Angry Birds

In anticipation of *The Angry Birds* movie coming in 2016, Rovio Entertainment is amping up the Angry Birds franchise with its efforts anchored around the release of the brand's latest app game, "Angry Birds Stella," this fall.

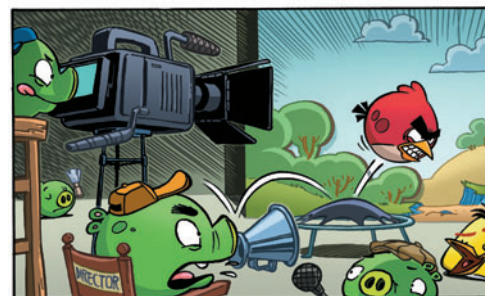
In support of the app's release in September, Rovio is expanding the Angry Birds universe across games, consumer products, publishing and animations.

"Angry Birds Stella" will introduce fans to new characters, settings and adventures that will be reflected in the licensing program, which includes Evy of California for fashion tops, skirts and leggings; as well as J. Franco, Commonwealth, Simply Natural and Accessory Innovations for products that incorporate the brand

message of "dare to be yourself." Stella character diaries and scrapbook activity books are also launching this fall.

In addition, Rovio is collaborating with Hasbro for Angry Birds Stella Telepods, a gaming platform that allow kids to integrate physical and digital play by transporting character figures into the game using their smart devices and unlocking exclusive content.

"Angry Birds Stella and the bold new flock of birds will delight our fans with their inspiring adventures and will be introduced globally through amazing products," says Naz Cuevas, senior vice president, global consumer products licensing, Rovio. "We're thrilled to be working with top partners who understand



and celebrate our brand values, as we continue to offer ways for our fans to bridge the physical and digital worlds in a meaningful and fun way."

A spinoff of the "Angry Birds Toons" television series starring Stella and her feathered friends is slated to premiere in November in conjunction with the release of the game.

Nerd Corps Pushes Slugterra

Nerd Corps Entertainment is continuing to pump up its boys' action property Slugterra.

The company, who has just signed Slugterra's 50th licensee, is unleashing a slew of new consumer products this year including apparel, backpacks, bags, notebooks, pajamas, snacks, watches and water canteens. In the U.S., Jakks Pacific is growing its Slugterra toy line with new collectible slug figures at Kmart and Meijer, with more products to follow later this year; while in Canada, Jakks is rolling out plush and flinger figures at Target. Abroad, Panini is extending its trading card rights from Brazil to include France, Portugal and Spain; and licensees in Latin America have signed on for apparel, housewares, stationery, cosmetics and party goods in multiple countries.

Nerd Corps is also adding three movies to its roster. The first movie, *Ghoul from Beyond*, premiered on Disney XD Canada this spring; and the second movie, *Return of the Elementals*, will bring Slugterra to the big screen for the first time, debuting on select U.S. screens in August. The third movie is in the pipeline for this fall.



Dumb Ways to Die Hits Market

Evolution has announced that the "adorably macabre" Dumb Ways to Die plush line from U.S.



toy licensee Commonwealth Toys and Novelty is now available for purchase at specialty retailers Hot Topic and FYE.

The plush launch is being supported with in-app push notifications. Metro Trains Melbourne is releasing additional short-form animation on the DWTD YouTube channel throughout the year, as well. The channel has now amassed nearly 100 million views since launch, according to Evolution.

Underground Toys and Licensing Essentials are slated to distribute the plush line in the U.K., Australia and New Zealand, respectively.

Evolution is adding additional licensees to the brand in categories including apparel, accessories and stationery.

In addition, a new iOS and Android app will be released on a worldwide basis beginning in Q4, which will provide much deeper game play and in-app purchases, extending the global reach of the franchise.

A consumer teaser campaign will begin rolling out in late September.

One of America's most beloved properties
...now available for *licensing*

LITTLE HOUSE ON THE PRAIRIE®



*For the full story,
contact:*

Knockout Licensing
Carole Postal or Tamra Knepper
info@knockoutlicensing.com
knockoutlicensing.com
(212) 947-5958



Park your wagon at:

Booth #F-81
Licensing Expo 2014

KNOCKOUT
LICENSING

LITTLE HOUSE ON THE PRAIRIE® and associated character names and trademarks are owned and licensed by Friendly Family Productions, LLC. All rights reserved. © 2014 Friendly Family Productions, LLC.

VISIT US AT BOOTH B121

FOR LICENSING AND MERCHANDISING OPPORTUNITIES CONTACT:

North America, South America
ConsumerProductsNCSA@ubisoft.com

Europe, Middle East, Asia
EmeaConsumerProducts@ubisoft.com

Rabbids Invasion

BIOWORLD

 **Fiesta**[®]
www.fiestatoy.com

FREEZE
BY THE HOUSE OF THE FUTURE


McFARLANE
TOYS


PAPERCUTZ


Simon
Spotlight

ABRAMS
THE ART OF BOOKS SINCE 1949

JOIN THE INVASION



UBISOFT®

ASSASSIN'S CREED



© 2007-2014 Ubisoft Entertainment. All Rights Reserved. Assassin's Creed, Ubisoft, and the Ubisoft logo are trademarks of Ubisoft Entertainment in the US and/or other countries. Cryptozoic ® & © 2014. Cryptozoic Entertainment. All Rights Reserved.

Licensing Partners Include:



JOIN THE BROTHERHOOD

VISIT US AT BOOTH #B121

FOR LICENSING AND MERCHANDISING OPPORTUNITIES, CONTACT:

North America, South America
ConsumerProductsNCSA@ubisoft.com

Europe, Middle East, Asia
EmeaConsumerProducts@ubisoft.com



UBISOFT®

Blogger Dresses Club Monaco

Founder and blogger of popular lifestyle website Cupcakes and Cashmere, Emily Schuman, has teamed up with fashion brand Club Monaco for a capsule collection, which hit retailers in May. The deal was brokered by Brand Central, the exclusive licensing agency for Cupcakes and Cashmere.

Known for her eclectic, down-to-earth style with a nod to practicality and affordable luxury, Schuman's taste and lifestyle create a perfect synergy with Club Monaco, a brand known for fusing real-world street style with high-fashion trends. Through her blog, Schuman has become a voice for today's generation on

culture, fashion and living, much the way Club Monaco has combined these pillars through its online portal, Culture Club and its downtown lifestyle flagship.

"We see a true creative connection with Emily, and working with her has been a collaboration in every sense of the word," says Caroline Belhumeur, lead women's designer for Club Monaco. "Emily has an eye for fashion, yet isn't afraid to put her own spin on things and offer up her personal style, which in essence is what has made her blog so successful."

"My collection for Club Monaco embodies everything that Cupcakes and Cashmere is about," says Schuman. "These are

lifestyle pieces that are simple, understated and as functional as they are fashionable. Clothing should contribute to one's lifestyle, not dictate it, and these pieces will effortlessly fit into every woman's wardrobe."

The collection features easy, tailored basics such as white button-down shirts, floral dresses, pencil skirts and mod-inspired sheaths, all updated for the modern woman who is on top of the trends but also enjoys classic pieces.



BRANDCENTRAL

Garfield Dips His Paws into Food and Candy

Garfield licensor Paws, Inc. is expanding the character's love for eating with promotional partners in the food and candy spaces.

Paws has recently added several candy partners including Good Link Trading for gummies, jellies and biscuits; Sweet N Fun for novelty candies; Megatoy for seasonal gift baskets; Innovative Candy Concepts for Too Tarts spray and liquid candy; Kidsmania for candy and toys; and MSRF for candy dispensers, tins, cocoa sets and tower gift packs.

Building on the success of past QSR promotions with McDonald's in China and Quick in France, Wendy's

International is launching a kids' promotion this summer featuring assets from "The Garfield Show" in premiums including stickers and 3D glasses, and KFC will "Go Go Garfield" with their promo.



Polaris Drives Indian, Victory into Expo

American motorcycle brands Indian Motorcycle and Victory Motorcycles will debut at Licensing Expo this year.

The brands will showcase alongside parent company Polaris Industries, one of the leading powersport manufacturing companies.

Polaris is seeking to expand the brands' product categories and is looking for premium quality partners that deliver on the same quality products that fans of the brands have come to know and expect.

Indian Motorcycle is one of America's original motorbike companies. It was founded in 1901 and has gone on to become one of the nation's most legendary brands.

Victory Motorcycle began production of its vehicles in 1998, and is a U.S.-based brand.

Polaris owns both brands.

Also under the Polaris brand banner are Polaris Ranger, RZR and various high-quality off-road vehicles, all-terrain vehicles, snowmobiles, motorcycles and on-road electric/hybrid powered vehicles. Additionally, Polaris continues to invest in the global on-road small electric/hybrid-powered vehicle industry with Global Electric Motorcars, Goupil Industrie and internally developed vehicles. Polaris enhances the riding experience with a complete line of Polaris and KLIM-branded apparel and Polaris accessories and parts.

Rilakkuma™



Visit us at Licensing Expo #F-151

URL : <http://san-x.jp/> Facebook www.facebook.com/SANX.CO.LTD

Twitter @RilakkumaUS Instagram @RilakkumaUS



Global Icons Pumps Up Brands

Brand licensing agency Global Icons has signed on to exclusively represent the IronMan Triathlon, the largest endurance sports platform in the world. Together the companies will enhance IronMan with new health, wellness and lifestyle products across a range of categories catering to both professional athletes and people of all ages interested in fitness. Global Icons will also advance the mission of IronKids by aligning with a to-be-announced national retailer to host events and create products in the youth apparel, accessories, food and beverage and fitness equipment categories.

Meanwhile, Global Icons is extending the reach of Ford beyond automobiles. As part of the 50th anniversary celebration of the Ford Mustang, nail care brand OPI will mark the milestone with a limited edition nail lacquer collection capturing the spirit, passion and excitement of Ford Mustang set to hit U.S. stores in July. Lucky Brand will add to their Ford line of all-American vintage-inspired tees for men, women and kids with new styles



this summer, and Nine HK's line of "Built Ford Tough" hand and power tools is going strong after a successful launch last year. In addition, Ford will expand its branded retail environments from J.T. Network in China.

Global Icons is also focusing on brand extensions for its other top properties, including BMW, Crock-Pot and MINI.



FAVORITE ITEMS FOR A LOVELY HOME...

The Licensing Company's product assortment makes your house a home.

We extend the reach of our client's brands by making their products fulfilling, engaging and desirable in the hearts and minds of consumers.

⊕ Visit us at booth #G91



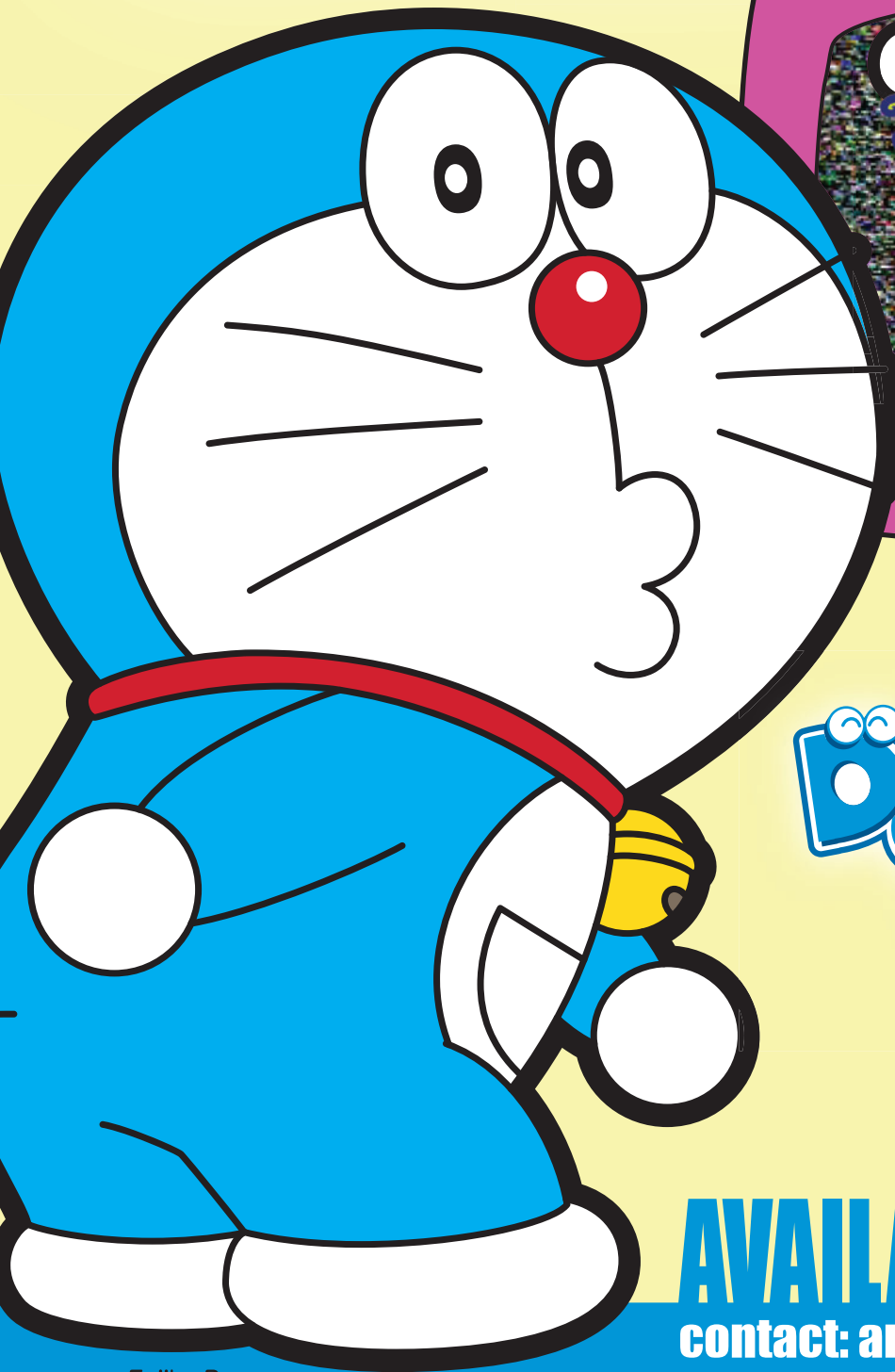
NEW YORK | LONDON | PARIS | MUNICH | SHANGHAI | TOKYO | DETROIT

Phone: +1 (212) 413-0880

www.thelicensingcompany.com

⊕ E: vegas@thelicensingcompany.com

FROM 22ND CENTURY JAPAN TO
21ST CENTURY AMERICA!!



DORAEMON!
Gadget Cat from the Future

COME VISIT US AT
BOOTH #P200

AVAILABLE FOR LICENSE

contact: animelicensing@viz.com
www.doraemon.com



©Fujiko Pro
©Disney

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.

Moderator: Steven Weinberg, founder, Holmes Weinberg PC. Presenters: Elise Contarsy, vice president, brand licensing, Meredith Corporation; David Favela, manager, business development and licensing, Hewlett Packard; Alan Kravetz, president and chief operating officer, Leveraged Marketing Corporation of America (LMCA); and Pooneh Mohajer, chief executive officer and co-founder, tokidoki.

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.

Moderator: Joanne Olds, president, The Buffalo Works. Speakers: Lynette Jennings, Lynette Jennings Design; Diane Carnevale Jones, owner, Carnevale Jones Group; and Dave Koehser, attorney.

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.

Moderator: Stephen Reily, managing director/chairman/general counsel, IMC Licensing. Presenters: Neena Gordon, president, N Gordon Company; David Harkins, associate director, retail business development, Boy Scouts of America (National Council); Kara McCarthy, director of partnerships, licensing and business development, Clorox Company; and Ellen Slicklen, vice president, global licensing, Connair/Cuisinart.

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.

Moderator: Leigh Ann Schwarzkopf, principal, Project Partners Network. Speakers: Mitchell Stevenson, president, Formula Brands; and Michael Connolly, head of global consumer products, DreamWorks Animation.

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. Moderator: Susie Frausto, Jel-Sert. Speakers: Gus Valen, founder and chief executive officer, The Valen Group; and Megan May, brand licensing manager, Dr Pepper Snapple Group.

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.

Moderator: Weston Anson, chairman, Consor. Speakers: Larry W. McFarland, partner, Kilpatrick Townsend; and Robert Strand, vice president, licensing, IMG WPP Partnership Liaison.

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.

Presenter: Greg Battersby, principal, Battersby Law Group.

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 the 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.

Moderator: Ilan Haimoff, principal, Green Jasson Hanks. Speakers: Todd Katzenstein, head of finance, DreamWorks Animation Consumer Products; and Scott Rosenbaum, expert counsel of business and legal affairs, Mattel.

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.

Moderator: Warren Shoulberg, editorial director, Home & Textiles Today and Gifts & Decorative Accessories. Speakers: Gayle A. Jones, head of licensing, The Procter & Gamble Company; and Sergei Kuharsky, general manager, new business, food category, Scripps Networks Interactive.

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.

Presenter: Rob Striar, M Style Marketing.

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.

Moderator: Stuart Seltzer, president, Seltzer Licensing. Speakers: Mario DiFalco, director of innovation, Del Monte Foods; Greg Goldstein, president and chief operating officer, IDW Publishing; and Glenn Neilson, director of marketing, The Scotts-Miracle Gro Company.

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.

Moderator: Brent Weinstein, head of digital media, United Talent Agency. Speakers: James Fielding, global head of consumer products and retail, AwesomenessTV; and Andrew Graham, senior talent manager, Fullscreen.

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.

Moderator: Russell Brown, president, licensing, promotions and ad sales, Valiant Entertainment. Speaker: Susan Miller, founding partner, Bolder Media, Cupcake Digital, Mixed Media Group.



I'm living the Tamagotchi L.i.f.e.!

Jennette McCurdy

TAMAGOTCHI L.i.f.e.

Love Is Fun Everywhere

Brand Ambassador



www.tamagotchilife.com

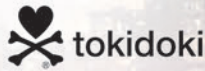
info@syncbeatz.com

Be sure to visit us at Booth 0-193



© BANDAI, WIZ

**We put all
our energy in
Lifestyle
Programs**



**P&L represents
globally recognized
brands and
have launched
successful Brand
Extension
Programs in
the Region**



www.plglobalnetwork.com

exhibitorlist

COMPANY NAME	BOOTH #	COMPANY NAME	BOOTH #
1000 Cranes, LLC	U185	Bravado International Group	P191
24IP Law Group	C47	Brazilian Brands	D161; E161
41 Entertainment LLC	A130	Bren Bataclan	H31
4K Media Inc.	S171	Brentwood Licensing LLC	G50
4Licensing Corporation	M192	Bromelia Productions	D161; E161
A Mate Inc.	J141	Buffalo Works	E41
Aardman Animations	T173	Bulldog Licensing Inc.	V181
Aaron Childs	F12	BuyEnlarge.com	U173
ABRAL	D161; E161	CAPCOM	Z14
Accu-Track by Credit & Financial Services Inc.	B42	Carner, Newmark & Cohen / 1-800-THE-BOSS	V190
ACF Group	L24	Carte Blanche Group	Z10
ACF Group	X191	Cartoon Network Enterprises	D121
Act III Licensing, LLC	D91	Catalyst Brands Group	K190
Activision	R161	CBS Consumer Products	C121
Admiral Sports	K45	Cepia LLC	Q161
AG Properties	N153	Changzhou Zidi Bag Co., Ltd	X172
Alchemy Licensing	E24	Cheezytoons	E25
All Art Licensing	D30	Cherokee, Inc.	J91
All-American Licensing & Management Group	L40	China Academy Of Art, The Dunpin	R181
American Express Open	C34	Choirock Contents Factory Co., LTD.	J153
Anaglyph Sculpture, Inc.	C164	Chungnam Culture Technology Industry Agency	J141; J153
Armode Communication Co., Ltd	J141	Cisco Sales Corp.	F40
Arsenal Football Club	G43	CJ E&M Corporation	J153
Art & Design Resource Center	D30	CleaRush Prints Inc	B40
Art & Science International	A33	CMG Worldwide	C71
Art Ask Agency	B85	Coca-Cola	G71
Art House Co., Ltd	J141	COMPLICES SA	L71
Art in Effect	H24	Conde Nast	C91
Art in the Baking	F42	Coosy	V185
Art Makers International, Inc.- AMI!	G33	CopCorp Licensing/ Knockout Licensing	F81
Artestar	F46	Counterpoint Systems, Inc.	F131
Artgame	F53	Crayola	Z9
ArtMoose	D30	Creata	Z4; Z5
Asiana Licensing Inc.	J141	Creative Licensing Corporation	C130
ASPCA	D51	Creative Minds Design Studio	H10
Aspen Comics	N196	Crocs	L32
ASTERIX, les Editions Albert René	M153	Crowded Teeth	A49
Atlantya Entertainment	E73	Crown Creative Co., Ltd.	C131
Aurora World Corp.	J141	Crypton Future Media, Inc.	T183
Authentic Brands Group	J81	crzone	J141
Automobili Lamborghini S.p.A	D45	CTI Solutions, Inc	Z3
Avanti Press, Inc.	H51	Curtis Licensing	L161
B.B. McBee	F16	d-rights Inc.	C131
BBC Worldwide	O141	D. Parks and Associates LLC / Art-Licensing.com	D25
Beanstalk/Blueprint/Tinderbox	G101	Daewon Media Co., Ltd.	J141; J153
Beijing Dream Castle Culture Co., Ltd	R181	DANCONIA STUDIOS	V182
Belly Wear & more... Convertible Swimwear	K12	Dang Chicks, LLC	L37
Bentley Licensing Group	D24	Dark Horse Comics	C130
Benton Arts	C160	DeLiso, Sophie la girafe	B143
Beverly Hills Polo Club International	J45	Dentsu Entertainment USA, Inc	Z7
Big Tent Entertainment	G153	Dependable Solutions, Inc.	O181
Billboard & The Hollywood Reporter	D61	Design Plus	E81
Blaylock Originals Inc.	H32	DGAtees, Inc.	D38
Blue Trellis	G31	DHX Media	E141
Bo Bunny Press	D22	Dimensional Branding	C50
Boy Scouts of America	F71	Discovery Consumer Products	Q191
Brand Central LLC	D81	Disney Consumer Products	South Pacific & Islander Ballroom
Brand Liaison, The	J33		
Brandgenuity, LLC	A111		



LAS VEGAS LICENSING EXPO
June 17, 19 - **BOOTH E73**

© Atlantyca S.p.A. All Rights Reserved (pd14)

ATLANTYCA S.p.A.
Via Leopardi 8, 20123 Milan - Italy
+39 02 4300101 - info@atlantyca.it

For licensing opportunities:
Rachele Geraci
consumerproducts@atlantyca.com

A ATLANTYCA
entertainment

atlantyca.com

MAD LIBS

World's Greatest Word Game

Licensing Expo is held at the

Mandalay _____ Convention
NOUN

Center, a premier location

near the _____
A PLACE

Strip that boasts two luxury

_____ as well as
PLURAL NOUN

_____ casinos and live
ADJECTIVE

shows. One of the most

popular shows – Cirque du

_____ pays endless
TYPE OF FOOD (PLURAL)

tribute to the musical genius of

_____ and features
PERSON IN ROOM

energetic aerial tricks, _____
ADJECTIVE

acrobatic feats, and hip hop

_____. You'll also
VERB ENDING IN "ING"

want to stop by Eye Candy

to throw back a few glasses of

_____ with important
TYPE OF LIQUID

industry _____
PLURAL NOUN

Share pictures of your filled in Mad Libs with
@LicensingExpo using #VegasMadLibs on Twitter.

**And be sure to stop by the
Penguin Booth #A155!**

© 2014 Penguin Group (USA) Inc. All Rights Reserved. Mad Libs® and
all related titles, logos and characters are trademarks owned and
licensed for use by Penguin Group (USA) Inc.

exhibitorlist

COMPANY NAME	BOOTH #	COMPANY NAME	BOOTH #
Dissero Brands Ltd.	A52	HCA	G20
Doodle Jump	S191	HDMOTION	J141
Dorna Sports	D75	Heat Licensing	M174
Dr. Krinkles	F172	HEXBUG	E47
Dr. Seuss Enterprises, L.P.	A161	Hi-5 World	U181
Dracco	D160	High Q	C32
Dreamworks Animation	S151	High Times Magazine	C42
drizzle studios!	E21	Highlights for Children Licensing, LLC	E61
DSA / ONSIA	F41	HLL Design / Hoodsbee	L190
Ducati Motor Holding S.p.a.	G51	Homieshop, LLC	D40
Dunmire Esneault Contemporary Designs	G24	Hong Kong Trade Development Council	A131
EarthArt International	G21	House of Harlow 1960	K51
Electronic Arts	D151	Howard Robinson & Associates	G34
Elite Animation Sdn. Bhd.	V184	Huevocartoon	B141
Elite Mobile	E60	I.M.P.S s.a	J161
Ellen Crimi-Trent, Inc.	E71	ICONIX CO., LTD	J141
Endemol	N191	IMG Worldwide Inc	H41
Entertainment One	F161	Inoochi	N194
Entrepreneur Media Inc.	B51	Interasia / Longboard	J21
EP GRUPO	D161; E161	International Brand Management and Licensing	F91
Epic Rights	M147	International Play Company	C40
Evolution	R171	Inventor Process	B46
Exley Publications Ltd.	A31	iQ License	G61
EYESCREAM STUDIO	J141; J153	ITV Studios Global Entertainment	A121
Feld Entertainment	L141	J. Pierce	J11
Felix the Cat	R200	JAST Company Limited	B131
Fico	D161; E161	JENNY FOSTER	C35A
FIEC America LLC	U175	Jewel Branding & Licensing, Inc.	A50
Fire Flies Entertainment, LLC	U195	Jim Henson Company, The	Q181
Firefly Brand Management	F171	JIVAGO	L33
Forward Exhibition Co., Ltd.	R181	JM Animation Co., Ltd.	J141
FremantleMedia	S181	Joester Loria Group, The	C111
Frida Kahlo	A145	Josephine Kimberling LLC	E18
From Frank	B32	Joy Tashjian Marketing Group, LLC	Q153
Fujian Ziyen Animation Technology Co, Ltd.	U175	JPatton	E91
Fulanitos	D141	JQ Licensing	D21
FunInvent B.V.	B163	jupey krusho	F14
G&F Co., Ltd	Y170	Kasmanas	D161; E161
Gamemasters Comic	M193	Kathleen Francour Art & Licensing	G25
Garfield/Paws, Inc.	K181	kathy ireland Worldwide	L91
Gelsing Licensing Group Inc	F35	Kayford Holdings Limited	X181
Genius Brand International	Z8	Kayomi Harai	E28
Get Down Art	C21	KBSN	J141
Giordano Studios, LLC	D34	Kellee Art Design Studio LTD	J10
GirlNation	G32	Kelly Richardson Images	D10
Global Icons	G81	Khristian A Howell Color + Pattern	G26
Global Merchandising Services	A100	Kim's Licensing Co., Ltd.	J141
Global Pursuit Co., Ltd	G171	King Features	D111
Glory Innovations, Inc.	E171	Knotty Tree Press	G12
Golf Fashion	W183	KOCCA (Korea Creative Content Agency)	J141; J153
GP Deva Pull-Zen International Inc.	A101	Kratt Brothers Company Ltd	P171
Grani & Partners Spa	U193	Language of Flowers	F52
Green Kids Club	F70	Lately Lily	G60
Grimm	J24	Laura Alison (R)	K16
Grumpy Cat Limited	P201	Laura Seeley Studio	J20
Guide to the Licensing World	F50	Lemur Licensing	D101
Hallmark Licensing	Z12	License Apparel Group	X184
Harvest Time Partners	B34	LicenseConnect.com	J121
Hasbro Global Licensing & Publishing	F121	Licensing Group Ltd, The	M145



Attack on Titan

進撃の巨人

AIRING ON THE ADULT SWIM™ SATURDAY NIGHT **TOONAMI**™ BLOCK

iTunes *BEST OF 2013* ANIMATION

OVER 38.8 MILLION COPIES OF THE GRAPHIC NOVEL PRINTED
WORLDWIDE IN 12 COUNTRIES

NEW YORK TIME'S BEST SELLING GRAPHIC NOVEL TITLE!
VOLUME I ON THE BEST SELLING MANGA LIST FOR OVER
42 CONSECUTIVE WEEKS!

For Licensing Opportunities Please Contact

ADAM ZEHNER
ADAM.ZEHNER@GROUPI2.OO.COM
MOBILE: 817-807-0643



©HAJIME ISAYAMA, KODANSHA/"ATTACK ON TITAN" PRODUCTION COMMITTEE. LICENSED BY KODANSHA THROUGH FUNIMATION® PRODUCTIONS, LTD. ALL RIGHTS RESERVED.
ADULT SWIM, TOONAMI AND THE TOONAMI LOGO ARE TRADEMARKS OF AND © CARTOON NETWORK. A TIME WARNER COMPANY. ALL RIGHTS RESERVED.



FUNIMATION

exhibitorlist

COMPANY NAME	BOOTH #	COMPANY NAME	BOOTH #	COMPANY NAME	BOOTH #	COMPANY NAME	BOOTH #
Licensing Letter, The	B132	NumbersAlive!	C165	SANTA MANIA	L175	The Real Tooth Fairies	C166
Licensing Liaison	E31	Octane5	E111	Scholastic Media	L153	Thomas Kinkade Company, The	B71
Licensing Management Intl	E50	oju-Africa Ltd	B44	Scott Christensen Seascapes	C10	Timree	F31
Licensing Works!	F111	Old Guys Rule	L25	SEAN Pictures, Inc.	J141	TL Invention & US Group, Inc.	V191
Lifestyle Licensing International	J51	OpSec Security Inc	M181	SeaWorld Parks & Entertainment	A150	Toei Animation Co Ltd	A133
Lily Lemon Blossom	F18	Out Fit 7	J171	SEC FASHION BRAND MANAGEMENT & CONSULATION GROUP	R181	Toon Studio of Beverly Hills, The	D131
LilyAnn-Beyonde	U170	Out of the Blue Enterprises	P171	SEGA of America	Q200	Top Gun	J25
LIMA	C75	PAN AM	A41	Seltzer Licensing Group	C54	Topps Company, Inc., The	F181
LIMA Japan	C131	Paramount Pictures	S141	Sentai Filmworks LLC	V172	Totemic Universal, LLC	F45
LIMA Members Lounge	A21	Patrou	C12	Sequential Brands	J61	Tottenham Hotspur Football Club	H42
Lionsgate Entertainment	C151	Patterson International	F32	Sesame Workshop	Q171	Toys Talk	D161; E161
Lisa Frank Inc.	Z6	PBS KIDS	P171	Sharpe Company	A83	TUBA n Co., Ltd.	E151
Lisa Marks Associates, Inc. (LMA)	H51	Peanuts Worldwide	G141	Shell	A60; A80	TV Pinguim	D161; E161
Live Family Live Happy	F33	Penguin Group (USA)	A155	ShiningHub.com	W181	Twentieth Century Fox Consumer Products	O151; P141
Live Nation Merchandise	G161	PGS Entertainment	D146	Show Creators Inc	M184	Ty Inc.	N181
LMCA	F101	Phil Marden Design	E14	Silverfish Press	H20	Tycoon Brands 360	D161; E161
LoCoco Licensing	L145	Pink Chillies	W170	Skechers USA Inc.	B111; B91	U Koala Bag	L14
lovethislife	A45	Pink Light Studio	A51	Snowman Enterprises Limited	B30	Ubisoft Entertainment	B121
Lowe Wail Studios	D16	Plain Lazy (holdings) ltd	K21	So Pretty Couture	K10	Uglydoll/Pretty Ugly LLC	H171
Ludorum Plc	G131	Pokémon Company Int'l, The	S200	Sony Computer Entertainment America	C141	United ERP, LLC	M170
Magnet Reps	G30	Polaris Industries	A71	Sony Pictures Consumer Products	N161	Universal Partnerships & Licensing	O161
Magnetarz	U182	Pop the Balloon	E16	Source Interlink Media	M185	UPS	F63
Manufacturer.com	W191	PopStar Club, Inc. / The Beatrix Girls	K41	SPORTS AFIELD	C48	Urban By DS	J41
Maria Scrivan	F10	PPI Worldwide	F141	Storaro Collection	C33	Virtual Images	H22
Mars Retail Group	Z11	Precious Moments, Inc.	A91	Story Posters	D14	VIZ Media, LLC / DORAEMON	P200
Masha and the Bear LTD.	H181	Premium Toys Ltd.	U180	Striker Entertainment	C155	Von Dutch Originals	L81
Mattel, Inc.	Q131	Put Me In the Story	E51	Studio 100 International BV	L193	VOOZ CO., LTD	J141
Maui and Sons	J27	Quadrant Licensing Management Consulting Co. Ltd.	R181	Stupid Factory Studios	D170	Wallant Design	C14
Mauricio De Sousa Producoes Ltda	A141; D161; E161	Quanzhou Dahe Metal Packing Products Co., LTD	X173	SubAqua Photographics	C23	Warner Bros. Consumer Products	N133
Maya Studio	D141	Quanzhou Epoch Travelling Goods Co., Ltd	X174	Subway Surfers	H180	WeMatch - Copa America	H40
Members Only	L44	Quanzhou Hongsheng Light Industry Co., Ltd.	X176	Summit Design	J141	WGBH	P171
Mercis bv	K171	QUANZHOU NEW HUNTER BAG & LUGGAGE (LIGHT INDUSTRY PRODUCT) CO.,LTD.	X175	SUNRIGHTS INC	C131	White Wing Co., Ltd.	N184
Meredith Brand Licensing	C101	Rabinky Art	C18	Surfin' Sam Company, Inc.	U172	Wiki-License	D41
MerryMakers, Inc.	C161	Race Motorsports Marketing, Inc.	A61	Suzanne Cruise Creative Services, Inc.	J26	Wild Apple Licensing	D31
Messenger 841 Project	L16	Radio Days	M171	Suzy's Zoo	E75	Wild Wings Licensing	D33
Metis Group, The	F72	Ragnarama	C46	Synergy Licensing	J33a	Wildflower Group LLC	C81
MGA Entertainment	P161	Rainbow	R153	Synergy Media Inc.	J141	Withit Licensing Ltd	F74
MGL Licensing	E32	Redibra	D161; E161	T-Link Inspiration LTD	X185	World Art Group	D20
MHS Licensing	E33	Rediks Graphics	J141	Tacky People	E12	World Editors / Piegrande S.A.	T181
Mind Candy	B151	Redrover Co., Ltd.	J141	Tact Communications, Inc.	C131	WowWee, USA Inc.	A35
Miner Works of Art	D12	Richmond Management Group Inc. (RMG)	M153	Tails of Whimsy	H33	WWE	M161
Mormaii	D161; E161	RINEKWALL	C31	Taiwan Design Center	P181	Xiamen Domoko Animation Co., Ltd.	U175
Moxie & Company	A151	Rise Group Co., Ltd	X170	Tamagotchi	O193	Xiamen L&C Int'l Exhibition Co., Ltd.	W171; W173; W175; W177
mrpuppy.com	B48	Robo Roku	G10	Team Image	L191	Xtreme Sports	D161; E161
Museum of Pop Culture	E10	ROI VISUAL CO., LTD	J153	Technimark	X180	Yunikart	H25
MyBrandEmail	U184	Rosenthal Represents	C25	Televisa Consumer Products	K161	Zag America from UNIVERGROUP	A140
MyMediabox, a Jonas Software USA, Inc.	P180	Rovio Entertainment Ltd	A124	Teo Jasmin	B50	Zappar	M195
Naja Extreme	D161; E161	RoyaltyZone	N192	Tezuka Productions	C131	Zodiak Rights	M153
NECA	L165	Saban Brands	A112	The Baltimore & Ohio Railroad Museum	A47	Zoke Culture Group	R181
The Negotiation Institute	Y192	Sage Licensing Group	G52	The Copyrights Group	B47	Zolan Company, LLC	C35
Nelvana Enterprises Inc.	H161	San-X Co. Ltd./ Green Camel Co. Ltd./Ingram Co. Ltd.	F151	The Elf on the Shelf	P192		
Nerd Corps Entertainment Inc.	L181	Sanrio	T191; T191a; T191b; T191c	The Fred Rogers Company	P171		
NFL Players Inc.	G47			The Licensing Company (TLC)	G91		
Nick Mayer Nature Illustration	C16						
Nickelodeon	O131						
Not Exactly Sandals	K14						



FROM THE MAKERS OF WALLACE & GROMIT

STUDIOCANAL



Shaun the Sheep™ MOVIE

COMING SPRING 2015

JOIN THE FLOCK

AT BOOTH T173

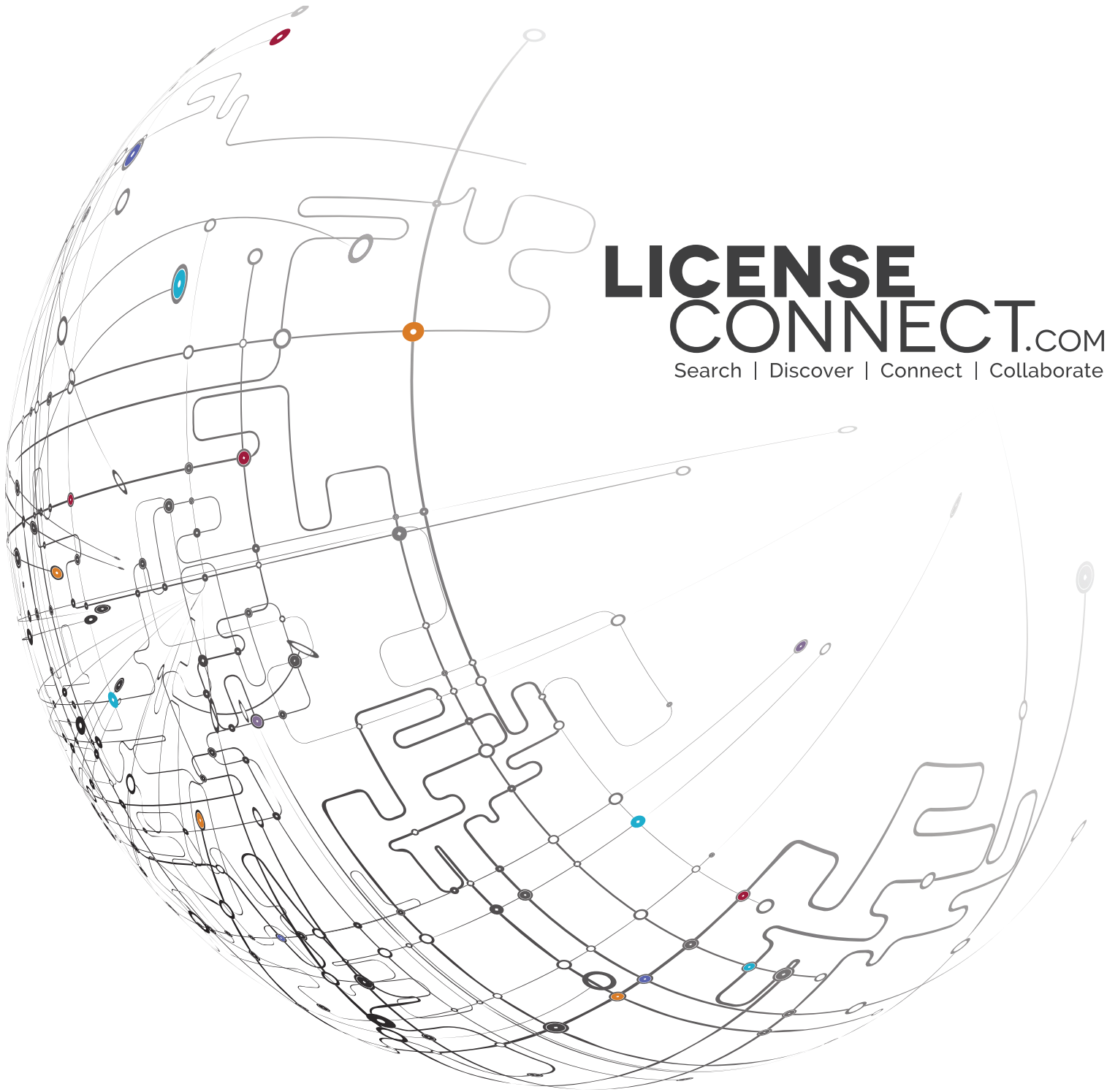
WWW.SHAUNTHESHEEP.COM

FOR LICENSING & MERCHANDISING
OPPORTUNITIES

LICENSING@AARDMAN.COM

+44 (0)117 984 8900

WWW.AARDMAN.COM/RIGHTS



LICENSE CONNECT.COM

Search | Discover | Connect | Collaborate

Licensing Expo is now online all year long!

SEARCH and DISCOVER licensing opportunities.

CONNECT and COLLABORATE with the worldwide licensing community.

Online. Any time.

BRANDS & AGENTS

Get FREE global exposure—
build your showroom today!
No charges or commissions.

RETAILERS & LICENSEES

Create your profile—and start
searching properties today!

Visit licenseconnect.com

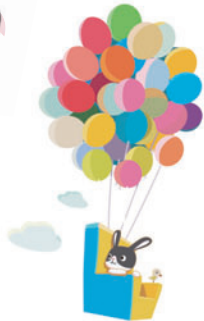
Brought to you by:



FRESH TAIWAN

NEW TRANSFORMATION

Booth P181
Entertainment



FRESH TAIWAN features Taiwan's cultural and creative brands. It reveals Taiwan's fresh, youthful and creative characters. We sincerely invite you to explore the possibilities of fresh ideas.

ccimarketing.org.tw

OFFICIAL
ORGANIZER



EXECUTIVE
ORGANIZER



Rinekwall is One to Watch

Design brand Rinekwall is the winner of the inaugural One to Watch contest for new Licensing Expo exhibitors.

“Rinekwall stood out among the many high-quality submissions we received,” says Steven Ekstract, global publisher *License! Global* magazine, and member of the *License! Global* judging panel. “Not only is the breadth and range of their portfolio impressive, but the sophistication of their designs mean they will easily find a home in today’s marketplace.”

Rinekwall was selected for the top honor based on its originality, licensing potential and on-trend aesthetic.

Three runners-up were also selected from among the 10 finalists:

- Art in the Baking’s Ice by Number—edible patterns for decorating baked goods.
- Oju Africa—African-inspired emoticons designed to celebrate the country and give Africans a voice in today’s modern digital world.

- Story Posters—Pictorial narratives that tell complete stories in one poster using color, balance and shapes. Rounding

out the top 10 are Bean Sprouts Cafes and Cooking School, Running Dog Designs’ GirlNation, FremantleMedia Kids & Family Entertainment’s Kate & Mim-Mim, Jupey Krusho’s Memo Me the Loving Lion, Miner Works of Art and Grimaldi Imports Naja Extreme.



Steven Ekstract, License! Global; Dana Agamalian, Rinekwall; John Rinek, Rinekwall; and Jessica Blue, Advanstar

Transformers, Angry Birds Mash-Up Flying this Way

Hasbro has paired with Rovio Entertainment to bring together two hit franchises, Transformers and Angry Birds, to multiple platforms including a mobile game, licensed consumer products and the Telepods platform.

“Angry Birds Transformers provides fans worldwide with a fun, new story and characters and innovative ways like our Telepods platform for consumers to engage with the brand,” says John Frascotti, chief marketing officer, Hasbro.

Later this year, Hasbro will launch a product line featuring the brand mash-up for its Telepods gameplay technology, which brings physical toys to life inside games. Hasbro will also introduce a range of products.

Also for the Transformers property, Hasbro has announced a new TV series, “Transformers: Robots in Disguise,” slated for debut in spring 2015.



ABG Steps it Up with Madden, Juicy Couture

Authentic Brands Group and Steve Madden are partnering with Juicy Couture for a new women’s footwear deal.

The contemporary footwear range will broaden the Juicy Couture brand and will be consistent with Juicy’s signature branding, including details such as hardware treatments, playful prints with rhinestone touches and pops of neon.

The first collection of Juicy Couture footwear created by Steve Madden will be available around the world in Juicy Couture stores, shop-in-shops, select department stores and online at JuicyCouture.com in spring 2015.

“This collaboration has added a new dimension to our growing roster of best-in-class licensing partners,” says Jamie Salter, chairman and chief executive officer, Authentic Brands Group. “It marks yet another milestone for Authentic Brands Group as we continue to enter the realm of the international fashion-forward market.”

“When a brand like Juicy Couture becomes available to work with, you go for it,” says Steve Madden, founder, creative and design chief, Steve Madden. “This is an example of two iconic brands coming together for beneficial partnership. We want to leverage our assets and design expertise to grow the Juicy Couture shoe presence worldwide.”



Veronica Hart and Leslie Ryan, CBS



Characters assemble for the annual Licensing Expo Character Parade



Michael Acton Smith, Mind Candy



Priscilla Presley at the Authentic Brands Group booth



Neil Cole, Iconix Brand Group, with Melissa Mente and Leigh Anne Brodsky, Peanuts Worldwide



Michael Mankowski, SBL, and Henry Stupp, Cherokee Brands Group



Debra Restler, Michael Stone and Allison Ames, Beanstalk



Jim Fielding, AwesomenessTV



Trey Williamson, Andrew Heitz and Robert Donsky, Ubisoft



Kathy Ireland, Kathy Ireland Worldwide, with Tony Hawk



Susan Bolsover and Lori Burke, Penguin Group

TIME FOR A NEW DUEL!



VISIT US AT LICENSING EXPO, BOOTH S171

www.yugioh.com

©1996 Kazuki Takahashi
©2014 NAS • TV TOKYO

4K MEDIA INC.
a member of konami group

Jennifer Coleman
jcoleman@4kmedia.com
+1.212.590.2120



THE BREAKOUT COMEDY HIT!

Winner

kidscreen
AWARDS 2014



- Winner! Best Animated Series
Kidscreen Awards 2014
- #1 slot winner on CBBC (UK)
& ABC 3 (AUS)
- Even funnier series 2 - now on-air
- International TV & SVOD roll-out
- coming soon to the US!
- Toy launch 2014 - UK & Australia
2015 - ROW

See more strangeness
at Booth #S181

www.fremantlemedia.com

FREMANTLEMEDIA

