

Disney Readies New Preschool Content

Disney is welcoming new characters and content to the family with the launch of two new preschool TV series—"Goldie & Bear" and "The Lion Guard." Both will debut in the U.K. next year on the Disney Junior pay-TV channel.

"Goldie & Bear" is the first of the series set to debut, which will launch in early 2016. Set in the world of Fairy Tale Forest, the animated series for children ages 2- to 7-years-old reunites the characters from the Goldilocks and the Three Bears classic fairy tale, just after the infamous porridge incident.

Meanwhile, "The Lion Guard" will continue the classic animated feature *The Lion King* storyline.

"The Lion Guard" will launch with an animated TV movie and companion series early next year



and center on character Kion, the second born cub of Simba and Nala from the original film. Kion assumes the role of leader of the Lion Guard, a group tasked with preserving the Pride Lands.

For the full story, see pg. 52

Breaking News

Hasbro Teams for Transformers Toys

Hasbro has tapped Dickie Toys, part of the Simba Dickie Group, to develop a new range of vehicle toys for the Transformers brand.

Dickie Toys will create various vehicles including R/C, die-cast, light-and-sound vehicles and themed play sets. The new toy range will be launched at the 2016 International Toy Fair in Nuremberg.

Activision Calls on Winning Game Franchise

Activision Publishing arrives at Brand Licensing Europe with new offerings for "Call of Duty."

For the full story, see pg. 52

Mattel Celebrates Year of the Girls

Mattel is marking 2016 as the year of the girls through a new campaign, With Barbie You Can Be Anything.

For the full story, see pg. 52

Events

9 a.m. – Bravado free t-shirt giveaway (Stand A020)

12:30 p.m. – Keynote: My Life With Moomins (The Licensing Academy)

For the complete Licensing Academy schedule, sponsored by *License! Global*, see pg. 47.

Licensing Summit to Launch in NYC

License! Global, LIMA and UBM Advanstar are launching the inaugural East Coast brand licensing summit.

License! Global magazine is thrilled to announce the inaugural NYC Summit: The Business of Brand Licensing, set for March 1-2, 2016. This two-day, New York City-based, executive-level conference and networking event was developed in partnership with UBM Advanstar,

organizers of Licensing Expo and Brand Licensing Europe, and the International Licensing Industry Merchandisers' Association.

As the East Coast's premier brand licensing event, the NYC Summit offers in-depth analysis and insight into the driving factors and changing dynamics of global licensing in today's highly competitive marketplace while allowing time for one-to-one meetings and networking. This exclusive event will feature strategies from top brand and retail executives on leveraging and profiting from the popularity of licensed brands,

For the full story, see pg. 54



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BLE Keynote: Cassey Ho and How to Build a YouTube Brand

The first keynote of Brand Europe Licensing 2015 saw YouTube fitness guru Cassey Ho in conversation with Benjamin Grubb, the platform's global head of top creators—and they had a lot to talk about.

Ho is an entrepreneur and the creator of Blogilates, one of the largest female fitness channels on YouTube, with more than 2.5 million subscribers. Her program, “Pop Pilates,” is the official Pilates format of all 24 Hour Fitness gyms in the U.S. She also has her own proprietary line of apparel, accessories, DVDs, and most recently, is the author of a fitness book. Ho started her business while in college and is now followed by more than 1 million people on Instagram. She also won the Streamy Award for Best Health and Wellness Channel in both 2014 and 2015.

What Ho has not done yet done much of is launch licensed merchandise, preferring to keep quality control firmly in-house up to this point. One reason for this, as she explained to the near-capacity audience, was her early experiences with manufacturers in China, where she quickly learned that there can be a significant difference between promises made and delivery.

While making it clear that she is open to licensing opportunities, Ho stated that she would have to feel comfortable with a licensing



Benjamin Grubb, YouTube, with Cassey Ho

partner and that they must share the same commitment to quality.

Ho has a book coming out soon in Germany and is looking to replicate her U.S. gym deal in the U.K.

Licensing Expo 2016 to Offer Matchmaking

Licensing Expo will launch a new, pioneering Matchmaking Service for the 2016 show, set to take place June 21-23 in Las Vegas, Nev.

Led by an online platform that will help attendees and exhibitors set up meetings in advance of the show, the Licensing Expo Matchmaking Service will also be supported by a team of experienced matchmaking professionals who will provide assistance and support to exhibitors and attendees throughout the year.

The Matchmaking team will also be on site at Licensing Expo 2016 to give hands-on support to exhibitors and attendees during the show.

The service is priced at \$500, but will be offered free of charge to

all attendees and exhibitors next year.

“In response to the needs of our valued exhibitors and attendees, Licensing Expo has developed this unique offering to support the show experience for everyone,” says Jessica Blue, vice president, Licensing Expo. “We are excited to be able to meet the needs of our licensing community in this unique way by facilitating these important connections and, ultimately, deals.”

For more information about Licensing Expo 2016, visit LicensingExpo.com.

Additionally, customers who are interested in receiving additional details on the Matchmaking Service can register for updates at LicensingExpo.com/2016matchmaking.

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U.K. Retail and the Future of Licensing



LIMA Seminar speakers Barbara Robinson, Mothercare; John Carolan, Sainsbury's; Rachel Wakely, Tesco; Jonathan Tillery, George @ Asda; and Wendy Munt, Be Inspired Consulting



June Kirkwood, Nutmeg Licensing; Sue Stanley, Brands In Limited; and Martin Lowe, Roy Lowe & Sons U.K.



Charles Riotto, LIMA



Tim Juckes, Saban Brands, and Aysha Kidwai, The Walt Disney Company



Mem Mousa and Ali Erdad, Socks World International



Peter Yoder and Lisa Weger, Cartoon Network International



Hannah Mungo and Andrew Carley, Entertainment One, with Clare Piggott, BBC Worldwide, and Matthew Reynolds, Pedigree



Vickie Bleach-Dent and Paul Hodgson, Forever Collectibles U.K., with Sarah Bohner, National Football League



Chris DeMoulin and Jessica Blue, UBM Advanstar, and Kelvyn Gardner, LIMA



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WBCP Designs Apparel Deals

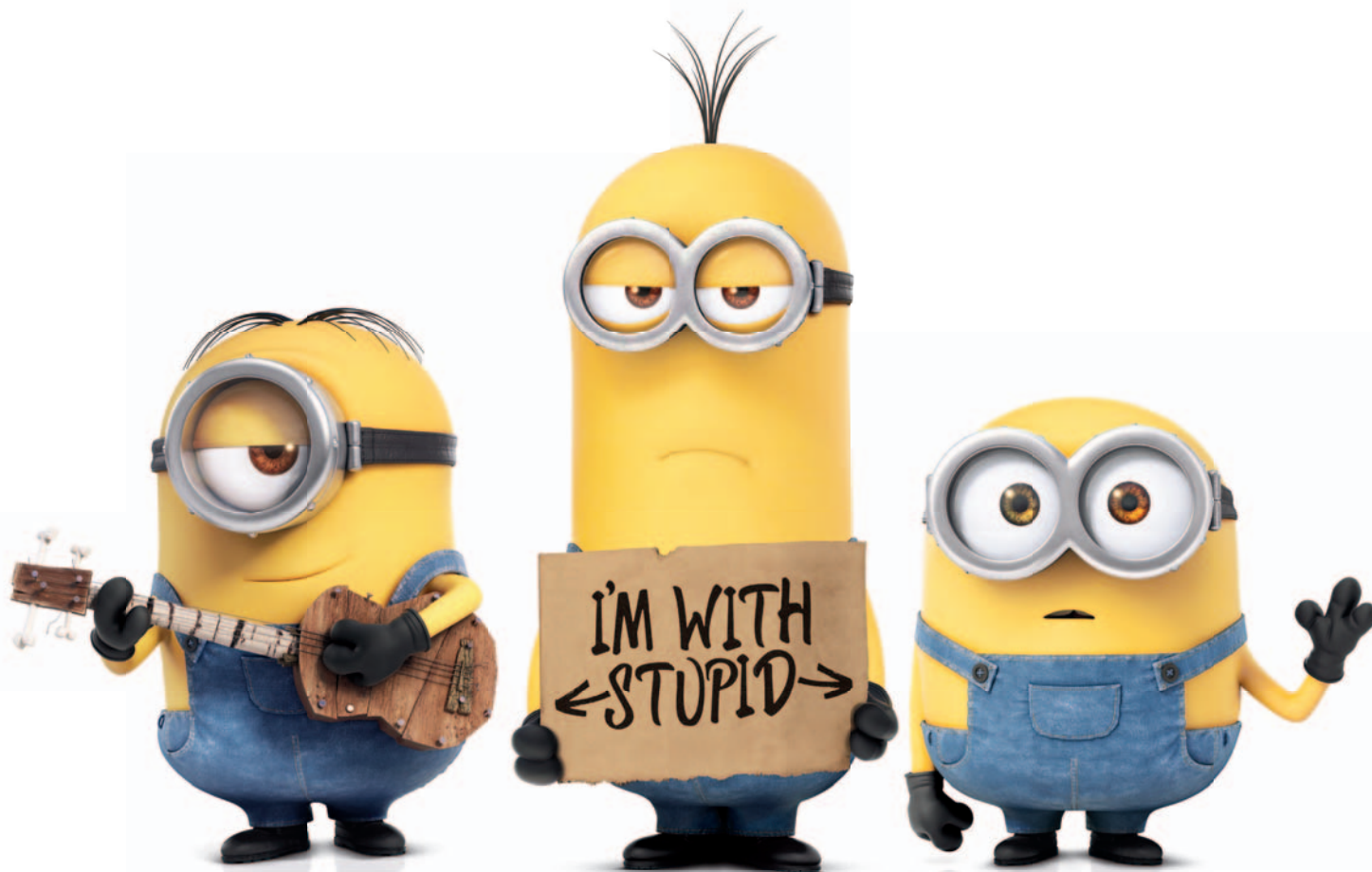
Warner Bros. Consumer Products has arrived at Brand Licensing Europe with two new deals that outfit the entertainment company's leading properties with best-in-class apparel partners.

First, WBCP is pairing with Puma for two new co-branded lifestyle and sportswear collections based on "Tom and Jerry" and the DC Comic Super Hero Superman.

The new co-branded collections will debut this fall/winter and span multiple categories including apparel, accessories and footwear. The "Tom and Jerry" range will be geared to children, infants and teens; while the Superman collection features styles based on the characters Superman, Supergirl and Superbaby.

In other news, WBCP has paired its "Looney Tunes" property with fashion house Moschino for a limited edition collection. The line was developed by the label's creative director, Jeremy Scott. To debut the new apparel, Moschino featured the "Looney Tunes" collection in dedicated windows across its European stores ahead of its global launch. The line includes '90s-inspired streetwear emblazoned with images of iconic characters such as Bugs Bunny, Tweety, Sylvester, Taz, Daffy Duck and Porky Pig.





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³According to the NPD Group, GFK Chart-track and Activision Blizzard internal estimates, including toys and accessories.

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⁴According to the NPD Group, GFK Chart-track and Activision Blizzard internal estimates.



ITV Inks Deal for Village People Merch

ITV Studios Global Entertainment is continuing to expand its retro merchandise for the Village People brand with a new line of homewares and gifts from Groovy U.K., as it gears up for the band's 40th anniversary in 2017.

The line is inspired by the iconic 1970s disco music group and will feature novelty lighting under Groovy U.K.'s Look-Alive brand and a collection of mugs, all targeting teens and young adults through offbeat and trendy graphics, says ITVS GE.

"The style guides we have available for the Village People combine original photography with fun, modern styling," says Trudi Hayward, senior vice president and head of global merchandising at ITVS GE. "As we continue to harness the legacy of the disco group, we're



delighted to have signed Groovy U.K. to expand Village People's growing retro consumer products lineup. They've effectively developed a fun product line that we're sure will be a hit with fans around the world."

"Village People have a great level of consumer awareness around the world. Many of us grew up with the music of the Village People, and even those who didn't still know all the hit disco songs. They perfectly complement our collection of licenses, and we're confident they will give consumers a great way to celebrate the spirit of the 1970s," says Monique Scott, director at Groovy U.K.

The products are set to launch at mass market retailers worldwide beginning in spring 2016.

Cosmo, Harper's BAZAAR Go Beyond the Page

IMG, the world's No. 1 licensing agency according to the annual *License! Global* Top Agents report, has announced new extensions for its brands *Cosmopolitan* and *Harper's BAZAAR*.

Women's media brand *Cosmopolitan* is launching a new eyewear collection in the U.K. this fall. The range of prescription glasses comprises 15 styles in a wide variety of shapes and colors including matte gold, oxblood red, pink and black, as well as lace, tortoiseshell and patterned frames.

Additionally, the world's first *Harper's BAZAAR* café, operated by Marka PJSC, will officially open in Dubai in November within the city's design district. In a deal between Hearst Magazines



International and Marka PJSC, the café will be a sophisticated, immersive *Harper's BAZAAR* experience that captures the chic, provocative elegance that defines the brand. Nine other cafés will follow across the Middle East, scheduled to open through 2020.

Cartoon Network Unveils Plans for 'We Bare Bears'

Cartoon Network is unveiling the first licensing initiatives for its latest original comedy series "We Bare Bears" in the EMEA market.

The current BAFTA Children's Channel of the Year is leading its efforts with apparel, accessories, toys and gifts.

"We Bare Bears' is funny and lovable, but also extremely current and highly original. It has had a superb reception from viewers, and we are looking forward to talking to partners about making product that reflects the humor and personality of the series," says Johanne Broadfield, vice president of Cartoon Network Enterprises EMEA.

The animated program from storyboard artist Daniel Chong chronicles the adventures of three bear brothers that live in San Francisco, Calif., as they attempt to assimilate into ordinary human life.

The show debuted in September and has already been renewed for a second season.





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DreamWorks Launches Euro Loyalty Program

DreamWorks Animation is launching an expanded loyalty program initiative in partnership with two global marketing agencies that will help bring DWA properties to an even wider consumer base.

Across the U.S., Latin America, Canada and the U.K., in a partnership announced in June, DWA has signed on with Omelet, a Los Angeles, Calif.-based creative company, for a four-year deal. Under the deal, Omelet will have the promotional

rights to engage retailers in the region and create fan engagement and continuity programs based on DreamWorks' properties.

In Europe, the Middle East and Africa, DWA has tapped SERIJAKALA for a three-year deal.

SERIJAKALA will build unique and innovative retail campaigns using DWA's heritage IP—*Shrek*, *Kung Fu Panda*, *Madagascar* and *How to Train Your Dragon*—as well as new IP such as Trolls,



“DinoTrux,” “Noddy” and more.

DWA will also soon be announcing a retail loyalty and continuity partner for the Asia Pacific region.

Beauty, Humor Lead for JELC

Independent licensing agency JELC is highlighting an array of properties at BLE including the National Gallery, The Wisdom of Kids, Loose Leashes, Hinchcliffe & Barber and Barbara Chandler Photography.

For the National Gallery, JELC has signed 14 licensees across a broad array of categories including DMC Creative World, Scoop Designs, Amber House, Paul Bristow Associates and Andrew Martin International.

U.K. greeting card partner Gemma has launched Wisdom of Kid ranges in Asda and WH Smith, and this month Blueprint will also launch a range of gifts and stationery. JELC now aims to push forward with plans to extend the brand into stationery, apparel, electronics, homewares, household textiles and more.

Prints from Ron Schmidt's branded line of conceptual dog photographs, dubbed Loose Leashes, have drawn a range of international licensing partners including Random House, Sunrise/Hallmark, RSVP, South African Greetings and Woodmansterne.

Hinchcliffe & Barber's Grey Songbird collection of ceramics and kitchen textiles has added a bamboo tray, glass bottles, chopping board and garden accessories to its product offerings, which already includes aprons, tea towels, oven gloves, jugs,

plates, mugs and bowls. In addition, an agreement for representation in Japan has been signed with agency Zen Works/Brand Dog. The brand's first licensee in the region, Huayu Company, has launched a range of ceramics.

Finally, photographer Barbara Chandler and JELC plan to bring the artist's imagery to a wide range of product categories.



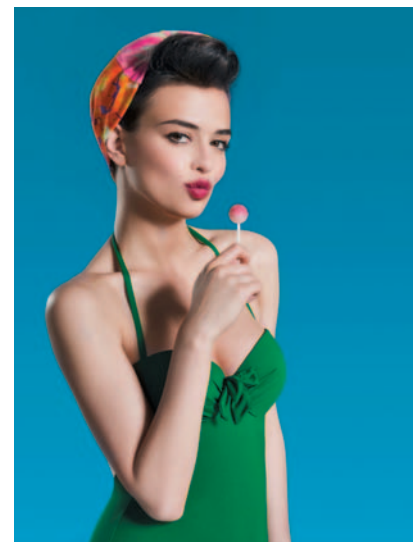
Chupa Chups Flavors Ice Cream

Perfetti van Melle's Chupa Chups brand is getting a new flavor in the form of ice cream. The brand has signed with a European ice cream giant that will create flavors based on the iconic lollipops.

The company is also showing previews of its new fashion artwork, including its Cheeky Chupa designs and nostalgic Mentos images, with a special interest in apparel and stationery partners.

In addition, PvM is seeking partners to help translate the aromas of the Perfetti van Melle candies into air and personal care products.

Beanstalk is the exclusive licensing agent for these deals and is responsible for taking Mentos, Chupa Chups and Airheads into selected food categories.



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Battersea Taps Top Photog for Animal Imagery

London-based animal shelter Battersea Dogs & Cats Home collaborated with world-renowned British portrait and fashion photographer Rankin for a series of images featuring the shelter's animals.

The images were captured as part of a special shoot at the shelter in which the dogs and cats were photographed in Rankin's signature style, one that is normally reserved for fashion, music and film icons.

"My wife Tuuli is a volunteer at Battersea, and through her I've come to see all the amazing work they do in finding new homes for the animals. I wanted to lend a hand and show how incredible all the dogs and cats are that they have there. I hope these pictures will help raise more



money and awareness for the home," says Rankin.

As part of the collaboration, Rankin is donating the images to Battersea, which will use them as part of its expanding licensing program. The shelter is looking for new partners in the apparel, accessories, back-to-school, social stationery, toys and games categories for both adults and children.

In addition to the Rankin photography, Battersea is also showing its new collection of illustrations from children's artists Jason Chapman and Sophy Henn, which feature the brand as a world-famous heritage label that will appeal to dog and cat lovers of all generations.

VW Shifts Focus to Fashion

In an effort to move its brand into the lifestyle and fashion space over the past year, Volkswagen has signed a number of apparel and home deals in the U.K.



Brand Alliance is creating a line of women's apparel, while NJ Screen is developing children's t-shirts. VW has also renewed its partnership with Pull & Bear, and is seeking to increase its high street presence with other major retailers.

Meanwhile, VW is adding licensees such as Half Moon Bay, which has already received an award for its collection; Fizz for kitchen appliances; Ashley Wilde for family bedding; and SHH Interiors for bedroom décor.

WWF Goes Wild with New Ranges

World Wildlife Fund-U.K. is welcoming a new wave of products that will support its mission to save and protect wildlife and their habitats.

A new collection of calendars and diaries designed by Carousel Calendars and distributed by Otter House is currently in development with WWF-U.K. The titles allow people to explore the world and learn about different species throughout the year.

There are two different styles of diaries and four themed calendars to choose from, all produced on Forest Stewardship Council-certified papers.

"We're really pleased to be able to offer more titles and formats in diaries and calendars for 2016 that reflect WWF's mission of people living in harmony with nature," says Vivian Nutt, head of licensing and retail, WWF-U.K.

In addition, WWF-U.K. has also created a new line of greeting cards using the distinctive artwork from Animal Tails in a collaboration with Otter House. The Animal Tails artwork collection features many of the world's species that are endangered through loss of their habitat from human development and climate change.



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Bravado Preps 5 Seconds of Summer for BLE

Bravado, the full-service music merchandising company owned by Universal Music Group, is coming back to Brand Licensing Europe to promote the musical act 5 Seconds of Summer as it prepares to launch the pop brand's product program.

Building on the success of its tour with One Direction in 2014, 5 Seconds of Summer is gearing up for a big 2015, anchored by its first headline arena tour and a new album that drops this month. More touring and music is in the pipeline for 2016, and Bravado is presenting the band for merchandising opportunities.

The pop punk band boasts a massive following with more than 26 million followers on Twitter, 16.5 million on Instagram and 459 million on YouTube. They have sold more than 3 million albums worldwide.



Bill and Ted Embark on Excellent Licensing Adventure

Creative Licensing Corporation is unveiling new worldwide partnerships for the classic *Bill and Ted's Excellent Adventure* and *Bill and Ted's Bogus Journey* films.

These partnerships include collectibles and action figures from NECA; virtual Wyld Stallyns accessories and Bill, Ted and Rufus in-game characters from Incendium Records; volume two of the *Bill and Ted's* comic series from Boom! Comics; and a tabletop board game from Steve Jackson Games.

In addition, Mighty Fine is creating a line of one-of-a-kind shirts featuring designs from its *Bill and Ted's* t-shirt design contest held this past summer. Hot Topic is on board to sell the collection of winning shirt designs.

According to CLC, the content received a strong response, both in quality of art submitted and number of participants.



"We were truly blown away by the caliber of the art submitted. *Bill and Ted's* is a property rich with over-the-top characters and iconic sayings. It's clear that fans want to revisit the time traveling duo and engage with them in new, fun ways," says Kim Penny, vice president and head of apparel licensing for Creative Licensing Corporation.

Topps Gets in the Game

Topps, one of the market leaders of collectible trading cards and stickers, is showcasing a number of its licensed product ranges across the sports and entertainment spaces. Currently, Topps produces a wide range of collectible items such as stickers, albums, cards, tins and collector binders.

With experience in the collectibles industry spanning 64 years, Topps has invested heavily in acquiring popular and in-demand licenses including Premier League, UEFA Champions League, *Star Wars*, LEGO, *Minions*, WWE, "World of Warriors," Shopkins, Marvel, *Disney Frozen* and many more.


Topps is also showcasing its latest launches for Premier League, Bundesliga and the newly acquired UEFA Champions League.

At Brand Licensing Europe, Topps is looking for collectible card and sticker specialists to discuss brand extensions of its sports and entertainment properties.



A girl with pink hair, wearing a green top and pink skirt, is holding a camera. A brown deer is standing behind her, looking into the camera's viewfinder. The scene is decorated with musical notes and a yellow star.

Preschool series
in development with
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A brown squirrel with a large, bushy tail is holding a small book. The squirrel's body is decorated with floral patterns. The scene is decorated with musical notes and a yellow star.

Brand new story
written by
Alison Green!

A girl with pink hair, wearing a green top and pink skirt, is dancing on a green hill. The scene is decorated with musical notes and a yellow star.

Licensing
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A large brown bear is standing on a green hill, wearing a green and yellow patterned scarf. The bear's body is decorated with yellow star patterns. The scene is decorated with musical notes and a yellow star.

BLE J55 Come meet the cutest new characters at BLE!

The logo for 'Deer Little Forest' is located in the bottom right corner. It features the words 'DEER little' in a blue script font above the word 'FOREST' in a bold, pink, blocky font. The entire logo is enclosed in a white oval with a pink border.

DEER little
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PF Flyers Score with Popeye Collection

Classic athletic shoe brand PF Flyers has teamed with American cartoon character Popeye the Sailor Man for a capsule sneaker collection celebrating the baseball rivalry between Popeye and his arch-nemesis Bluto.

PF is working with some of the top companies in the baseball industry including Mitchell Bat Company, Ebbets Field Flannels and Leather Head Sports to bring the sneaker collection to fans everywhere. The collaboration also honors PF's deep history with baseball and commemorates the 78-year rivalry between Popeye and Bluto, who first battled it out in front of a roaring crowd in the 1937 animated short.

The Opening Day Rambler Hi sneaker, the first product in the



shoe line, embodies retro athletic style and features a unique baseball stitch detail along the heel, a full-grain leather upper, gun metal eyelets and flat waxed cotton laces. The black version is fully Bluto-themed, while the cream is all about Popeye. It also boasts a translucent outsole with a Popeye/Bluto graphic, a Popeye/Bluto graphic lining and the corresponding character's team name stamped under the tongue.

The shoe made its debut on the PF Flyers website in conjunction with baseball's Opening Day in April, and is also available at specialty retailers in some U.S. states.

King Features Syndicate, the licensing representative for Popeye the Sailor Man, brokered the deal.

Blueprint Powers Enhanced Client Services for Beanstalk

Blueprint, the specialist consulting division of global licensing agency Beanstalk, is powering up its offerings for clients in 2015 and beyond.

Launched in May 2014, Blueprint advises companies on how to evolve their brands through innovative and commercially viable brand development and extension strategies and works hand-in-hand with brand owners, retailers and manufacturers to evaluate and analyze clients' distinct needs and provide a road map to open doors to new markets, audiences and revenue.

Now Blueprint is ramping up its offerings even further, with the recent addition of quantitative consumer research to its services.

"Consumer research complements the industry and category assessment we do to understand brand extension potential from an all-inclusive angle," says Louise French, associate vice president, business development and marketing, Beanstalk. "We are now able to help brand owners realize the entire permission cycle, starting with the consumer, who we can target

specifically when designing the online survey, and subsequently with insights gained from industry players including manufacturers, retailers and industry experts. From a client perspective, consumer research helps formulate the licensing strategy, as well as support the sales effort when approaching potential licensees and retailers about a brand. Knowing that consumers are interested in purchasing a new category of goods or services from a brand is a powerful tool in conversations with possible partners, as it provides them with confidence that the license will be successful."

According to French, Blueprint can conduct consumer research in more than 50 countries worldwide, targeted to designated demographics. The company utilizes a proprietary online questionnaire that explores opportunities while also giving respondents room to share their unaided individual ideas.

"The online format allows Blueprint to quickly connect with consumers in a wide array of destinations, giving us a genuine read on opportunities in a particular



marketplace," French adds.

Last June, the division also launched the Brand Extension Indicator (BXI), a customizable online tool designed to help brand owners evaluate prospective brand extension opportunities.

The tool, which is developed at a client-specific level, uses proprietary quantitative and qualitative metrics to help brands identify viable opportunities and select suitable partners. It assesses an opportunity against a variable number of weighted criteria including strategic fit, consumer alignment, market dynamics, financial viability and partner suitability.

It also helps the brand owner assess whether potential partners are suitable via an evaluation against a brand's specific criteria and measurements.

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Blog Brand Launches into Licensing

Global science website IFLScience is introducing its consumer product concepts and online store to the licensing and retailing world for the first time at BLE.

The brand, created by Elise Andrew, began as a blog page on Facebook in 2012.

IFLScience targets the 18- to 34-year-old demographic and centers on making science accessible by stripping away the jargon for an educational, engaging and entertaining experience. The offbeat content on the site attracts more than 75 million unique visitors per month and reaches more than 21 million fans on Facebook.

The I Love Science e-store is the retail arm of IFLScience and sells quirky, science-themed merchandise such as t-shirts and jewelry. The site is also looking to expand its offerings through new licensing deals.

Additionally, IFLScience is re-launching its children's brand, Science Is Awesome, which is aimed at kids ages 6 through 13.



Bandai Builds Video Game Properties

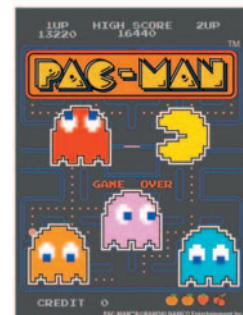
Bandai Namco Entertainment is expanding its roster of video game properties with anniversary milestones and new products.

This year, the company is celebrating the 35th anniversary of its "Pac-Man" franchise with a new app game ("Pac-Man 256—Endless Arcade Maze"), worldwide events, themed venues and a commemorative style guide. In addition, Pac-Man has a starring role in the Sony Pictures' film *Pixels*, which was released earlier this year in more than 80 countries.

Bandai is also celebrating the 20th anniversary of the arcade game "Tekken" with a new free app "Galaga: Tekken 20th Anniversary Edition," a special collaboration with the classic "Galaga" game, and the latest version of the game "Tekken 7," which was launched earlier this year in Japan and South Korea. Bandai is seeking to leverage the game's distinct look for merchandising in the apparel and lifestyle categories.

Meanwhile, Bandai is gearing up for the early 2016 launch of "Dark Souls III," the third iteration of the fantasy-adventure series, which has sold more than 2 million copies to-date.

The company is also planning to expand several of its other key properties including "God Eater," the Japanese RPG game that has also gained momentum as an animated TV series; and the classic arcade games "Galaga," "DigDug" and "Mappy."



YooHoo & Friends Takes a Bite out of Happy Meals

Following the success of Aurora World's first YooHoo & Friends McDonald's Happy Meal promotion in 2013, the brand is now launching a second campaign at the quick service restaurant this year.

The promotion, which has a Wildlife Explorer theme that takes kids around Yootopia, already launched in several European countries earlier this year and is set to hit the U.K. in November.

It will be supported by television advertising and in-store materials including branded balloons and coloring sheets.



Brands with Influence to Rep 'Countryfile'

Licensing agency Brands with Influence has signed on to represent BBC's "Countryfile," one of the U.K.'s most popular factual television programs.

"Countryfile" is a staple in the BBC schedule and continues to attract a loyal and broad audience. The fact that the show transmits every week of the year is a tremendous platform from which to develop a successful licensing program," says Dom Wheeler, director of Brands with Influence.

Brands with Influence is looking for licensing partners across the gifting, stationery and homewares categories.

"Countryfile" airs weekly on BBC One and reports on environmental, wildlife, farming and social issues throughout the country. The show brings in 6 million viewers weekly, attracting a strong family audience and, increasingly, a younger audience as well, driven by its strong social presence.

Spanish Pavilion Returns to BLE

For the fourth year running, a special Pavilion showcasing Spanish companies will be exhibiting at Brand Licensing Europe.

The Spanish Pavilion is organized by ICEX-Spain Trade and Investment, an official organization that promotes and facilitates the international projection of Spanish enterprises.

The stand will be located on the ground floor (stand F020) and will feature seven licensing specialty companies that come with a deep experience in the industry, high-quality content production and impressive catalogs.

The group participation highlights the importance of the licensing industry in Spain and the international reach of some of its key players.

Companies taking part in the Pavilion are BRB Internacional, Consumer Product Connection, Edebé Licensing, El Ocho Licencias y Promociones, Maya Studio, Planeta Junior and STOR.



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Random House Soars with *Birds*

Random House Enterprises is taking flight with artist Matt Sewell as the publishing house signs a flock of new licensees for his *Birds* property.

A well-known artist in the bird world, Sewell has also been the artist-in-residence on BBC2's "Springwatch Unsprung" and has painted murals for the Royal Society for the Protection of Birds. Sewell also has five books published by Ebury Press including *Our Garden Birds*, *Our Woodland Birds* and *Owls*, with a further title to publish next spring.

New deals for Sewell include a range



of 2016 dated stationery from Carousel Calendars that is now available at retail, along with exclusives developed for the RSPB and National Trust. Further product will launch next year including greeting cards from Woodmansterne, a stationery range from Go Stationery and puzzles from Ravensburger. Mini Moderns has also created a capsule apparel collection with Barbour.

RHE will look to further expand *Birds* with additional licensees to fill the homewares, giftware and apparel categories.

Eric Carle Grows *Very Hungry Caterpillar*

Eric Carle's *The Very Hungry Caterpillar*, one of the most widely read children's book in the U.K., has announced new deals.

Building off its wide-reaching program that includes more than 30 licensees, *The Very Hungry Caterpillar* has partnered with Clarke & Clarke for wallpaper, Portico for calendars and Poeticgem for a line of adult women's apparel and nightwear.

The classic brand appeals to generations of children and parents and, alongside agent Rocket Licensing, is looking to add more partnerships in various product categories.



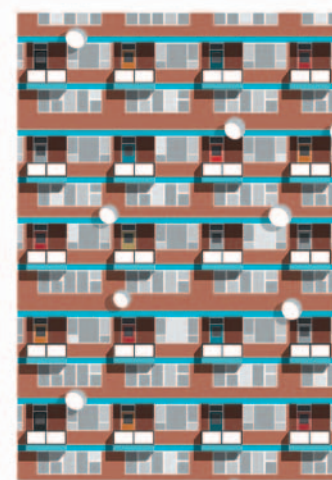
Oscar Francis Exhibits Modern Flair

U.K. art licensing agency Yellow House is showcasing the architectural brand Oscar Francis.

Yellow House is looking to secure new licensees for the bold graphics of the London design studio, which celebrates modernity and the real spaces people inhabit. In early 2016, Yellow House and Oscar Francis will launch a range of textiles and tableware from a leading U.K. manufacturer, as well as wall art for Habitat and King & McGaw.

Sarah Evans is the trained architect and talent behind the Oscar Francis brand. Each building is researched for both its history and visual detail, creating a modern concept of "pattern architecture." Evans' work for Oscar Francis will also be featured on a new poster for the Tate Modern.

Yellow House is seeking additional opportunities for the modern architectural brand at Brand Licensing Europe.



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MGL Gets Creative with Design Brands

MGL Licensing is adding several new art and design brands to its client roster, while also extending programs for its current properties.

British artist Sharon Turner is making her Brand Licensing Europe debut with a collection of pattern designs, graphics and illustrations inspired by a love for nature, animals and architecture. Turner's designs have already been licensed by a slew of retailers including Bed, Bath & Beyond, Deny, Urban Outfitters and Nordstrom. At BLE, MGL is making Turner's designs available for additional opportunities in all

product categories.

MGL is also showcasing the U.K. design brand Art Marketing, which includes a wide variety of contemporary designs from the landscape, food and drink, wildlife, flowers and fashion spaces. The designs are especially well-suited for gifts, textiles and stationery.

Rounding out MGL's new partners is female lifestyle brand Working Girl Designs, which chronicles the lives of women from shopping to marriage with the witty humor of writer Tonja Steel and art from Jodi Pedri. With more than 100 different images in the catalog, the designs have been featured on Harrods of London bags, totes and purses, as well as a variety of giftware items in the U.S.

Meanwhile, MGL is extending its Shell Rummel brand into Australia via tabletop ceramics and kitchen textile lines from Ashdene. The Bloom Beautiful products are rolling out internationally next year at Ambiente in Frankfurt and additional



retailers in the U.S.

MGL's other licensing expansions include a 2016 calendar and diary line featuring the designs of Ukrainian artist Katarina Sokolova from Carousel Calendar; calendars for Nick Hannaford-Hill's humor brands Cat & Dog and Moovie Nights from Carousel Calendar and Brown Trout Publishing; and adult coloring books starring Venezuelan artist Valentina from Studio Oh!



eOne Pumps Up 'Peppa Pig' for Babies, Adults

Entertainment One Licensing is introducing new products for its baby and adult "Peppa Pig" brands in the U.K.

Licensee Rainbow Designs will add news lines of merchandise for babies, building on its first line of "Peppa Pig" teething, rattles, comforters and activity toys. The range will launch in December.

Apparel licensee Blues will also be bolstering the brand's baby range with its first collection of "Peppa Pig" baby layette apparel including bodysuits, booties, hats, jumpsuits and t-shirts. The apparel collection is set to launch at retail in 2016.

eOne will also look to build on its adult spin-off lines that feature characters Mummy and Daddy Pig on a collection of giftware that has been a strong performer during key retail periods such as Mother's Day, Father's Day and Christmas, says the company. For 2016, new licensee BB Designs will add gift and novelty products including mugs, shopping lists and purses.

"Broadening the consumer product offering of 'Peppa Pig' to



include the baby and adult gifting sectors has been a phenomenal success that has increased 'Peppa's' retail footprint in the U.K.," says Hannah Mungo, head of U.K. licensing at eOne. "It also demonstrates that the brand has a multi-generational appeal that extends far beyond its core preschool market."



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'Masha' Takes Over the Airwaves

Animated preschool series "Masha and the Bear" is continuing to show its strong licensing potential with its latest round of broadcast deals.

The show currently airs in nearly every country worldwide via both pay and free channels. Broadcasters include France TV (France), KIKA and Rai YoYo (Italy), Turner Cartoonito (U.K. and Latin America), Turner Boing (Spain), ABC (Australia), Canal Panda (Spain and Portugal), Minimax (Central Europe), Russia 1 (Russia and CIS), SIC (Portugal and Portuguese-speaking Africa) and SpaceToon (the Middle East, North Africa and Malaysia).

"Masha" will soon hit theaters in Italy as the series premieres several episodes on the big screen later this year. The show also plays well online, with more than 10 million total views on YouTube.

According to Ink Global, licensing agent for the brand, the series boasts hundreds of licensing partners with no signs of slowing down.

"'Masha and the Bear' is much more than your average kids' show," says Claus Tømming, director, Ink Global. "It's completely different to anything else out there and audiences love it, which is why the licensing community is so strongly behind the brand. Our job at BLE 2015 will be to connect with as many interested partners as possible to discuss the possibilities presented by this unique property."

"Masha and the Bear" follows an adorable, but hyperactive, little girl who befriends a retired circus bear. The bear craves a quiet life, but Masha has other ideas and twists him around her little finger with hilarious results.



Sony Takes Games, Products into the Future with Virtual Reality

Sony Computer Entertainment Europe is moving into the future and bringing Brand Licensing Europe visitors along for the ride.



On the show floor, SCEE will be giving attendees a sneak peek of its PlayStation VR, an innovative new virtual reality system for its gaming console.

PSVR combines the PlayStation 4 console with a PlayStation camera to give gamers a brand-new, immersive gameplay experience.

Using a state-of-the-art HD OLED display, motion sensors, 360-degree head tracking and 3D audio, the VR system puts players inside the game world, allowing them to view and interact with the virtual surroundings as if physically in the game.

"PlayStation VR pushes the boundaries of play and exemplifies PlayStation's vision of innovation," says David Evans, European licensing manager, Sony Computer Entertainment Europe. "This truly immersive experience should have a positive impact on sales of licensed merchandise as the technology brings players a fresh, imaginative new way to interact, connect and experience gaming."

Rachael Hale Celebrates 20 Years

Rachael Hale and her animal imagery are celebrating 20 years of licensing.

The brand was established in 1995 with a small range of animal images and has since grown to include an extensive range of characters and more than 100 licensees in 50 countries. Products include greeting cards, calendars, backpacks, lunch boxes, luggage, apparel, bedding and gifts.

Rachael Hale recently signed a deal for luggage with Walmart in the U.S. and is now looking to continue its success with new opportunities.

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IWM Takes Off With Hemingway

The Imperial War Museums and Wayne Hemingway of the design house HemingwayDesign are collaborating on a series of new designs for use on licensed products.

The first design concept, which premieres this week at Brand Licensing Europe, is based on the iconic Spitfire war plane.

The Spitfire collection was launched in September to mark the 75th anniversary of the Battle of Britain and the IWM Duxford Air Show, where spectators witnessed 20 Spitfire planes taking off from the historic airfield and flying in

mass formation.

“It is thrilling to work with the HemingwayDesign team, and the designs they are creating will add new impetus to our licensing program. Wayne and his team have spent some fascinating hours going through the archive and have come up with some wonderful designs worthy of the Spitfire itself,” says David Fenton, head of retail and brand licensing for IWM.

“I have a great affection for IWM and their commitment to design thinking shines through clearly in the recent refurbishment of IWM London. It is also



impossible not to be in awe of the huge collections,” adds Hemingway.

The Hemingway collection joins several other programs for IWM including a toiletry range from SLG and a partnership with the Caledonian Brewery.

JCB Digs Up Promos for 70th Birthday

British construction brand JCB is celebrating its 70th anniversary this year with a series of consumer promotions and products for both kids and adults.



The company is showcasing its latest campaign at BLE, Dig the Adventure (which launched earlier this year and encourages children and parents to venture outdoors), in a big way with images reflecting this active lifestyle and new collections of outdoor apparel featuring bold graphics designed to be durable for everyday play.

JCB is also presenting its upcoming toy line and its expansion into new categories such as greetings, baby gifts and die-cast, as well as the adult sector with products for the construction industry including workwear, footwear, tough mobile phone accessories, decorating products, batteries and CCTV security towers.

Consumers can further engage with the JCB brand through themed attractions at Diggerland parks in the U.K., and now, the first Diggerland park in the U.S.

Pink Key Launches Pringles Licensing

Snack food brand Pringles is available for licensing for the first time ever this year at Brand Licensing Europe.

The brand’s agent, Pink Key Consulting, is now looking for licensees across Europe to expand Pringles into categories such as apparel, accessories, gifting and homewares.

In conjunction with the brand’s launch into licensing, Pink Key has also released a new style guide that features both vintage and contemporary designs. In addition to the Pringles logo, other assets such as the Pringles crisp shape and the brand’s mascot Mr. P are also available for licensing.



Lil' Ledy Steps onto BLE Show Floor

Croatian design firm Manu's lifestyle character brand Lil' Ledy is showing a variety of new projects, product ideas and collections at this year's Brand Licensing Europe event.

Manu and Lil' Ledy were the winners of *License! Global* magazine's 2015 One to Watch contest for new Licensing Expo exhibitors earlier this year.

The Lil' Traveler collection, a main focus for Manu, encourages women of all ages to explore the world and be daring and adventurous, while getting to know themselves along the way. Manu is also introducing its other new collections—Marsala Flower, Zodiac, Hibiscus Summer and Beach Bunny.

To bolster Lil' Ledy's core values, Manu is launching the brand's official slogan: "Not Perfect, Just Special."

Created by designer Antonija Majstorovic with the help of friend and business partner Sonja Stahor, Lil' Ledy merges the aesthetics of Japan and Sweden and is targeted to teens and young women.

The brand is well-suited for licensing on a variety of consumer products across the fashion, cosmetics, lifestyle accessories, home décor, stationery, paper products and gifting categories.



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Map Maker Stanfords Embarks on Licensing Journey

Edward Stanford Limited has announced the launch of its Edward Stanford Signature logo brand and the digitization of its historic archives as it enters the licensing arena.

In response to a customer demand for mapping and other travel-related products, the Edward Stanford Signature logo will be used to market the brand's collection of historically unique cartography to potential licensees for the first time.

The iconic company has 162 years of history as a supplier of maps and guides to explorers, diplomats, royalty and travelers, embodying the values of authenticity, originality and expertise.

"A year ago, we re-branded our range of Travel Writing Classics using the Edward

Stanford Signature logo under license to John Beaufoy Publishing and have since received an overwhelmingly positive response from the trade and customers alike," says Tony Maher, managing director of Edward Stanford Limited. "As a result, and due to increased international demand for products invoking the heritage that the Edward Stanford Signature logo embodies, we launched our own range of notebooks and stationery featuring the logo and have been thrilled by the sales we've seen."

Additionally, the Royal Geographical Society, which has hosted the brand's archive of over 800 maps for more than 50 years, is digitizing the collection to bring it to market as part of the Edward Stanford Cartographic Collection.



"We are excited to be working with Stanfords to digitize their incomparable archive," says Alasdair Macleod, head of enterprise and resources at the RGS. "The beauty and craftsmanship of these maps is beyond compare. They are utterly unique, and the prospect of their availability for licensing has already led to tremendous interest."

'Alvin and the Chipmunks' Travels the Globe

Brand management company PGS Entertainment is looking to build the licensing roster for the new TV series "ALVINNN!!! and the Chipmunks."

The show, which is now airing in more than 20 markets worldwide, marks the return of the classic "Alvin and the Chipmunks" franchise to television after 20 years. The all-new CG-animated series offers a fresh look at the classic adventures of Alvin, Theodore, Simon and the Chipettes, and is targeted to both boys and girls.

Created by Janice Karman and produced by Bagdasarian Productions and OuiDO! Productions, "ALVINNN!!! and the Chipmunks" reunites Karman and Bagdasarian, the couple that produced the original 1980s hit cartoon and three blockbuster feature films.

The show currently airs on Nickelodeon channels worldwide (except in Brazil), as well as M6 in France, Super RTL in Germany, K2 in Italy,

OufTivi in French Belgium, RTS in French Switzerland, DR in Denmark and is coming soon to Neox in Spain, Sic in Portugal, NRK in Norway, MTV3 in Finland, LRT in Lithuania, MTVA in Hungary, TV Puls in Poland, Plus Plus in Ukraine, Kidz in Turkey and SpaceToon in the Middle East.



DeLiSo Rounds Out Sophie Line

DeLiSo, the licensing arm behind the Sophie la girafe baby products, is expanding the brand this fall with new category offerings and product lines.

With more than 30 licensees signed on since its launch in 2012, Sophie is now heading onto baby shoes and baby tableware offerings.

Chauss-Europ in France is creating a line of walking booties for baby's first steps; while Japan's FunFam is rolling out a bamboo dish set including a plate, utensils and cup. In addition, a baby clothing line is set to hit U.S. and U.K. retailers in spring 2016. These partners join Sophie's robust range of current licensed products, which includes wall décor, baby mattresses and bedding, reusable food pouches, books, swimsuits and music boxes.



EXHIBITOR	STAND	EXHIBITOR	STAND	EXHIBITOR	STAND	EXHIBITOR	STAND
1st Place Co., Ltd.	C116	Bizarre London	J11	Deliso Sophie La Girafe	B080	HarperCollins Publishers	B072
20th Century Fox	E040	BJA Design	C120	Dependable Solutions	F100	Hart Deco	J1a
24IP Law Group	G100	Blue Zoo	D003	DHX Brands	E070	Hasbro Brand Licensing & Publishing	D020
2Spot Communications Co. Ltd	B124	Blueprint	P100	Discovery	B060	HCA	B055
4k Media	E060	Boj	F125	D0ODLING AROUND	J1d	Hearst Publications	N40
Aardman Animations	F010	Bonus Marketing Productions	G105	Dorna Sports SL	P25	Heather Kilgour	J1b
Activision Publishing	C141	Br Licensing	F030	Dot Dash Design Studio	J43	Hello Munki Ltd	J36
adidas - A.C Milan	P14	Bradford Licensing Europe	F105	Dracco Company Ltd	C048	Help for Heroes	J0
Adidas- Real Madrid	P15	Brand Squared Licensing	P52	DreamWorks Animation	D080	Hoho Entertainment	B100
Alchemy Licensing	P62	Brandgenuity LLC	N52	DRI Licensing	C010	Hong Kong Trade Development Council	A070
Alex Underdown Art	J10	Brands With Influence	A095	Dupenny	J6	Hoshi Dee Art	J1g
Allsorts Licensing	C095	Bravado	A020	Dynit srl	G098	Hot Pickle	P60
Aluminati Skateboards	N56	Brazilian Brands	F030	Earth Angel Cards	B126	Howard Kennedy LLP	G112
American Freshman	M16	BRB INTERNACIONAL	F020	EDEBÉ LICENSING	F020	I.M.P.S s.a	C050
American Greeting Properties	B048	Bromelia Productions	F030	EDIS Spa Unipersonale	G065	IFLScience	M50
Animaru	J4	Bulldog Licensing	G001	EL OCHO LICENCIASY PROMOCIONES	F020	Image Source	J19
ARB Worldwide Corporation sdn bhd	A100	Bulls Licensing	D086	Enitsua Fine Art Korea	P65	INK-ALC	E100
Arsenal Football Club	N57	Carbon 12011 Licensing	L9	Entertainment One	F005	Insight Licensing Services S.A.S.	G116
Art + Science International	G095	Carmen Ariza Polska	A060	Euro Lizenzen	H055	Intellectual Property Office	G122
Art Ask Agency SL	P50	Caroline Mickler Ltd	A090	Fashion UK / Jinx	B091	International Brand Management & Licensing	N15
Art Brand Studios	R35	Carte Blanche Group	C110	FICO	F030	IPR Licensing EMEA Licensing Agent for DuPont - DuPont KEVLAR	N12
ARTPQ	C020	Cartoon Network	E050	FIFA	M25	ITV Studios Global Entertainment	D040
Asiana Licensing inc	C020	Celebrities Entertainment GmbH	E001	Fluid World Limited	A080	Ivana Nohel	J1c
Assaf Frank Photography Licensing	J23	Chalet Verbier	J32	Fourth Wall Brands	G082	IWM (Imperial War Museums)	R10
Atlantya Entertainment	B070	Chelsea Football Club	L25	Fran Bravo	J12	Jacky Al-Samarraie	J9
Aurora World Corp	C020	CJ E&M	C020	Francetv Distribution	B071	JCB	G020
Aurora World Ltd	C001	Claire Louise	J42	FremantleMedia Kids & Family Entertainment	E080	JELC	Q25
Automobili Lamborghini S.P.A	P10	CONSUMER PRODUCT CONNECTION	F020	Games Workshop plc	C075	Jenny Daymond	J1f
B.A.T FOUNDATION	E112	Coolabi	D060	Gateley Plc	G120	Jiangsu Salt Industry Group Co., Ltd	M62
BANDAI NAMCO Entertainment Inc.	G050	Copyright Promotions Licensing Group Ltd	E070	Giochi Preziosi Group	F090	Joe Browns	M47
Battersea Dogs and Cats Home	Q15	Creative Licensing Corporation	C100	Glenat Editions	C124	JPatton	M45
BBC Worldwide	D010	Curtis Licensing	G092	Global Freestyle	M69	Kasmanas	F030
Beanstalk	P100	Cyber Group Studios	B054	Global Icons	R100	Kate Knight	J37
Bear Surfboards	K25	Daewon Media Co.,Ltd	C020	Global Merchandising Services	G018	Kate Mawdsley	J47
Been Trill	M14	Danken Enterprise Co Ltd	F130	Glory Innovations Inc	G080	Kazachok Licensing Expertise	H050
Beetosee NV/Globetrade	H040	DC Thomson	E150	Gola	Q20	Keyring Co., Ltd.	C020
Belle & Boo Ltd	J44	DC Thomson & Co Ltd	F040	Golden Goose	M52	King	E110
Big Tent Entertainment	D060	Deer Little Forest	J55	Grani & Partners	F090	King Features	D100
Biplano	C040			Guide to the Licensing World	B095		



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Laser Art	J3	Sanrio GmbH	B030
Lee Stafford	M60	Santoro	B050
Leoni S.P.A	F115	Sarah Hurley	J51
Licensing Management International	F105	Sarah Ray	J1h
Licensing Today Worldwide	B115	Science Museum Group Enterprises	L15
Licensing.biz & Toy News	H090	Scruffy Little Cat	J1
Licorice Trading Ltd	J38	SEGA	C030
LIMA	L100	Sekiguchi- Monchichi	B098
Lionsgate Entertainment	C045	Sinigaglia	G052
Lisle international	E045	Smiley World	D115
Litebulb Group	C105	SMEMX International	L68
Live Nation Merchandise	G030	Sony Computer Entertainment Europe	F050
LoCoCo Licensing	F110	Sony Pictures Consumer Products	A010
London Icesmiths	M70	Sound Team Enterprise Co., Ltd	F133
Longboard	P48	Spain Licensing Pavillion	F020
LUK INTERNACIONAL S.A.	H025	Stanfords	L21
m4e AG	C005	Start Licensing	F040
Manchester City FC	R18	STOR	F020
Manu	J18	Studio 100	B045
Maria Pishvanova	J5	Studio Pets by Myrna	E045
Marilyn Robertson	J2	Studiocanal	B090
Mary Evans Picture Library	J20	SUNRIGHTS INC.	H100
Mary Gernat-How Illustrations	J57	Técui	J40
Masha and the Bear	E100	Tempting Brands AG	P20
Mattel Brands Consumer Products	D050	Teo Jasmin	Q10
Mauricio de Sousa Produções	F030	Tezuka Productions Co	B128
MAYA STUDIO, S.L.	F020	TF1 Licenses	G058
MB-Mary Beth, Pink	J21	The Boot Buddy	L30
Light Studio	J21	The British Library	L40
Mediaton Licensing	G060	The Copyrights Group	G040
Melnitsa Animation Studio	D113	Metrorstar	C080
Metrostar	C080	The Franklin Mint	P51
MGL Licensing	J16	The Jim Henson Company	A050
Millimages	C122	The Licensing Company	N100
Mind Candy	G075	The Licensing Source	H095
Monday 2 Friday	P49	Book Europe	H095
Mondo Tv	E120	The Media Zone & Lounge	D125
Monskey	G051	The National Museum of the Royal Navy	L20
Moomin	D085	The Natural History Museum	R38
Morrigan Ltd	J13	The Partnership	N10
Mr Trafalgar	J8	The Pokemon Company International	F070
My Medibox	B110	The Rastamouse Company	F001
Nanaritos	B053	The Shakespeare Birthplace Trust	K18
Napa Arts & Licensing Agency	J24	The Walt Disney Company	C000,E000
National Portrait Gallery	K20	The Zoonies	B132
NECA	B005	This Is Iris	J61
Nelvana Enterprise Inc	F080	Tinderbox	P100
Nickelodeon Viacom Consumer Products	E005	Toe! Animation	G035
Nintendo of America	E152	Tokidoki	H085
NOW That's What I Call Music	C098	Tomato Source Ltd	F118
NumbersAlive!	C140	Topps Europe	H080
Octane5	H030	Total Licensing Ltd	H035
One Target	A030	Tour de France, PSG & Roland Garros	Q12
Outfit7 Limited	G065	Two little Boys Ltd	J53
Pango Productions	J26	Ubisoft EMEA	D110
Panini Spa	H020	UEFA EURO 2016	Q11
Paper Island	B056	UL VS LTD	G090
Paper Rose Ltd	J14	Ultrasport Products LLC	L32
Penguin Random House	F060	Universal Partnerships & Licensing	E090
Pepsi	N50	V&A Enterprises limited	K10
Perfetti van Melle	M10	Veronica Dearly	J1e
PGA TOUR	M18	Vicki Thomas Associates	J33
PGS Entertainment	G045	Vimto International	K30
Pink Key Consulting	K35	Vistex, Inc	C074
Plain Lazy (Holdings) Ltd	P71	Viz Media Europe	F003
PLANETA JUNIOR	F020	Volkswagen	N20
Plastic Head Distribution	B040	VOOZ	C020
Playboy	M15	Voozclub Co., Ltd.	C020
POSH Graffiti® by Emily Readett-Bayley	J31	Walker Books UK Ltd	G010
Rachael Hale	F085	Warner Bros Consumer Products	E030
Radio Days	B025	Withit Studios	C090
Rainbow	E020	Wizart Animation	D113
Raydar Media	B085	WOMEN IN TOYS	D001
Red Nose	F030	WWE	C060
Redan Alchemy Ltd	G062	WWF UK	R25
Redibra	F030	Yellow House Art Licensing	J63
Rediks Graphics	C020	Yvette Jordan	J45
Redrover	C020	ZagTOON & On Method	E065
Rocket Licensing Ltd	G005	Zodiak Kids	B020
R01 VISUAL	C020	Zolan Company LLC	R16
Rovio Entertainment Ltd	D030		
Russian Children's Products Industry	E125		

VISIT US AT STAND R35



THOMAS KINKADEE

Marijolein Bastin

Wednesday, Oct. 14

Licensing Academy Theatre:

9:30-10:00

Licensing Explained

10:30-11:10

Licensing Facts, Figures and Trends II: Toys and Entertainment Trends

NPD will offer current data and an in-depth analysis of the trends driving the toy industry, as well as highlight areas of opportunity.
SPEAKER: FREDERIQUE TUTT, NPD GROUP (NPD is a BLE Knowledge Partner.)

11:30-12:10

Understanding the Potential of Online Gaming Communities

A discussion giving expert insight into video game entertainment brands and the dedicated online communities that are driving their success in the offline world and at retail.
MODERATOR: DAN AMOS, TINDERBOX

12:30-1:10

KEYNOTE: My Life with the Moomins

Sophia Jansson, creative director, Moomin Characters, and niece of Moomin creator Tove Jansson, will share her story of the classic Moomin brand. She will be joined by Roleff Kråkström, chief executive officer, Moomin Characters, and Gustav Melin, global licensing director, Bulls Licensing.

2:15-3:15

SPLiCE Direct-to-Retail Panel

SPEAKERS: DAWN CICCONE, PBS; CHRISTINE COOL, CHUPA CHUPS; JOHN CAROLAN, SAINSBURY'S; AND TERI NIADNA, NATIONAL FOOTBALL LEAGUE

3:30-4:10

Understanding New Figures, Ratings and Audiences for TV Viewing

A tutorial on how to understand who is watching which shows, when and how in the new era of entertainment on-demand.
MODERATOR: JENNIFER LAWLOR, DREAMWORKS ANIMATION

Brands Theatre:

10:30-11:10

Food and Drink Licensing 360

This expert panel will cover the considerations for licensing in the food and beverage sector and offer insight and lessons from both licensor and licensee perspectives.

MODERATOR: LOUISE FRENCH, BEANSTALK; SPEAKERS: DECLAN HASSETT, DIAGEO; AND SIMON KNIGHT, BURTS POTATO CHIPS

11:30-12:10

Winning Licensing Strategies: Where Can Growth Come From?

This expert panel will discuss trends and future growth strategies, such as the convergence of sports and entertainment, from the point of view of the consumer, IP owner, manufacturer and retailer.

MODERATOR: BRUNO SCHWOBTHALER, AUTHOR; SPEAKERS: HILARY PLUMMER, LEGO; FREDDA HURWITZ, HAVAS SPORT & ENTERTAINMENT; AND MALCOLM PINKERTON, PLANET RETAIL

12:30-1:10

Museum and Heritage Brand Licensing

A lively discussion about how museums, retailers and designers can work together to realize historic assets and inspire best-selling product.

MODERATOR: CAROLINE BROWN, BRITISH LIBRARY; WAYNE HEMINGWAY, HEMINGWAY DESIGN; ANNE BUKY, IMPERIAL WAR MUSEUMS; AND LAUREN SIZELAND, V&A

Thursday, Oct. 15

Licensing Academy Theatre:

9:30-10:00

Licensing Explained

10:30-11:10

Licensing Facts, Figures and Trends III: Retail Trends and Opportunities for Licensing

An overview of retail trends and data that will drill down into specific areas that provide new opportunities for licensing including private labels, the evolution of discounters and experience shopping.

SPEAKER: DANIEL JOHANSSON, PLANET RETAIL (Planet Retail is a BLE Knowledge Partner.)

11:30-12:10

Bringing Design, Art and Illustration to the World of Licensing

The panel will explain how to work with an artist or designer to create product that stands out and sells well at retail.

MODERATOR: SARAH LAWRENCE, THIS IS IRIS; SPEAKERS: SARAH STEVENS, RAVENSBURGER; DAVID RECASENS, EDEBE LICENSING; AND COLIN WILLIAMS, SIXTEENSOUTH TELEVISION

12:30-1:30

License This! 2015: The Final

Brands Theatre:

BRAND JAM SELECTION:

10:30-11:10

From Kids to High Fashion

Children's brands are winning over high street fashionistas on a regular basis. Brand Jam's Paolo Lucci will give an overview of the trend for adult-facing, edgy fashion projects using insight from Brand Jam.

SPEAKERS: MATTHEW REPICKY, MATTEL; AND EMANUELA TARTARI, WARNER BROS. CONSUMER PRODUCTS EMEA

11:30-12:10

Beyond Football: Lifestyle Licensing to Men

Brand Jam's Paolo Lucci will examine how motors, bikes, heritage and vintage are capable of generating the most interesting and lucrative licensed and co-branded projects for men. SPEAKERS: GABRIELLE SIMS, IMG; AND ADAM BASS, GOLDEN GOOSE

12:30-1:10

A Global Brand Story

Philip Colbert will explain how a unique mix of fashion, music and art; a strong sense of fun; a clever use of brand extension and licensing; and a few selected celebrities make this label a pop icon for retailers, partners and consumers worldwide.

SPEAKER: PHILIP COLBERT, THE RODNIK BRAND

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Andi Best, IFLScience



Cynthia Rapp, Roz Nowicki and Sandra Vauthier-Cellier, Twentieth Century Fox Consumer Products



Things 3D's Chris Byatte and Joe Wee with Valerie Fry, Coolabi



Johanne Broadfield and Maria Rosaria Milone, Cartoon Network Enterprises



Lisa Hryniewicz, Koko Media Consulting, and Jo Rose, Deer Little Forest



Steve Mort-Hill and Ruth Leonard, Carte Blanche Group



Ami Dieckman, Andrew Carley and Hannah Mungo, Entertainment One

showphotos



Daniel Griffiths, West Midland Safari & Leisure Park; Claire Underwood, Pesky; David Hodgson, Pesky; and Dave Ingham, writer



Charlotte Hill and Victoria Bushell, DHX Media



Hans Ulrich Stoef and Bernd Conrad, m4e



Stay Puft Man with Jodie O'Rourke, Rocket Licensing



Brand Licensing Europe's annual Character Parade



Richard Sanders and Andrew Thompson, Battersea Dogs & Cats Home



Alex Lambeek and Joseph Knowles, Rovio Entertainment



David Evans, Sony Computer Entertainment Europe

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Pokémon Collects New Licensees

The Pokémon Company is heading into Brand Licensing Europe with four new licensee signings that will extend the brand's apparel and accessories ranges across the U.K. and Europe.



Ditexmed has been tapped to produce children's apparel in Italy and Spain, TVM Fashion Lab will create a fashion range for the U.K. and Ireland and Roy Lowe & Sons for a range of socks. In addition, Teknofun Entertainment will develop a range of 3D character-shaped lamps and digital alarm clocks for France, Spain, Portugal,

Holland and Belgium.

Product for all will begin rolling out later this year and into 2016 and add to Pokémon's portfolio of products across categories such as confectionery, stationery, video game accessories, posters and more.

"We are thrilled to be working with these best-in-class partners across Europe," says Mathieu Galante, senior market development manager, The Pokémon Company International. "These latest signings cement Pokémon's reputation as an established brand amongst its traditional core audience of young boys, and also its strong appeal to our secondary audience of young adults and parents."

MATTEL, continued from Cover

The campaign is meant to inspire girls through re-imagined Barbie content, fashion and halo brand partnerships.

These themes will be supported with



three new specials, each featuring original storylines and music. "Barbie Spy Squad" will debut in spring 2016, with "Barbie Starlight" hitting screens in fall and "Barbie in Puppy Pursuit" in Q4.

DISNEY, continued from Cover

Both properties offer a variety of opportunities for licensees across multiple product categories.

"With our preschool portfolio expanding, so too will the opportunities to create innovative products that will bring the characters to life," says Mike Stagg,



general manager, integrated retail and licensing, The Walt Disney Company U.K. and Ireland.

ACTIVISION, continued from Cover

The property is gearing up for the latest video game in the franchise "Call of Duty: Black Ops III" on Nov. 6. Activision will support the upcoming launch with a tailored lifestyle merchandising program.

The "Call of Duty" program includes partners Dark Horse Comics, Funko, Mega Brands, GB Eye, Power A, Prima, Danilo, Astro Gaming, Razer, KontrolFreek, DX Racer Chairs and BioWorld. Promotional partner Monster is also on board for a special range of beverages that offer in-game boosts.

In Memoriam: Richard Latter

It is with great sadness that we report the sudden passing of Richard Latter, Sept. 28. He leaves a wife and two children and will be missed by the licensing industry.

Richard began his licensing career in 1995 and, with his business partner Jo Cassidy, built *The Guide to the Licensing World* into the valued product that we all rely on. Richard was a warm and vibrant voice in the licensing industry. He loved being a part of it and made many friends along the way.

In tribute to the work that Richard put into this industry over the years, *The Guide to the Licensing World* will continue to be published and grow.

The Guide to the Licensing World will be exhibiting at Brand Licensing Europe on stand B095.

– With condolences, the Licensing Expo, Brand Licensing Europe and *License! Global* teams



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Fox Dips into ‘Simpsons’ Summer Collection

Twentieth Century Fox Consumer Products has renewed its partnership with Skinnydip for a second accessories collaboration inspired by the networks’ long-running “The Simpsons” animated series.

“The Simpsons” x Skinnydip will debut in summer 2016.

The first collaborative range launched this year and included



iPhone cases, clutch bags, backpacks, coin purses, make up bags, pouches and phone cables inspired by “The Simpsons” character Krusty the Clown.

“We’ve had a tremendous reception to the first ‘The Simpsons’ x Skinnydip collection and the products have been an instant hit with the brand’s female fans,” says Sandra Vauthier-Cellier, senior vice president, EMEA, Fox Consumer Products. “Our collaboration with Skinnydip demonstrates the potential of ‘The Simpsons’ to resonate with a fashion conscious female audience and we look forward to extending our partnership with a second range next summer.”

Skinnydip launched the range in its Carnaby Street U.K. store as well as its stand at Gatwick Airport, with additional retailers TopShop and Selfridges stocking the collection.

“We’re delighted with the range, but not surprised with Krusty being such an iconic character,” says Lewis Blitz, co-founder and owner, Skinnydip London. “We can’t wait to continue developing products using all of the great characters of Springfield and putting a Skinnydip twist on it.”

Marvel Outlines 2016 Plans

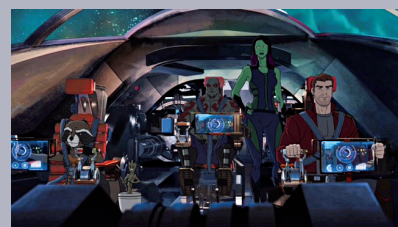
The Walt Disney Company gave a sneak peek of upcoming activities for the Marvel brand this week at Brand Licensing Europe.

Activations coming up in the next year include new campaigns, the upcoming *Captain America* movie and Disney XD’s new animated series “Guardians of the Galaxy.”

The Hero Up! with Spider-Man and The Avengers campaign, which was announced earlier this year, focuses on core Marvel consumer products and will begin rolling out in January and February 2016.

The studio is also gearing up for the upcoming feature film

Marvel’s Captain America: Civil War, the third installment in the franchise. The movie debuts in the U.K. on April 29, 2016.



Disney XD has also announced the debut of the animated series Marvel’s “Guardians of the Galaxy,” which will premiere with a one-hour special that includes back-to-back episodes on Nov. 7 in the U.K. The animated series features characters introduced in the Marvel Studios film of the same name and focuses on themes of redemption and the importance of friendships and family.

SUMMIT, continued from Cover

developing partnerships and preparing for the future of the industry.

“This summit is something that we at *License! Global* have long wanted to do and have now been developing for several months, so I’m incredibly excited to finally share what we have planned,” says Tony Lisanti, global editorial director, *License! Global*, and an adjunct professor of Licensing and Merchandising at New York University’s Tisch Institute for Sports Management, Media and Business. “From category innovations to changing business models, we’ll be analyzing and sharing best practices for all aspects of the licensing sector. This is a must-attend event for any executive looking to shape the future of their business who wants to hear directly from and network with innovators and influencers in our industry.”

The NYC Summit: The Business of Brand Licensing is a must-attend event for licensors, licensees, retailers, agents, brand managers, marketers, consultants, investors, financial analysts and trade and consumer business media. The NYC Summit marks the return of UBM Advanstar Licensing, organizer of Licensing Expo and Brand Licensing Europe, to its New York City roots.

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