

YouTube Exec Opens Digital Media Summit

YouTube's director of content partnerships, Malik Ducard, opened the inaugural Digital Media Licensing Summit yesterday, held in conjunction with Licensing Expo.

The Digital Summit kicked off the Licensing University educational series, which is organized by the International Licensing Industry Merchandisers' Association and continues throughout the three days



Malik Ducard

of the show.

Ducard, who oversees business development for YouTube's family entertainment and educational channels, opened the summit with a keynote that addressed the strength of the new generation of digital content creators and the opportunities that this medium presents to the licensing world.

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For today's full Licensing University schedule, turn to p62.

Nelvana Partners for Girls' Action Series

Corus Entertainment's Nelvana, The Topps Company, Nickelodeon and Playmates will join forces on the brand-new original girls' action series "Mysticons," which will make its global debut in 2017.

"Mysticons" is being developed as a half-hour, animated action series for girls ages 6 and over. It tells the tale of four girls who transform into legendary warriors that band together to save their realm from the evil queen, Necrafa. The series showcases not only action, but also strong friendships and camaraderie.

Playmates Toys, the toy company behind "Teenage Mutant Ninja Turtles," will act as "Mysticons'" global master toy partner; while Nickelodeon will serve as the worldwide broadcast partner for the series, including in the United States.

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Sony's Fifth Harmony to Kick Off Expo Party

Kick off your shoes, dance in the sand and enjoy an open bar while listening to an unforgettable live performance by girl group Fifth Harmony.



This must-attend, industry-wide networking event, held in association with Endemol Shine North America, sponsored by LIMA and co-hosted by Sony Music, brings together more than 2,000 brand owners, retailers and licensees for an ultimate music experience.

The All-Industry Opening Night Party takes place tonight on the Mandalay Bay Beach Club. Doors open at 8:30 pm.

Buy tickets at www.licensingexpo.com/party.

Breaking News

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- Peanuts Adds Movie Partners p12
- Marvel Enters Travel Category p14
- Sony Showcases Summer Films p34

Not-to-Be Missed Events

- Opening Keynote: The Future of Retail—8 am, Islander D
- Character Parade—10:30-11 am, Characters & Entertainment zone
- Meet Fifth Harmony—12-1 pm, booth #T197
- Nitro Circus Live performance—1-1:15 pm and 4-4:15 p.m., booth #A62 (in the Sports area)
- Meet WWE's The Bella Twins—1-3 pm, booth #J165
- The Big Interview with Bethany Mota—2:30 pm, Islander D

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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

contributing editor

Patricia DeLuca **212.951.6702**
pdeluca@advanstar.com

digital editor

Nicole Davis **310.857.7689**
ndavis@advanstar.com

art department

art director

Shawn Stigsell **218.740.6443**
sstigsell@media.advanstar.com

graphic designer

Ramprabhu **714.845.0252** ext. 6055011
ramprabhu.vasudevan@mpe.hcl.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

audience development director

Anne Brugman
abrugman@advanstar.com

digital sales representative

Dylan Pirruccello **310.857.7659**
dpirruccello@advanstar.com

reprint marketing advisor

877.652.5295 ext. 121
bkolb@wrightsmedia.com
Outside U.S., U.K., direct dial:
281.419.5725 ext. 121

UBM Advanstar

chief executive officer

Joe Loggia

executive vice president, life sciences

Tom Ehardt

executive vice president

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The Emergence of Digital Media



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

If you had the opportunity to attend the first-ever Digital Media Summit yesterday or peruse the Top 150 Global Licensors report in the May issue of *License! Global*, then you realize the significance that this key trend will have on brand licensing worldwide over the next several years. It will not only create new opportunities for consumer products, but also alter the traditional broadcast viewing habits especially the kids' TV business.

From a business perspective in brand licensing, it's all about understanding the emergence of new developments and properties and how they will impact the future. These trends are not only evident on the exhibit floor at Licensing Expo, but also in the pages and E-News blasts of *License! Global*.

For example, in its December issue, *License! Global* featured DreamWorks Animation's Awesomeness TV, a first-time exhibitor, and its strategy to expand the licensing efforts of its content creators.

In the Top 150 Global Licensors report, *License! Global* featured Bethany Mota (who will speak this afternoon) on the cover as the first YouTube star to crack the list at No. 146 with \$80 million in retail sales of licensed merchandise worldwide. In another article that focused on popular YouTube stars, *License! Global* projected that this sector could account for a \$1 billion in retail sales over the next several years.

The June issue of *License! Global* also features several articles that focus on the future. One example is the cover story which details the newest initiatives of Warner Bros. Consumer Products and the debut of *Batman v Superman: Dawn of Justice*, the first of 10 DC Comics Super Hero films slated to run through 2020.

Another example is the annual "Flick Pics" article, which lists the top films in the pipeline, and, for the first time, some of the top TV properties. Films include *Trolls*, *Divergent: Allegiant Part 1*, *Ghostbusters*, *Smurfs*, *Independence Day Sequel*, *Ice Age 5*, *Despicable Me 3*, *Marvel's Captain America: Civil War*, *Zootopia* and *The Jungle Book* to name only 10 of the more than 100 films and TV shows on the list.

Another example is the "Licensing Expo Guide," compiled by web editor Nicole Davis, which highlights some of the more than 150 new exhibitors including AwesomenessTV, YouTube, Fatburger, Nintendo, Sky Mall, Major League Baseball Players Association and Imperial War Museum.

And there are numerous brands in the apparel, corporate, automotive, and art and design sectors that offer new opportunities for the future.

Brand licensing is as vibrant as ever, with perhaps more new opportunities over the past few years than there have ever been. The time to prepare for the future is now.

Watch for the official *Show Dailies* every morning featuring 72 pages of news exclusively about Licensing Expo, as well as two E-News blasts delivered to your inbox daily throughout the show. Here's to a productive and successful Licensing Expo!

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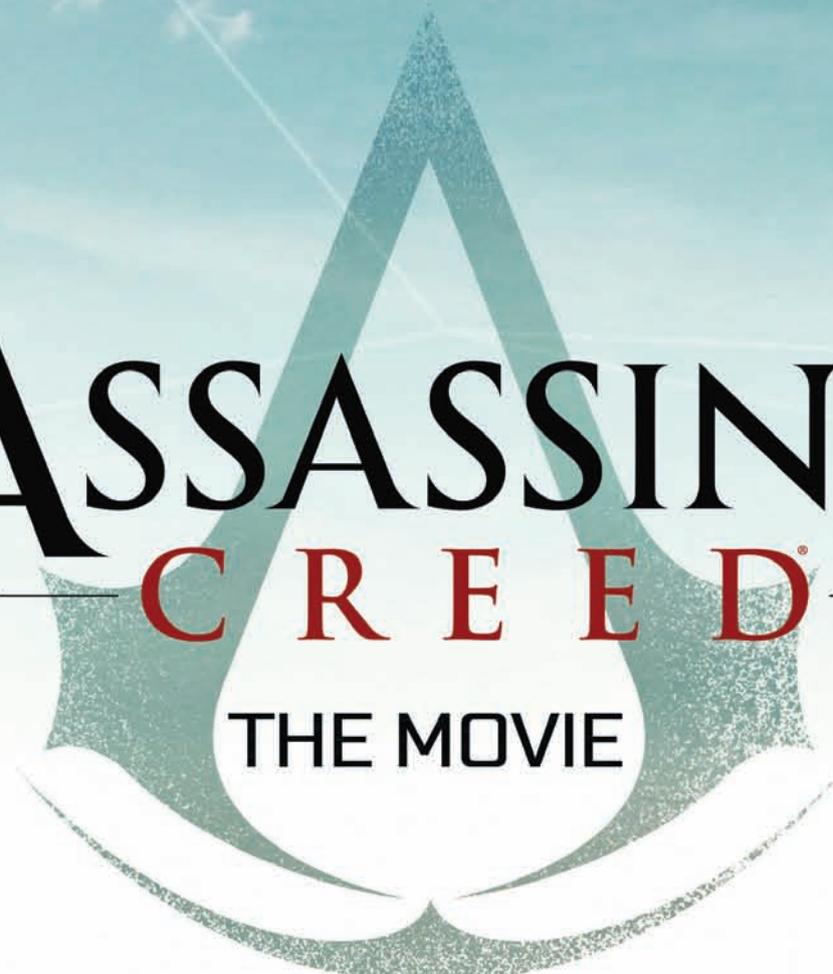


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The Assassin's Creed logo, a stylized 'A' with a sword blade at the top and a crescent moon at the bottom, is centered in the background. The word 'ASSASSIN'S' is written in a large, black, serif font across the top of the 'A'. Below it, the word 'CREED' is written in a smaller, red, serif font, with horizontal lines extending from the left and right sides of the letters. Below 'CREED', the words 'THE MOVIE' are written in a smaller, black, sans-serif font.

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For any licensing questions please contact:
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Paul Frank Teams to Expand in China

Saban Brands has announced the expansion of Paul Frank in China through a strategic, long-term licensing agreement with the Grand Union International Trading Company.

With this partnership, Grand Union will serve as Paul Frank's master licensee and retailer in China, Hong Kong and Macau and will manufacture and distribute a wide range of Paul Frank product from apparel to accessories.

Saban Brands has been working with the team at Grand Union ever since the company acquired the Paul Frank brand in 2010. This marks the largest licensed deal in Paul Frank's history and further supports the brand's significant growth in China. There are currently more than 100 standalone Paul Frank stores throughout

China, with plans to expand to more than 500 retail stores during the terms of the agreement. The partnership also coincides with the near-future development of new store concepts, Paul Frank Kids and Paul Frank Home. Additionally, Grand Union International Trading Company will have the licensed rights to all future Paul Frank-branded cafés in the market.

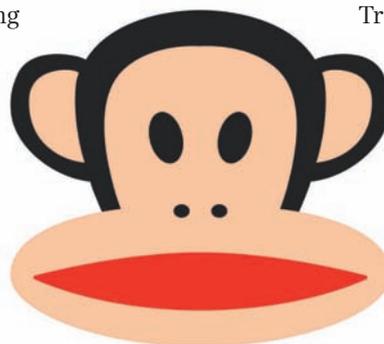
"Paul Frank has seen tremendous growth in China with high consumer demand for the brand's colorful, fun and fashion-forward product," says Kirk Bloomgarden, senior vice president of global consumer products, Saban Brands. "The Grand Union team has been instrumental in helping us build the Paul Frank brand in China over the past few years and their success to-date proves that

they are the right partner to help us further grow Paul Frank's footprint."

"We love Paul Frank and are eager to take this iconic brand to the next level," says Dave Qian, chief executive officer, Grand Union International

Trading Company. "Chinese consumers have such a passion for Paul Frank and its core character, Julius the monkey. With this partnership, we are committed to offering new and unique Paul Frank products and experiences."

To launch this extended partnership, Grand Union International Trading Company will be hosting a Paul Frank 20th Anniversary exhibit in July. The exhibit, which will travel to multiple mall locations throughout China, will take fans on a journey through the history of Paul Frank.



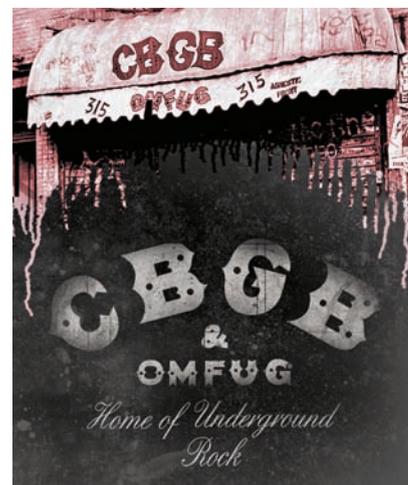
Epic Rights Nails CBGB Merch

Epic Rights has hit the ground running with the CBGB brand, which it was appointed to represent in September 2014.

Epic Rights is developing a dynamic global branding campaign that captures the spirit of the iconic punk rock venue with a broad selection of unique products including fashion apparel, accessories, footwear, electronics, spirits/beverages and themed entertainment that embody classic punk, post punk, glam rock, new wave and grunge that defined CBGB.

Mad Engine will handle CBGB apparel for mass market, specialty and mid-tier retailers; Trevco will work on print-on-demand and e-commerce; Impact will cater to the independents and music retailers; and Plastichead will concentrate on merchandise in the Pan Europe region.

Among the musicians who have played on the CBGB stage from its opening in 1973 by owner Hilly Kristal until its close in 2006 are The Ramones, Blondie, Patti Smith, Joan Jett, The Police and the Dictators.



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4K Takes ‘Yu-Gi-Oh!’ to New Markets

4K Media, the Konami Digital Entertainment subsidiary focused on the management, licensing and marketing of the “Yu-Gi-Oh!” brand, has launched the latest installment of the franchise, “Yu-Gi-Oh! Arc-V” in two new foreign markets.

“Yu-Gi-Oh! Arc-V” has aired on YEP!, on the ProSieben MAXX platform in Germany and German-speaking Austria and Switzerland and in France on Gulli, a family edutainment channel that reaches 21 million households.

“We are very excited to continue ‘Yu-Gi-Oh!’s’ successful relationship with YEP!, which has been airing installments of the ‘Yu-Gi-Oh!’ franchise of animated series daily since fall 2013,” says Kristen Gray, senior vice president of operations, business and legal affairs, 4K Media. “YEP!’s focus on action and animation programming really appeals to boys and makes it the ideal home for ‘Yu-Gi-Oh!’ in Germany. We’re so happy that what started with the ‘Yu-Gi-Oh! GX’ series and has expanded to include ‘Yu-Gi-Oh! Zexal’ and ‘Yu-Gi-Oh! 5Ds,’ is now debuting ‘Yu-Gi-Oh! Arc-V.’

Thus, this further demonstrates the franchise’s ability to attract and hold the attention of boys in the 6 to 13 age group for YEP!”

“The ‘Yu-Gi-Oh!’ franchise is very popular with our young male viewers and continues to deliver this elusive demographic group consistently across the week,” says Karola Bayr, chief executive officer, YEP! “Each installment of the ‘Yu-Gi-Oh!’ franchise refreshes with new storylines and the introduction of new characters and situations while retaining the action and adventure that fans of the series demand. We are thrilled with the results we’ve had with the franchise, and are very excited to introduce this latest installment in March.”

“We’re making a terrific impression on an audience segment that is both highly sought after and a challenge to consistently hold,” says Kevin Petitpas, head of diversification, Lagardère Active TV, the media company that manages Gulli. “The series combines unique and intriguing characters with lots of action



and engaging adventures that keeps viewers coming back for more. We’re very happy with the early results for the series and look forward to continued success for the show.”

IMG Presents Diverse Slate

IMG, the world’s No.1 licensing agency according to the *License! Global Top Agents* report, comes to Licensing Expo with a huge slate of top-tier brands across a range of sectors, including James Bond/007, National Geographic, PGA Tour and Ducati.

“With the acquisition of IMG by William Morris Endeavor last year, IMG is now stronger than ever before when it comes to licensing for talent

in major feature films, TV, music and social media,” says Daniel Siegel, vice president, licensing, IMG. “IMG is excited to showcase some of the biggest brands in the world at Licensing Expo this year as we look to build out new categories, retail partnership and brand relationships.”

In keeping with the show’s focus on sports licensing, IMG will be showcasing a range of its top sports brands

including Arnold Palmer, Yamaha, Wayne Gretzky and Sergio Tacchini.

In April, the agency brokered a major partnership between Gretzky and Sears Canada that will see the legendary hockey player launch an eponymous menswear label at the retailer this fall.

Other brands that the company is showcasing at Licensing Expo include Playboy, VW, Emergen-C, Aston Martin, Been Trill and Bridget Bardot.

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Peanuts Ramp Up Partnerships For Movie

As the fall premiere of Peanuts Worldwide's first-ever 3D CGI feature film generates global excitement, the brand announced an array of brand and retail partners for *The Peanuts Movie*.

The film was produced by Blue Sky Studios and 20th Century Fox, which is also distributing it.

The Peanuts Movie's brand partners include:

- Nestlé Crunch: The candy bars will have imagery of the film on packaging and point-of-sale materials. (August–November)
- MetLife: The financial and insurance services company, a long-time partner of Peanuts, will feature movie-themed advertising and other marketing initiatives using the 3D CGI Peanuts characters. (September–November)
- All Laundry Care: This fully integrated marketing campaign, including TV spots and print ads, will feature Peanuts characters while tying in to All's For Dirty Kids Everywhere platform. (September–November)
- Red Baron: The characters and artwork will be featured throughout the Take a Bite Out of Red Baron campaign, including on packaging, in advertising, and at retail. (September–November)
- Horizon Organics: Peanuts will be integrated onto packages, including mac and cheese, single-serve milk and

sandwich crackers. (August–November)

- Little Debbie: The promotion will be featured on 30 million packages of Nutty Bars and Swiss Rolls. (September–January 2016)
 - Pedigree: *Peanuts Movie* characters and property assets will be featured on pet products including in digital media, online, retail and within its NASCAR sponsorship. (September–November)
 - Tyson: *Peanuts Movie* promotions will appear on Tyson Chicken Nuggets, Crispy Strips and Any'Tizers items distributed nationally via Walmart, Sam's, Kroger, Ahold, Delhaize, Safeway, SuperValu, Target, Meijer, Publix, Wakefern, Giant Eagle, Winn Dixie and other grocery/retailers nationwide. (October–December)
 - UNICEF: The characters will be on assets in media, digital, online, retail and other applications. 20th Century Fox will integrate the Trick-or-Treat for UNICEF core campaign into creative and promotional activations to help amplify the message of Kids Helping Kids. (September–November)
- The Peanuts Movie* retail partners include:
- Target: Branding in advertising and at retail. (September–November)
 - Build-a-Bear: A licensed product line will let consumers make their own plush with clothing and accessories.



PEANUTS
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(October–November)

- Hallmark: The campaign will feature licensed products and a sweepstakes to win a hometown screening. (July–December)
- Albertson's/Safeway: The promotion will offer a Trick-or-Treat bag as a gift to consumers who make qualifying partner product purchases. (October)
- QVC: The "QVC Celebrates The Peanuts Movie" live show will air Oct. 30 at 3 p.m. EST. (October)
- CaféPress: A dedicated movie shop and homepage features on the website. (Ongoing)

Peanuts Worldwide has also signed with Activision Publishing as its master gaming partner for the Peanuts brand.

Timed to the international release of *The Peanuts Movie* from 20th Century Fox and Blue Sky Studios, the 50th anniversary of *A Charlie Brown Christmas* and the 65th anniversary of the *Peanuts* comic strip, the deal entails an initial fall rollout of multiple video game offerings.

In addition, the company has unveiled a slate of publishing deals designed to appeal to first-time Peanuts readers and lifetime aficionados. The deals include a major partnership with Simon & Schuster Children's Publishing as master and movie publisher; a list of international publishers for *The Peanuts Movie*, and two tribute books for the 65th anniversary from Abrams ComicArts and Boom! Studios.

Hasbro Releases 'Smarter' Board Game

To tie in with the May 26 return of Fox's "Are You Smarter than a 5th Grader?", Hasbro will release a corresponding board game this summer.

Based on the show, the game tests players' knowledge with questions from 1st-5th grade curricula. Questions range from math to social studies and art to geography.



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Marvel, Disney Venture into Superhero Travel

Marvel and Disney Consumer Products are traveling into new territories with a line of superhero-inspired luggage and travel accessories aimed at families, including luggage, backpacks and neck pillows.

Several high-profile travel brands are on board for product development with Heys and American Tourister anchoring the program. Heys is first launching hard-shell, durable suitcases for adults and families, and additional luggage partners Global Design Concepts and Fast Forward are creating backpacks and rolling

suitcases for kids featuring Marvel's *Avengers* and Spider-Man.

Beyond luggage, Marvel is working with Jay Franco and Northwest for a variety of character-themed neck pillows and accessories such as passport holders and luggage tags, and is seeking partners for travel electronics and games.

"As proven by our successful expansion into



the performance apparel space, we made launching with the most authentic brands in the travel arena a key component of our strategy to ensure we provide our fans with a robust range of quality offerings sure to satisfy their travel gear needs," says Paul Gitter, senior vice president of licensing for Marvel at Disney Consumer Products.

CN Reboots 'Powerpuff Girls' for 2016

Blossom, Bubbles and Buttercup are getting ready for the global launch of an all-new series of Cartoon Network's "The Powerpuff Girls" in 2016.

The reboot will include a brand-new television series, produced by Cartoon Network Studios, and a full licensing program that will roll out across all domestic and international regions.

Cartoon Network featured the voice actors portraying the leading characters from the new series at its booth, including Amanda Leighton as Blossom, Natalie Palamides as Buttercup, Kristen Li as Bubbles, and Tom Kenny who will be reprising his role as the Narrator/Mayor.

One of Cartoon Network's most enduring original series, "The Powerpuff Girls" has earned two Emmy Awards along with five nominations, as well as numerous animation honors throughout its 78-episode run. The series also inspired a feature film in 2003, a tenth anniversary special, and

a re-imagined CG special, "The Powerpuff Girls: Dance Pantsed" which aired on Cartoon Network in January 2014 and featured Ringo Starr.

"The Powerpuff Girls" is one of the top-grossing Cartoon Network brands of all time, with more than \$2.5 billion in retail sales generated since its debut, and has endured as a global fashion brand with a range of apparel partners and fashion collections around the world.

To support the worldwide launch in 2016, Cartoon Network is assembling an

all-star roster of licensing partners to create a full consumer product program for the franchise. Spin Master will anchor the program, creating a line of toys including plush, figures and playsets, dolls and more, available worldwide in fall 2016. Additionally, in North America, Penguin Books will debut a series of books based on "The Powerpuff Girls" in fall 2016 as part of the Cartoon Network Books imprint, and Disguise will launch costumes for kids, junior's and adults, as well as year-round dress-up toys and accessories for kids, also available in fall 2016. Warner Home Video will distribute the series' home entertainment releases.

"The Powerpuff Girls", which debuted on Cartoon Network in 1998, was created by Craig McCracken and centers on three sugar-coated superheroes whose mission in life alternates between going to school, fighting crime and winning at hopscotch.



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Baby Genius, 'Thomas Edison's Secret Lab' Lead for GBI

Genius Brands International is announcing new developments for its children's entertainment properties Baby Genius, "Thomas Edison's Secret Lab," *Llama Llama*, "Warren Buffet's Secret Millionaires Club" and Psycho Bunny.

In the toddler space, GBI is re-launching its Baby Genius brand with new designs, partnerships, entertainment and music, as well as a new website and retail program this September. Partners across several major categories are already on board for the re-launch including Manhattan Toy for soft toys; PBS Distribution for digital content distribution; Zak Designs for a line of mealtime products; LeapFrog Enterprises for the first Baby Genius content available on LeapPad tablets; Winfat for early educational electronic toys; DGL for non-electronic musical instruments, headphones, dance mats and karaoke machines; and Cupcake Digital and Black Lantern for apps. In

addition, Comcast's Baby Boost channel is introducing a Kid Genius channel with Baby Genius headlining the programming.

GBI's original children's animated adventure series "Thomas Edison's Secret Lab" is also gaining momentum this year, beginning with its premiere on Netflix in July, followed by debuts on PBS and Comcast's Kid Genius channel in September. Other partners include NCircle for digital and DVD distribution of the series and Wicked Cool Toys as master toy partner with the first products set to roll out next fall. GBI is also working on additional consumer products programs for the series including mobile, apps, games, activity kits, apparel and publishing.

Additionally in the kids' space, GBI is teaming up with Penguin Young Readers to expand author and illustrator Anna Dewdney's *New York Times* best-selling *Llama Llama* book franchise. The company is developing a global licensing and

merchandising program across several categories including toys, games, apparel, accessories, electronics, music, bedding and healthy snacks and meals, as well as a new animated entertainment and music library, with an expected U.S. retail launch in 2016.

"Warren Buffet's Secret Millionaire's Club" is also experiencing growth with new initiatives. The company is partnering with Downtown Books for publishing and Simon & Schuster for sales and distribution for a series based on the brand, with the first title, *How to Grow Your Very First Business*, releasing this summer. The brand also boasts a television series starring an animated Warren Buffet and featuring a group of kids who have adventures in business, currently airing globally, DVDs from Cinedigm, and a book from Wiley. In addition, the annual Grow Your Own Business Challenge contest for kids is currently in its fourth year in the U.S.

NFL Players Inc. Kicks Off College Line

NFL Players Inc., the licensing and marketing arm of the NFL Players Association, and its collegiate licensing agency The Brandr Group are expanding the NFLPI's college business with new merchandise and product extensions.

The deals, which feature active NFL players connected to their college alma maters, include:

- An array of stationery products including posters, coloring books, calendars and greeting cards featuring the likenesses of NFL players and their colleges from Team Spirit Store;
- The first-ever co-branded college trading card sets featuring NFL players' school team logos from Panini America.
- Expansion of VF Imagewear into the

college co-branded space with product plans launching this fall;

- A line of NFL rookie co-branded mini-figures from Oyo Sports, a licensee of NFLPI and Collegiate Licensing Company, the licensing affiliate of IMG College.

"We know that NFL players maintain their popularity long after they leave campus and, as we look to further build an expansive new collegiate player business, we are excited about the progress The Brandr Group is making with new deals and also leading existing licensees to diversify and jump into this fertile new area of the sports licensing business," says Steve Scebelo, vice president of business development and licensing, NFLPI.

"Since teaming up with NFLPI we have



focused our efforts on sharing information with dozens of schools and providing some great new opportunities for schools to keep that fan connection and grow their licensing business at the same time with partners like NFLPI," says Wesley Haynes, president, TBG.



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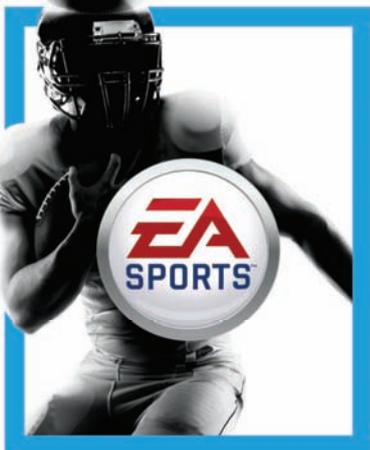
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Hot Topic Gears Up for 'Penny Dreadful' Apparel

CBS Consumer Products, Showtime and retailer Hot Topic have launched a new apparel collaboration inspired by the Showtime series "Penny Dreadful."

The range hit Hot Topic retail locations in time to coincide with the premiere of "Penny Dreadful's" second season, May 3.

The collection of "Penny Dreadful"-inspired women's clothing includes tanks, dresses and jackets that incorporate macabre imagery and themes from the show.

Hot Topic further promoted the line with window displays, in-store signage, a "Penny Dreadful" necklace as a gift with purchase and a Pinterest sweepstakes where fans were asked to create a board inspired by the show for a chance to win the entire collection.

A host of other "Penny Dreadful"-inspired products are also launching beyond Hot Topic stores in a full retail program that includes books, games, home goods and collectibles.

Titan Books is publishing *The Art and Making of Penny Dreadful*, a behind-the-scenes book that unearths the show's secrets and



dissects every aspect of the production.

Also debuting this spring are "Penny Dreadful" table linens and home accessories from Museum of Robots; glassware, impulse and décor from Just Funky; and on-demand products from Gold Label.

Blueprint Launches New Online Tool

Blueprint, the brand consultancy division of global brand extension agency Beanstalk, has debuted its Brand Extension Indicator.

The Brand Extension Indicator, or BXI, is a proprietary, customizable online tool that guides brand owners through the opportunity and partner selection processes. It utilizes quantitative and qualitative metrics in two key areas: fit with a brand's equities and viability of entry into prospective market segments and suitability of partners under consideration

In May 2014, Beanstalk launched Blueprint-Powered by Beanstalk to advise companies on how to evolve their brands through brand development and extension strategies. Now, Blueprint and its BXI tool will supplement a broader strategic offering.



BXI is built on Beanstalk's experience in brand extension and partner selection. It is ideal for companies and brand owners with some experience in brand extension that are interested in a deeper evaluation of new opportunities, categories and channels for further expansion.

Blueprint will work closely with clients to understand their goals and objectives for brand extension, then develop and customize questions for the BXI to produce a recommended course of action.

In the midst of a rapid and drastic

transformation of the existing marketplace, brands must consider how they evolve and extend themselves in this new world. Brand extension can provide low-risk and low-cost strategies for incubation and disruptive growth. Recognizing that clients are seeking guidance on how to best disrupt the new and evolving consumer environment and to stay relevant, Blueprint-Powered by Beanstalk has introduced BXI in order to provide necessary and continuous access to a proprietary tool to evaluate opportunities and partners.

To get BXI, companies will pay a set-up fee including an extensive download and understanding of the company and brand, understanding goals and objectives, as well as the set-up of the questionnaire and tool. There is a monthly fee for the use of BXI, all customizable by the client.

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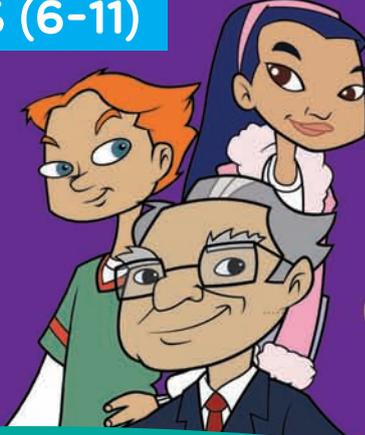
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DC Super Hero Girls Poised for Super Stardom

DC Entertainment, Warner Bros. Animation, Warner Bros. Consumer Products and Mattel are joining forces to launch DC Super Hero Girls, a new superhero universe featuring DC Comics' diverse female characters as teens that promotes a message of female empowerment.

The brand is launching with a multimedia program this fall, beginning with original digital content and publishing that will allow girls to interact with the characters, learn about the storylines and engage in customizable play.

"Developing a superhero franchise exclusively for girls is something we

are excited to be doing in conjunction with our great partners," says Brad Globe, president, Warner Bros. Consumer Products. "It's really an honor to be part of this cultural moment and to be delivering a concept so rooted in a relatable and empowered theme that the characters of DC Comics are uniquely able to present."

As master toy licensee, Mattel is



collaborating with the franchise on narrative creation and interactive digital content leading up to the launch of its toy line in 2016. The toys include action figures and fashion dolls with strong, athletic bodies that can stand in heroic poses.

The Random House Books for Young Readers imprint of Random House Children's Books is on board as master publishing partner and is creating a line of books to bring the DC Super Hero Girls world to life on the page, as well as a series of original graphic novels from DC Entertainment; while the LEGO Group is also helping to build the brand with a collection of LEGO building sets.



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Wildflower Group to Rep Campari Spirits

The Wildflower Group has been named the U.S. licensing agent for several of Campari America's most popular brands including Wild Turkey bourbon, Wild Turkey American Honey, Cabo Wabo tequila and Skyy vodka.

The agency is developing wide-ranging licensing and branding programs for the top-shelf spirits, which will give consumers across the country the opportunity to enjoy them like never before.

"Campari America has an outstanding portfolio of licensable brands that date back more than 100 years," says Michael

Carlisle, principal, The Wildflower Group. "Wild Turkey, American Honey, Cabo Wabo and Skyy vodka each have unique, easily identifiable personalities and brand equities in the U.S. Our job now is to broaden brand advocacy beyond the back bar and the liquor aisle."

The Wildflower Group will build licensing programs for Campari America's award-winning brands that incorporate each one's unique characteristics so the new merchandise best resonates with the label's key consumer demographic. Initially, the new licensing programs will largely

focus on food and beverage products; apparel and accessories; housewares items; and promotions and co-branding opportunities.

"A key pillar of our growth strategy in the U.S. is to build equity for our brands, exploring every avenue to touch our legal drinking age fans in a meaningful way," says Dave Karraker, vice president engagement and advocacy, Campari America. "The Wildflower Group's creative insight will help us to develop enduring lifestyle brands that stretch far past cocktails into many other aspects of our loyal consumers' everyday lives."

PVM Expands its Brands

This year, the Perfetti van Melle Group has partnered its brands Mentos, Chupa Chups, Airheads and Frisk for licenses in the personal care and food categories.

In the U.S. and Canada, Lisa Marks Associates will represent Mentos for its first-ever licensing program and will develop an array of lifestyle and personal care categories.

Jewel Branding and Licensing will represent Airheads to build the brand's lifestyle program.

Beanstalk has been appointed exclusively by Perfetti van Melle to take the Mentos, Airheads and Chupa Chups brands into select food categories.

After a successful launch of Popsicles by Unilever this year, Airheads will expand its reach with Koldwave Foods and introduce a large assortment of frozen treats featuring Airheads candy flavors.

"The flavors and assets of our brands are perfect to add fun and value to classic products," says Christine Cool, area licensing manager, Perfetti van Melle. "Creative licensed products are guaranteed to appeal to the consumers who already like and trust our brands."



Despicable Me Adds Games, Candy Licensees

CandyRific has been granted the rights to produce candy novelties based on Universal Pictures and Illumination Entertainment's *Despicable Me* film franchise, including the upcoming prequel film *Minions*. The line is being created in partnership with Universal Partnerships & Licensing.

Additionally, Tactic Games has been granted rights to games based on the franchise.

The licensing agreement includes the all-new indoor/outdoor game, "Minions Hit Them Out," where players try to score points by knocking over the characters.



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PopCap Nabs New Licensing Director

Electronic Arts has appointed Alicia Brattin as director of licensing for PopCap Games.

The new hire is part of EA's expansion of its Entertainment and Licensing group and PopCap's "Plants vs. Zombies" franchise.

Prior to joining EA, Brattin was the licensing and business operations manager for the Microsoft franchise "Halo." Brattin has also worked in the Xbox Live digital supply chain and operations team, managing global content launches for multiple video game publishers including EA.

"We are counting on Alicia's success in building programs and relationships on a global basis in further expanding our existing business as well as our upcoming video game launches," says Patrick O'Brien, vice president, EA Entertainment and Licensing. "Her extensive experience with managing entertainment properties and digital content programs will help us build on the already robust 'Plants vs. Zombies' program and grow programs for PopCap's other brands."



VIMN to Aid Advertisers in Digital

Viacom International Media Networks is forming a new Commercial Innovation group to create customized, content-led campaigns that help advertisers take better advantage of the new digital and social media touch points being generated by its brands, including MTV, Nickelodeon and Comedy Central.

The group will work with new and existing Viacom clients to help them develop data-driven, integrated marketing solutions that exploit the multi-platform ability of Viacom's brands to deliver consumer engagement across TV, digital and social media.

The team will focus on developing partnerships with third-party social media platforms for the benefit of advertisers, such as Lionsgate's exclusive preview of its upcoming release *Absolutely Anything* on MTV's international Snapchat Discover feed earlier this month.

The team will also be responsible for creating bespoke commercial digital products around Viacom's international

tentpole events, such as the MTV Europe Music Awards, which attracted more than half a billion votes and 389 million mentions via social media when it was last staged in Glasgow, Scotland, in November.

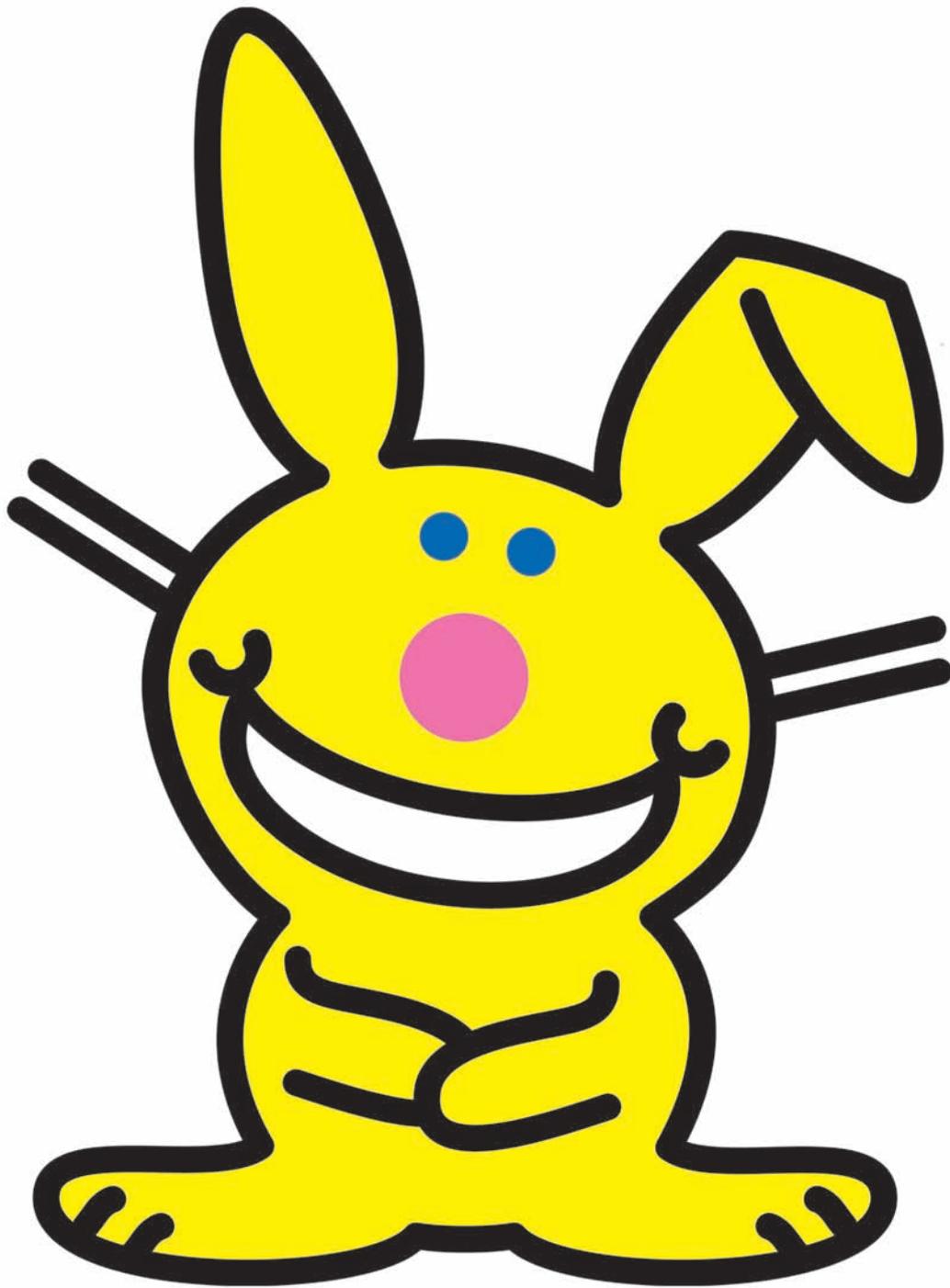
Based in London and New York, the team will be led by Philip O'Ferrall, who has been appointed as VIMN's head of commercial innovation. Reporting to VIMN chief executive officer, Bob Bakish, O'Ferrall will work closely with VIMN's advertising sales division and its international brand content, marketing and research teams, while his group maintains its own production, strategy and design capabilities.

O'Ferrall will lead the international rollout of Viacom Connect, which will combine a number of new multi-platform advertising initiatives, such as the Echo social media measurement platform developed through the Viacom Velocity unit in the U.S., in partnership with Mass Relevance.

"Under Philip's leadership, we have significantly developed our digital presence and portfolio, and our social and digital media teams



have enjoyed great success in driving mass consumer engagement with our content on multiple media platforms," says Bakish. "He is ideally suited to lead Commercial Innovation for VIMN, harnessing our unique relationship with our fans across every screen to help brands develop meaningful new connections on our own and partner platforms."



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Licensing enquiries for Europe accepted by Mathieu Galante,
Senior Market Development Manager — Europe
at m.galante@pokemon.com



Rainbow Debuts Old Favorites, New Series

Rainbow is showcasing three new animated series this year with huge licensing potential: “Winx Club” season seven, “Mia and Me” season two and a brand-new show with a working title of “Royal Academy.”

“Winx Club” season seven carries on the theme of recent “Winx” releases with a strong environmental message. In this adventure the fairies discover the real importance of the rare Fairy Animals, which they must save from Kalshara, an evil shape-shifter and her clumsy brother, Brafilius. The theme of endangered animals recurs throughout the season as the Winx establish an Animal Rescue Park on Earth, where they look after vulnerable animals such as pandas and tigers. The girls also undertake missions in the Magic



Dimension and Earth to raise public awareness about the animal cause. This builds to their final mission—to discover the ultimate power of the Fairy Animals, which can give control over all the animals of the Magic Universe.

“Royal Academy” is a new take on fairy tales and focuses on the adventures of Rose Cinderella, a normal girl who suddenly finds herself in the world of fairy tales when she discovers that Cinderella is her granny. Rose is enrolled at the fabled

Royal Academy where her fellow students include Hawk Snow White, Travis Beast, Astoria Rapunzel and Hope LeFrog, all of them belonging to the school’s founding families. This sparkling new series asks the question: What would you do if you had the opportunity to live in the world of fairy tales?

“Mia and Me” is the award-winning co-production with Lucky Punch/M4e that chronicles the adventures of 12-year-old Mia in the magical land of Centopia and mixes live-action with CGI animation.

The second season features brand-new characters, in both the real world and Centopia, and sees Mia facing fresh challenges during her adventures. This will add to the licensing appeal of this brand.

Mattel Roars with DreamWorks’ Netflix Series

DreamWorks Animation’s “Dinotrux” will premiere exclusively on Netflix this year, introducing viewers to a prehistoric world filled with creatures that are half-dinosaur, half-construction vehicle.

The all-new, original Netflix series follows the adventures of Ty, a massive Tyrannosaurus Trux, and his tiny friend Revvit, a razor-smart Reptool. Together, the Dinotrux and the Reptools unite to defend their new community against D-Structs, the biggest and baddest Dinotrux of them all, which threaten to destroy everything they’ve built.

Mattel is signed on to create a toy range that gives kids the chance to play with the characters and environments of “Dinotrux.” The robust toy line



features large-scale characters and hero assortments that enable kids to play out their favorite storylines. The toys

will connect together unique dinosaur personalities with construction and vehicle play patterns.

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Sony Showcases Supernatural Slate

This year at Licensing Expo, Sony Pictures Entertainment has cornered the market on all things paranormal. Among the upcoming films it will be showcasing are *Pixels* (in which aliens use old video games to invade Earth), *Hotel Transylvania 2* (featuring Dracula and his high-end resort for monsters), *Goosebumps* (which will bring to life the spooky creations of author R.L. Stine) and *Ghostbusters* (a remake of the 1984 film about scientists who protect the world from ghosts).

First to arrive in theaters will be the live-action *Pixels* July 24, featuring an all-star cast that includes Adam Sandler, Kevin James and Peter Dinklage. With a huge nostalgia factor (classic gaming characters including Pac-Man, Centipede and Donkey Kong will all make appearances), the film has garnered attention from fans young and old alike—



71 million people viewed the trailer in the first week it launched. Licensees on board include Bioworld, Fifth Sun, Freeze, GB Eye, Paxos, MM Media, Rasta Imposta, TruCare and AdLib.

Then in the fall, the studio will release two different Halloween-targeted offerings—*Hotel Transylvania 2* and *Goosebumps*.

“Most of the movies that come out for Halloween are way too scary for kids,” says Greg Economos, senior vice president, global consumer products, Sony Pictures Entertainment of *Hotel Transylvania 2*. “[*Hotel Transylvania 2*] is a safe scare—it’s all about family.”

Featuring a fresh take on familiar characters such as Dracula and Frankenstein, the first *Hotel Transylvania* film had the strongest U.S. September opening ever when it debuted in 2012. The studio is expecting nothing less from the sequel, which will hit screens on Sept. 25. Licensees are already lined up for the Halloween-focused merchandising program including Mad Engine, Simon & Schuster, Kellytoy, Rubie’s and GB Eye with products that will include plush, bakery goods, costumes, and apparel.

Less than a month later, on Oct. 16, *Goosebumps* will debut, also targeted to Halloween crowds, but geared toward slightly older kids. Based on the long-running horror book series by young adult author R.L. Stine, the movie will feature Stine (played by Jack Black) alongside



approximately 13 of the monsters he’s created over the years.

“The storyline isn’t about the books,” explains Economos. “It’s really about R.L. Stine himself and all of his monsters and characters.”

Those characters will provide ample fodder for licensees, which are already developing a full range of products including publishing, apparel, homewares, toys and novelty items. Among the partners involved are Scholastic (long-time publisher of the book series), Trends International, Pyramid, Berkshire Fashions, C-Life, Rasta Imposta, Jay Franco, SRM iDea Lab, Outset and MM Media.

And then in July 2016, will come the new *Ghostbusters*, featuring a comedic cast that includes Kristen Wiig and Melissa McCarthy. The highly anticipated film is lining up licensees fast with current partners including Atari, LEGO, Bioworld, Mattel, Titan Merchandise, IDW Publishing, Cryptozoic, Rubie’s and more.

‘Sesame Street’ Cooks Up New Book

“Sesame Street” has released a new cookbook, *Sesame Street Let’s Cook!*, to help children learn the importance of eating well.

Published by Houghton Mifflin

Harcourt, the new book features Elmo, Cookie Monster and other “Sesame Street” characters sharing tasty, nutritious meals for the whole family. Throughout the

book, helpful icons highlight preparation steps that any child can safely complete, as well as food travel options ideal for school lunches or road trips.

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‘Peppa Pig’ Lands Build-A-Bear Deal

Children will now be able to make their own “Peppa Pig” toys at Build-A-Bear stores and websites in the U.S., U.K. and Australia as part of a new partnership between Entertainment One’s hit children’s property and the specialty retailer.

The Build-A-Bear “Peppa Pig” plush line will include a sound chip and fans will be able to customize their creations with a variety of outfits and accessories.

“We’re delighted that Build-A-Bear will be giving ‘Peppa’ fans the opportunity to personalize and take home their very own

talking ‘Peppa’ toy. This partnership adds a fun a new dimension to the brand’s toy category and also appeals to the gifting market,” says Andrew Carley, head of global licensing, Entertainment One.

“Peppa Pig” will make her debut in Build-A-Bear stores and online in October.

‘Halo’ Appoints Tinderbox for Europe, LatAm Licensing

Tinderbox, the digital division of Beanstalk, has been appointed as the licensing agent for the science-fiction video game franchise, “Halo.”

Tinderbox will support development studios Microsoft Studios and 343 Industries in further expanding “Halo’s” licensing footprint in Europe. The agency will also collaborate with Mexico City-based licensing experts Tycoon Enterprises and its network on the ground, to pursue consumer products opportunities for “Halo” across Latin America.

The “Halo” franchise is an award-winning collection of properties that have transcended video games and grown into a global entertainment phenomenon. Beginning with the original “Halo: Combat Evolved” for Xbox in 2001, the series has since built a fan base of millions worldwide and inspired multiple *New York Times* best-selling novels, live-action digital series, comic books, action figures, apparel and more. “Halo 5: Guardians” is the highly anticipated next installment in the “Halo” video game series, exclusive for Xbox One on Oct. 27.



Tinderbox operates as the digital division of global brand extension agency Beanstalk, which has nearly three decades of experience in the licensing industry.

Founded in 2013, Tinderbox was

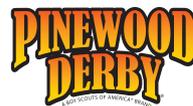
created to address the market need for a specialist division dedicated to working with video games and other digital properties, helping them to further extend their reach in the world of consumer products.

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Cherokee Buys Everyday California

Cherokee Global Brands has acquired the casual lifestyle brand Everyday California from owners and founders Michael Samer and Christopher Lynch.

As part of the acquisition, Samer and Lynch will retain ownership and continue to grow their flagship store in La Jolla, Calif., selling men's and women's apparel, accessories and footwear through a licensing agreement with Cherokee Global Brands. Samer and Lynch will also become global brand ambassadors, leveraging Cherokee's existing design, marketing and supply chain infrastructure to expand the brand's presence internationally.

"We are very excited to be adding Everyday California to our portfolio of style-focused lifestyle brands," says Henry Stupp, chief executive officer, Cherokee Global Brands. "Everyday California's global potential made the acquisition a perfect fit for Cherokee Global Brands. The brand is more than a state of mind, it's a way of life. Many great active lifestyle brands have been born in California, and we are confident that together with Mike and Chris we can take an already strong brand and make it even more successful."



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"From its humble beginnings in Venice Beach and deeply rooted in California, Cherokee has become a global leader, known for its feel-good philosophy, tradition and incredible brands," says Lynch. "As a quintessential California lifestyle company, living the California dream day in and day out, we are thrilled to partner with such a like-minded corporation to help shepherd and grow the Everyday California brand."

'Danger Mouse' Expands to Toys, Publishing

The animated comedy-adventure series "Danger Mouse" is getting a new life beyond the small screen with product from Jazwares, Penguin Group and DC



Thompson. FremantleMedia Kids & Family Entertainment brokered the agreements.

U.S. toy company Jazwares is on board as master toy partner for the series and will develop an extensive range of toys with an initial rollout in the U.K., and Eire, Germany, France, Spain, Portugal, Australia and New Zealand.

Penguin Group is signed on for a publishing program in all English-speaking territories, excluding North America, and will publish across all formats including storybooks, official guides, sticker books, novelty books, annuals and e-books.

Meanwhile, DC Thompson will create a monthly *Danger Mouse* magazine featuring comic strips, puzzles, fact files, posters and competitions in the U.K. and Eire. Both book and magazine products

are expected to hit retailers in the U.K. next year.

"We are delighted to announce these significant deals with best-in-class partners in the toy and publishing categories," says Rick Glankler, executive vice president and general manager, FremantleMedia Kids & Family Entertainment. "Jazwares is renowned for their innovative product design. Their expertise in contemporary electronic products and role play make them the perfect partner to translate 'Danger Mouse's' off-the-wall storylines, state-of-the-art gadgetry and vehicles into stand-out toys that both reflect the humor of the series and deliver great play value. In addition, Penguin and DC Thomson have fantastic form in translating TV characters into hugely entertaining books and magazines for this age group."

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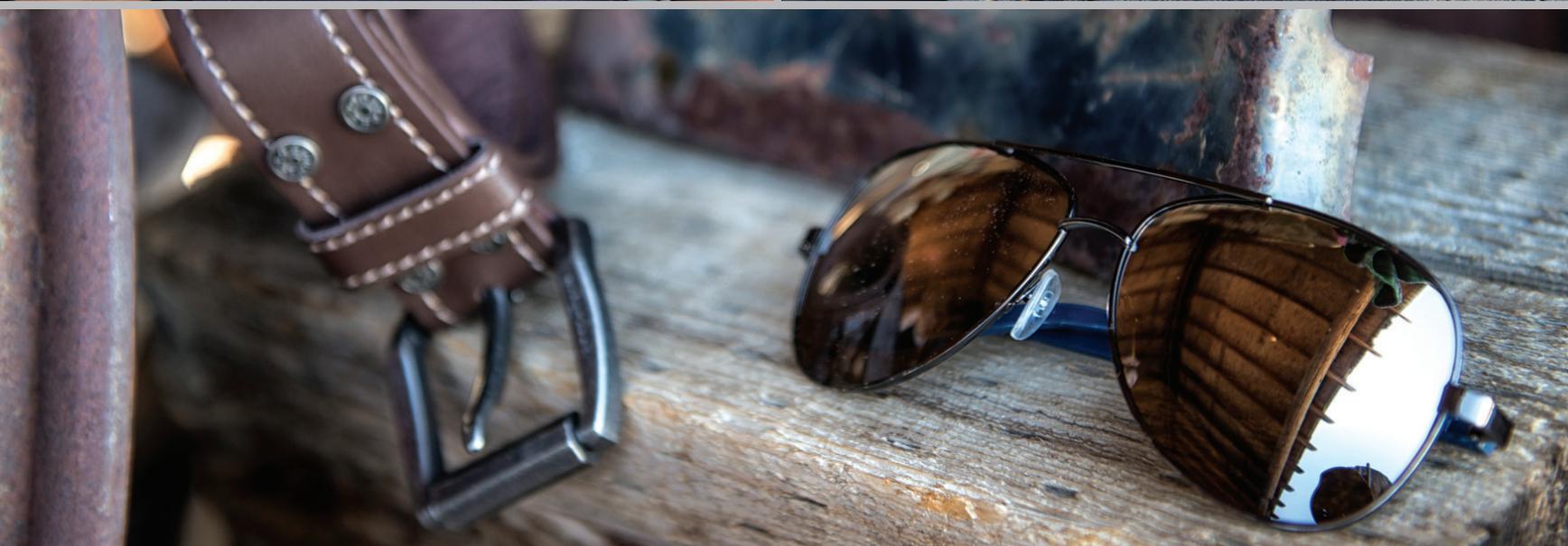
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LIFESTYLE COLLECTIONS



Billboard Sets Sail with Holland America

Holland America Line will introduce a new live interactive music experience in partnership with *Billboard*, called Billboard Onboard that will debut as part of the Music Walk complex on the line's Pinnacle Class ship, ms Koningsdam.

Billboard Onboard will showcase the talents of live musicians including two pianists, a guitarist and a DJ, who will take turns performing dynamic shows centered around the stats, facts and figures of the music industry as chronicled by *Billboard*. Between the nightly sets and songs, guests can sing and play along with trivia questions presented on screens throughout rooms on the ship.

"Our guests love music that spans all genres, and Billboard Onboard is the perfect way to showcase a wide range of popular hits under one roof," says Orlando Ashford, president, Holland America Line. "We're thrilled to partner with *Billboard* to debut a venue that will cater to all ages and nationalities."

The venue debut is a continuation of the growth the brand has seen in the last year, from a new online layout for its entire slate of weekly charts to the launch of Adapt Studios, a branded content studio alongside *The Hollywood Reporter*. A chance to bring the *Billboard* experience to life, Billboard Onboard represents an extension of the brand as it

curates venues worldwide.

"*Billboard* is the authoritative voice in the music industry, we are excited to expand our influence to interesting concepts that make sense for the brand," says John Amato, co-president, *Billboard* and *The Hollywood Reporter*. "The inherent trust we have with our audience brings credibility and power to this new music venue, and allows artists another platform to share their talents."

The new Music Walk complex on ms Koningsdam will encompass the ship's musical offerings and partnerships, including Billboard Onboard, as well as venues like B.B. King's Blues Club and Lincoln Center Stage.

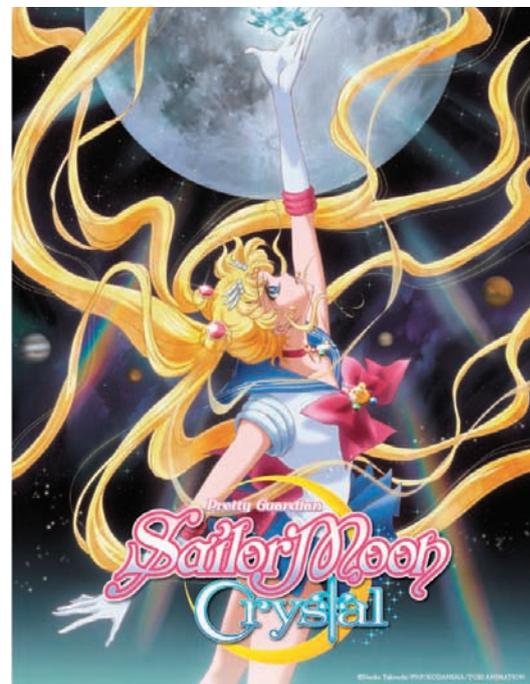
Toei Revives Two Anime Classics

Toei Animation will revive two anime classics, "Sailor Moon Crystal" and "Dragon Ball Super" for licensing opportunities at this year's Licensing Expo.

Originally released in 1992, Toei will give "Sailor Moon Crystal" a modern re-imagining of the original manga by famed creator Naoko Takeuchi featuring updated artwork, music and storylines. The story will go back to the beginning of eighth grader Usagi Tsukino's transformation into the titular heroine, Sailor Moon. Along with her magical black cat, Luna, Usagi embarks on a mission to find her fellow Guardians, while uncovering the secrets behind the Legendary Silver Crystal. "Sailor Moon Crystal" has welcomed new fans and delighted

those who grew up with the original series.

"Dragon Ball" remains popular worldwide, and the brand has recently been reignited with the announcement of "Dragon Ball Super." Reuniting the franchise's iconic characters, "Dragon Ball Super" will follow the aftermath of Goku's fierce battle with Majin Buu, as he attempts to maintain Earth's fragile peace. Under supervision from "Dragon Ball's" original creator, Akira Toriyama and produced with Japan's Fuji TV, "Dragon Ball Super" will draw on its historic past to create a new universe welcoming both new and loyal fans. Licensing Expo attendees will learn more about Toei's opportunities for the entire "Dragon Ball" franchise.



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Come and Visit Rainbow Licensing Expo Las Vegas Booth #R181

JLG Cooks Up New Deals for Entenmann's

The Joester Loria Group is giving consumers new ways to indulge with three deals for the baked goods brand Entenmann's.

Pelican Bay is bringing the flavors of Entenmann's to boxed breakfast mixes with a set of pancake mixes in five flavors including homestyle, chocolate chunk, blueberry, caramel apple and banana nut. Waffle and muffin mix collections are slated to roll out soon after.

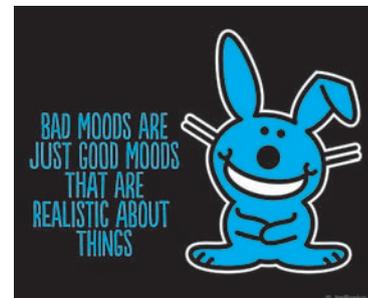
Real Brands is developing a line of premium boxed chocolate and individual single-serve chocolates; while Anastasia Gourmet is doing a line of branded gift sets, which will include bakeware, coffee and baking mixes, mugs and ceramic bowls.

The products are expected to hit specialty, mass market, grocery, drug and price chains and club stores beginning in September.

Benton's Happy Bunny Hops to New Deals

Jim Benton, creator of It's Happy Bunny, the five-time LIMA award-winning property, has announced new licensees and award nominations.

- Signorelli has signed on for Happy Bunny apparel.
- Published by NBM, the book *Dog Butts and Love. And stuff like that. And cats.* collects some of Benton's popular cartoons from websites like Reddit and Facebook. The book has also just been nominated for an Eisner award.
- So Totally True, another Benton cartoon, signed with several new partners have signed deals arranged by Lisa Marks. Rank Enterprises, Kalan LP, Amuse Mints' and Zazzle will produce products including apparel, notebooks and magnets, mints and lip balms and home décor.



BBC Announces Partners for 'Sherlock'



BBC Worldwide North America is expanding its licensing program in the U.S. for the Emmy award-winning series "Sherlock" from Hartswood Films.

Several partners are already on board for branded merchandise including Advanced Graphics for cardboard character stand-ups and vinyl wall stickers; Culturenik for posters, magnets and puzzles; Funko for Pop Vinyl

figures, bobbleheads, mini bobbleheads, Pop key chains and Vinyl Idolz; Isaac Morris for apparel; Just Funky for home goods; and Underground Toys for cell phone cases, bobbleheads and key chains. Products are now available at Hot Topic and other specialty retailers.

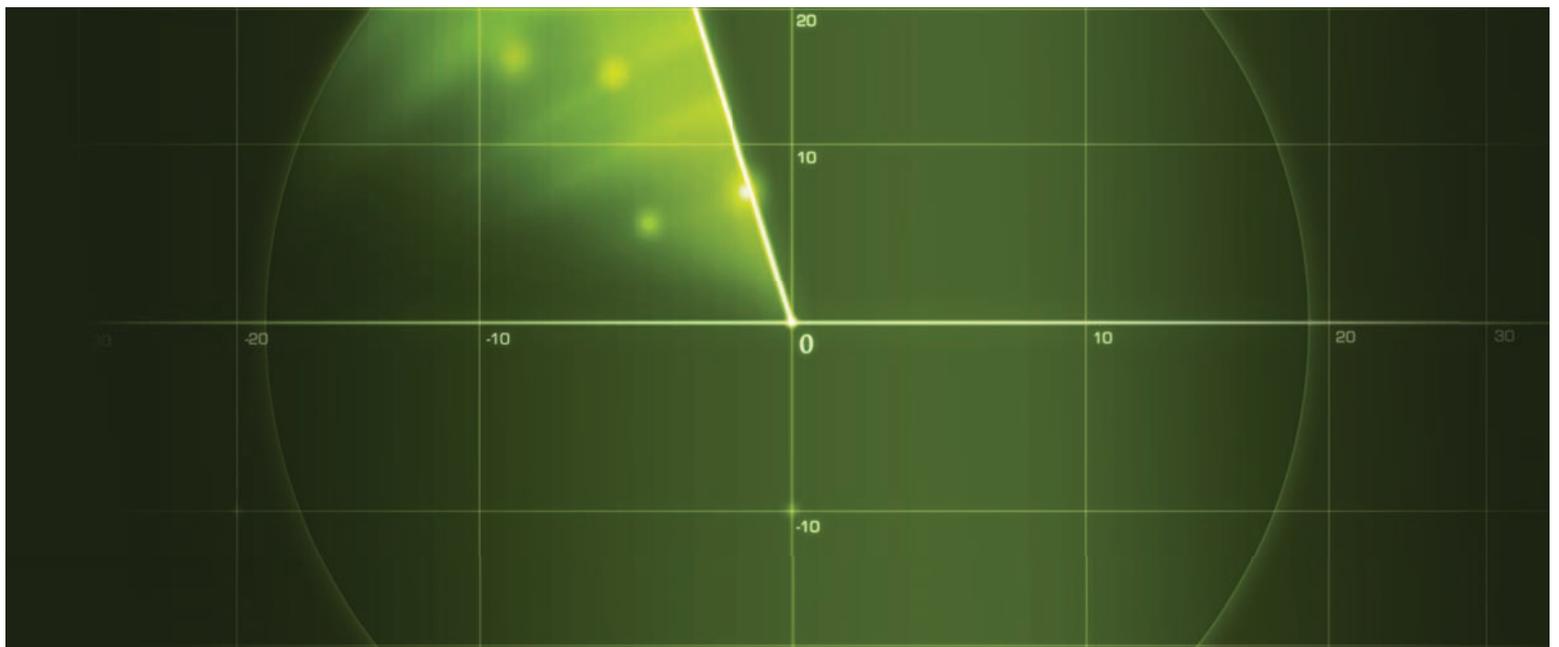
"Sherlock" currently airs on PBS Masterpiece in the U.S. and has earned seven Primetime Emmy awards.



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Knockout Taps New 'Outlander' Licensees

Sony Pictures Television's "Outlander" and Walkers Shortbread are teaming up to create shortbread products based on the hit television drama, in a deal brokered by Knockout Licensing.

Walkers, the leading brand of Scottish shortbread and the largest food brand import to the U.S. from Scotland, is planning an "Outlander"-themed assortment of shortbread cookies and in-store displays to hit stores in September. The company is also developing additional products including cookie tins that will roll out next year.

"The promotion was an excellent entry for discussions about a broader, longer-term licensing program," says Tamra Knepper, co-president, Knockout Licensing. "When we reached out to Walkers, we knew this was an ideal partnership. Given the strong Scottish connection between 'Outlander,' which is



set in the Scottish Highlands of the 1740s, and Walkers, the maker of fine Scottish

shortbread since the late 1800s and the largest food brand to be imported to the U.S. from Scotland, it was easy to see the natural fit for both brands."

Knockout has also signed three additional partners for "Outlander" for posters, calendars and Miniature Edition kits.

Running Press will release an "Outlander" mini mortar and pestle set in the fall; Scorpio Posters will create posters for the Starz series, available this summer; and Sellers Publishing will make wall calendars, daily box calendars and mini wall calendars for 2016 and 2017.

The series, based on Diana Gabaldon's *New York Times* best-selling book series currently airs in 87 territories around the world and a second season is in production.

M&M's Take Off with Cycling Jerseys

Mars Retail Group and athletic apparel manufacturer Brainstorm Gear are teaming up to put the faces of M&M's chocolate candies on cycling jerseys.

The jerseys for both men and women will feature the faces and personalities of four M&M's brand characters: Yellow, Red, Blue and Mrs. Green.

"We're always looking for unique ways to bring the excitement of the M&M's brand to life for consumers," explains John Capizzi, general manager of licensing, Mars Retail Group. "We're proud to offer these quality jerseys from Brainstorm Gear, which will add colorful fun to every bike ride."

A leading manufacturer of biking and running apparel, Brainstorm Gear

boasts a licensing roster of major brands including "Sesame Street," "Star Trek" and *Ghostbusters*.

"We couldn't be more excited to partner with Mars Retail Group and the M&M's brand," says Garrick Arnold, vice president of marketing and design, Brainstorm Gear. "We're committed to producing premium-quality apparel and to using bold, pop culture-themed graphics and iconic characters, so we expect our partnership with the M&M's brand to be a big hit with cyclists around the globe."

The lightweight jerseys also feature AIRpass-Pro moisture-wicking technology and UV protection, a hidden full-length YKK zipper, three pockets and a silicon

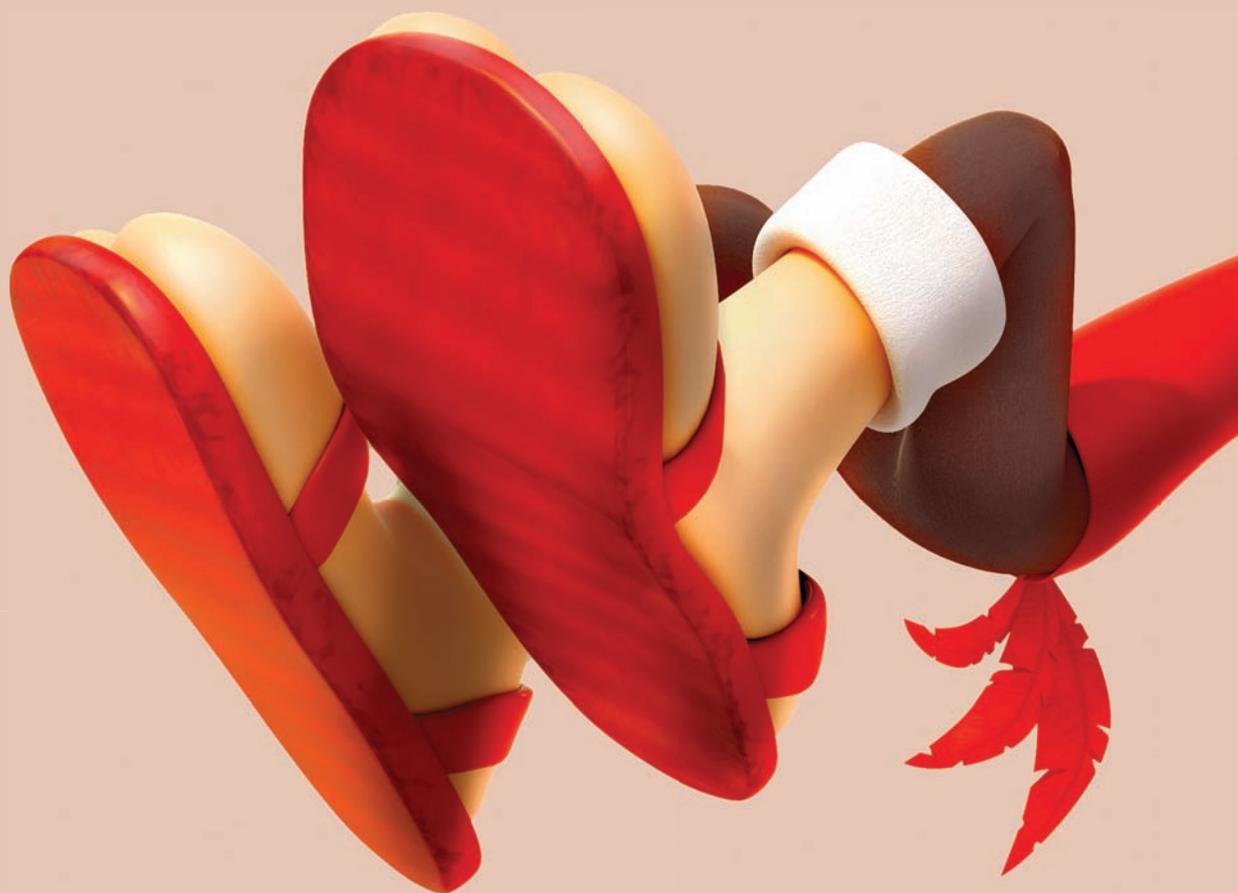


gripper bottom and are available at a variety of online retailers.

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Joan Marie Licenses Feline Designs

Joan Marie Art is going back to its roots in a new partnership with Air Waves, the garment company that launched the artist's licensing career 25 years ago. In a deal facilitated by All Art Licensing, Air Waves will license eight of Joan Marie's cat portraits, which feature fine art felines with high-energy abstract backgrounds.

The new cat designs embody a retro chic personality with splashes of bright colors surrounding fluffy cats in a range of breeds to appeal to all types of cat lovers.

"I am ecstatic about launching my new designs with Air Waves," says Joan Marie. "With such a successful partnership in the past, selling



millions of product using my designs, I'm looking forward to work with them again to bring my images to all cat lovers on t-shirts and other garments."

"Joan Marie's new designs speak to a market ready for light, fun designs that capture the imagination," says Dan Pauly, art director, Air Waves. "We are thrilled to be working with Joan again and excited to bring her sensual felines to our die-hard cat lovers."

Joan Marie's designs are currently on view in an exclusive gallery in St. Louis's Union Station Mall as well as on numerous products including stationery, apparel, wall art and gift and novelty items.

iGeneration Shows Off iStyle

Lifestyle Millennial brand iGeneration, which is based on a series of i-slogans and i-designs, such as iRock and iCandy, that bring a whimsical approach to today's technology jargon, is introducing products in the U.S. across multiple categories including apparel, accessories, home goods and tech toys.

iGeneration is the creation of three Canadian partners who made simple t-shirts with clean fonts and classic i-slogans, and it now boasts more than 200 unique slogans and more than 25 app design illustrations. The brand lends itself to nearly endless opportunities for licensing and now with 20 licensees in 25 countries worldwide, it's looking to expand its empire in the U.S. Several partners are already on board for hydration, tumblers, mugs and pet products.

"We love this property," says Steven Heller, president, The Brand Liaison, the licensing agent for iGeneration. "It's just so timely in today's society. And the way the creators have been able to capture the mood and style of the iGeneration, with a fun and funny interpretation, is incredible."



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SEGA Celebrates Sonic's 25th

SEGA is building momentum for the 25th anniversary of the "Sonic the Hedgehog" franchise with new licensing programs launching this year.

SEGA introduced an updated look and feel to the classic blue character with its "Sonic Boom" offshoot, which is continuing to fuel the franchise.

Led by global master toy partner Tomy and anchored by a top-rated series that debuted on the Cartoon Network in the

U.S. and on Canal J and Gulli in France last fall, "Sonic Boom" is racing onto more screens across EMEA this summer.

SEGA of America's merchandising program is going strong with Bioworld, Fifth Sun and Isaac Morris, and the company is adding Accessory Innovations, Rubie's Costume Co., Franco, Bulls I Toys, World Tech Toys, Bakery Crafts, Advanced Graphics and teNeues to its roster for "Sonic Boom"

toys, comics, apparel and novelty.

Meanwhile, SEGA of Europe is also acquiring new partners for "Sonic Boom," including Hachette for publishing in France, Winning Moves for Top Trumps and Monopoly games in EMEA and TVM Fashion Lab for a range of adult and children's apparel in the U.K.

SEGA is also planning to showcase the heritage of the classic "Sonic" franchise as part of its anniversary celebrations.

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Smiley Builds U.S. Presence

The Smiley Company, owner of the iconic yellow smiley face, is spreading its message of “making the world a happier place” through its two core brands, Smiley London and SmileyWorld.

The evergreen Smiley London takes its roots from the club music culture of London in the ‘80s and ‘90s and targets that nostalgia factor in consumers; while SmileyWorld focuses on today’s modern, digitally driven youth who express themselves online.

This year, the company is continuing to focus on the U.S. market and is partnering with several high-profile U.S. retailers including Macy’s, Nordstrom, H&M, Zara, Urban Outfitters, Anya Hindmarch, Moschino, Hot Topic and Target. In addition, Smiley is adding a slew of new licensees in the U.S. including Evy of California for kids’ apparel, Hybrid for adult apparel, Panties Plus for intimate apparel, Komar for kids’ sleepwear, Cudlie for accessories and backpacks, ATM for luggage and travel gear and Fabric Traditions for craft fabric.

Smiley is already present in 12 product categories including jewelry, housewares, fashion, toys, gifts, back-to-school, accessories, tech accessories, travel, publishing, home textiles and food and confectionery, with endless possibilities for further expansion.





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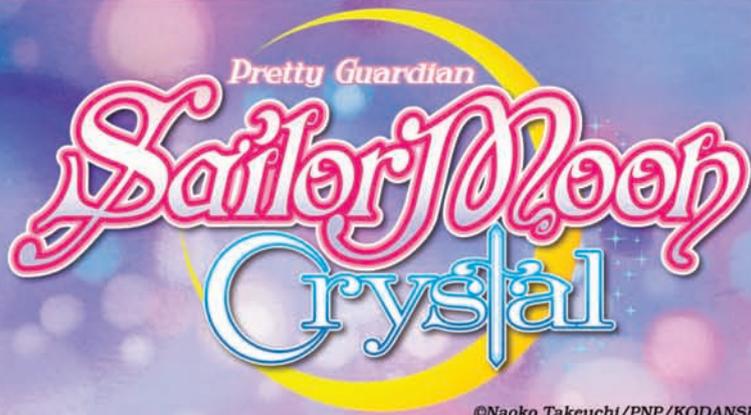


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Aardman to Debut New 'Shaun' Special

Aardman Animations kicked off the Year of the Sheep in February with the release of *Shaun the Sheep the Movie* and is showing no signs of closing its pastures for the brand.

The licensor is working on a half-hour family special set to premiere this Christmas, which will further expand the global reach of "Shaun the Sheep."

Meanwhile, public sculptures of Shaun the Sheep, which were designed by artists, designers and celebrities including David Gandy, Zandra Rhodes and Cath Kidston and organized by Wallace & Gromit's Children's Charity, are rolling out at iconic sites around London and Bristol through the summer and will ultimately culminate in two exhibitions before being sold at auction in October. Aardman is planning similar exhibitions in Japan and China into early 2016.



DHX, HarperCollins Team Up For 'Twirlywoos' Books

DHX Brands, the consumer products and brand management arm of DHX Media, has signed a deal with HarperCollins Children's Books for the exclusive global publishing rights to the CBeebies show "Twirlywoos" from producer Ragdoll Productions.

The deal, which covers all publishing formats, print and digital, will see HarperCollins publish a dynamic book range to include preschool board books, activity books, annuals, Ebooks, audio, novelty and gift titles.

The publishing program will kick off in October with *Twirlywoos Little Library* and two board books, *Meet the Twirlywoos* and *Hello Chickedy, Hello Chick*.

"We are delighted to be the publisher for this joyful and beautifully conceived television series," says Ann-Janine Murtagh, executive publisher, HarperCollins, "At HarperCollins we publish brands we all believe in and

which have the potential to create exceptional publishing with long-term appeal. "Twirlywoos" brings an outstanding pedigree and is an inspired piece of television making. It joins our stellar lineup of preschool brands and is another marker of our strategic commitment to build best-in-class publishing for the preschool market."

"With licensing activity ramping up on

Twirlywoos, we are looking to appoint the best licensees in each category, and HarperCollins is a first-class partner to launch with this property globally," says Tom Roe, commercial director, DHX Brands. "The television series is exceeding our expectations and the books will be a significant part of the consumer products offering."

HarperCollins joins the list of "Twirlywoos" licensees, which also includes global master toy licensee Golden Bear. This month, Golden Bear will launch the first product with a focus on plush and plastics (playsets/figurines), bath toys and games, and activity products.

Additional U.K. licensees include Gemma International (greetings cards and partyware), Ravensburger (puzzles and games), GB Eye (posters), Fashion U.K. (outerwear), Rainbow Productions (character costumes) and DreamTex (bedding).



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TUESDAY, JUNE 9

Opening Keynote: The Future of Retail 8AM-9AM Islander D

PARTICIPANTS: Dow Famulak, Global Brands Group; Lisa Harper, Hot Topic; Marty Brochstein, LIMA; Mike Fitzsimmons, Delivery Agent; and Richard Barry, Toys 'R Us

Faced with an ever-evolving consumer marketplace and retail landscape, licensing executives will get a chance to gain insights from an exciting panel of top merchants and brand experts during the Executive Keynote Panel. The recent holiday season only brought into sharper focus the forces shaping the worlds of branding and retail—the expansion of Black Friday essentially into Black November; the obvious effects of e-commerce on shopping patterns; the pervasiveness of omnimedia marketing strategies; the roles played by private brands, directly licensed brands and exclusives; and many other factors. The panelists will bring their unique perspectives to a wide ranging discussion of these and other topics.

What Every Licensing Professional Should Know About Royalty Rates 9:30AM-10:45AM Tradewinds F

PARTICIPANTS: Adina Avery-Grossman, Brandgenuity; David Niggli, Chasing Fireflies; Kelly Knock, Under Armour; Martin Cribbs, Cribbs Consulting; Tricia Samuels Laudisa, MGM Studios; and Warren Schorr, Crayola

This course will offer a 360-degree view on royalty rates—what they are, how they differ by category, how they relate to margins and cost of goods.

How to Maximize the Effectiveness of Your IP Program Through Promotion 9:30AM-10:45AM Islander E

PARTICIPANTS: Christopher Chase, Frankfurt Kurnit; Eunnie Hur, consultant; Faith Wall, Shark Licensing; Jenifer Kramer, Jenerosity Marketing; Russell Brown, Valiant Entertainment; and Susan Miller, Mixed Media Group/Bolder Media/Cupcake Digital

The presentation, shows store check results of programs that effectively use promotions to enhance their licensing programs, examples from programs currently in-market and a review of various opportunities that can be negotiated for during the license acquisition phase, by both licensors and licensees.

Key Factors to Consider Before Jumping into Art Licensing 11:15AM-12:30PM Islander E

PARTICIPANTS: Jennifer Pugh, artist; John Mavrakis, Ideaologie; Melissa Schulz, ideaologie; and Tara Reed, Tara Reed Designs/Artlicensinginfo.com

It takes more than great art to succeed in the art licensing industry these days. Learn the four key factors for success that artists should consider. You'll get a candid look at what it really takes to make it in art licensing.

Digital and Streaming Entertainment Trends and How they will Affect Licensing 11:15AM-12:30PM Tradewinds F

PARTICIPANTS: Careen Yapp, Gakai, Div. of Sony

Computer Entertainment; Lydia Winters, Mojang; and Marc Mostman, Striker Entertainment

The ways to deliver entertainment to consumers continues to rapidly change and expand. A panel of guests, active in streaming, will talk about trends, case studies on success stories and challenges and where this industry may be headed.

How to Build a Licensing Plan 1PM-2:15PM Tradewinds F

PARTICIPANTS: JJ Ahearn, Licensing Street; and Woody Browne, Building Q

This session will provide manufacturers and licensors with step-by-step, fundamental information to help make good decisions in developing licensing plans through basic education, examples and experience.

Sports and the Global Licensing Market 1PM-2:15PM Islander E

PARTICIPANTS: Rob Striar, M Style Marketing

This session will discuss how sports brands and corresponding licensing opportunities are evolving on a global scale.

The Big Interview with Bethany Mota 2:30PM-3:30PM Islander D

PARTICIPANTS: Benjamin Grubbs, YouTube; and Bethany Mota, YouTube sensation, entrepreneur, fashion designer and digital influencer

YouTube sensation Bethany Mota will share her experiences with brand extension in the digital space. In only five years, Mota has become one of the most recognizable names in the digital world. Today, Bethany's YouTube channel has over 8 million subscribers, and her videos have been viewed over 800 million times. Mota will share valuable lessons on connecting with consumers on a personal level and how this has influenced her vision for the future of her brand. In 2013, Bethany designed and launched the first of many collections for the apparel brand Aeropostale. Bethany will discuss the evolution of her licensing program and key strategies for finding the right partners to expand her brand. The interview will be moderated by Benjamin Grubbs, head of family entertainment and learning, Asia Pacific, YouTube.

Tapping into the Power of the U.S. Hispanic Consumer 4PM-5:15PM Islander E

PARTICIPANTS: Ignacio Meyer, Univision Communications

The retail licensing opportunity among U.S. Hispanics was estimated at \$11 billion in 2013, making this market the 16th largest in the world. This presentation will provide insights on the power of this consumer group and why they should be a key target.

Royalty Reporting from Global Markets 4PM-5:15PM Tradewinds F

PARTICIPANTS: Adam Wolff, The Walt Disney Co.; Bill Kehoe, Saban Brands; Guido Marx, Equity Management; Mali Kasina, Mattel; and Stuart Burns, Fisher Forensic

This is a rare look at what really goes on with royalties, somewhat removed from the dry reading of a royalty statement.



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WEDNESDAY, JUNE 10

Roundtable Discussions: Session 1

8AM-9:45AM Tradewinds F

PARTICIPANTS: Alan Kravetz, Leveraged Marketing Corp. of America (LMCA); Karen Raugust, Raugust Communications; Marie-Cécile Girard-Jones, The Hasty Pudding Institute of 1770; Melissa Fraley Agguini, Moza's Closet/MFA Associates; Richard Gottlieb, Global Toy Experts; Sidney P. Blum, Stout Risius Ross; Susan DeRagon, UL Consumer; and Tamra Knepper, Knockout Licensing

TABLE DISCUSSION TOPICS: Licensed Publishing in the Digital Age, Nuts and Bolts of Starting a Licensing program From Scratch, The Convergence of Play and Multiple Platform Branding, Licensors: Don't Get Burned by Bad Contract Language, The Licensing Tightrope: Feeding Fan Demand while Building Brand Longevity, Licensing Niche Brands, Creating a Compliance Regimen and How to Evaluate a Brand for Licensing.

Roundtable Discussions: Session 2

10:15AM-12PM Tradewinds F

PARTICIPANTS: Andrew Koski, Miller Kaplan Arase; Christine Cool, Perfetti van Melle Group; and Dalia Benbassat, Tycoon Enterprises; Elisa Webb Hill, XYZ University; Ian Downes, Start Licensing; Jim Sachs, Harris-Sachs; John Parham, Parham Santana-The Brand Extension Agency; Scott Sellwood, Source3; and Stan Madaloni, Studio2pt0

TABLE DISCUSSION TOPICS: Revitalizing Classic Brands, In the Trenches-Selling of Licensed Products, Licensing for 3D Printing, Preparing Your Brand For Licensing, Don't Just Build a Style Guide-Build A Retail Program, How to Win at Retail: The Five Rules, Getting Gen Y to Buy, What You Need to Know About Licensing in Mexico and Accounting Issues in License Agreements.

Monetizing Hot Market Events and Micro Moments

12:30PM-1:45PM Islander E

PARTICIPANTS: Brian Swallow, B-Company: Fanatics; Cole Price, University of Alabama; Olin Arnold, Collegiate Licensing Company; Tim Hawks, Fermata Partners; and Wade Whitehurst, Box Seat Clothing Co.

The convergence of e-commerce and online sports news coverage has radically changed the opportunity for monetizing key sporting events ranging from the Super Bowl to smaller micro moments such as key athlete milestones and accomplishments. We'll share key statistics and findings gathered from nearly 20 years of experience in the online sale of sports licensed merchandise.

Working with Agents and Consultants

12:30PM-1:45PM Tradewinds F

PARTICIPANTS: Mark LaBrecque, Krispy Kreme Donut Corp.; Renae Lokpez, MHS Licensing; Ross Misher, Brand Central; and Steven Cohen, Brandgenuity

Licensing agents/consultants can play a central role in the development of an effective licensing program. How do you determine if you need an agent or consultant? How do you determine who's the best? Panelists will include executives who work with corporate trademarks, entertainment and character properties and art properties.

Anatomy of a Licensing Agreement

2:15PM-3:30PM Tradewinds F

PARTICIPANTS: Greg Battersby, Battersby Law Group
A clause-by-clause discussion of a typical merchandise licensing agreement with an explanation of the purpose of each clause and suggested negotiation points for both licensors and licensees.

Testing the Limits of Your Licensing Program

2:15PM-3:30PM Islander E

PARTICIPANTS: Carole Postal, Knockout Licensing/CopCorp Licensing; Rich Maryyanuk, Big Tent Entertainment; and Steve Scebelo, NFL Players Inc.

In this session, explore ways to test the limits of your licensing program, maximizing the brand while maintaining an authentic voice focusing on athlete and celebrity licensing. Discussion topics include: co-brand partnerships, on-demand products, developing and owning retail channels, innovative technology and managing other intangibles that effect the success of a cutting edge licensing program for athletes and celebrities.

Leveraging Licensing for Positive Brand Affiliation

4PM-5:15PM Islander E

PARTICIPANTS: Marc Jeffrey Mikulich, MJM Consulting; Ray Uhler, Leveraged Marketing Corporation of America; Robert M. Schwartz, The Licensing Company, A Member of Global Brands Group; and Tamra Knepper, Knockout Licensing
This session will cover such techniques as licensed co-branding, ingredient branding, cause marketing, among others, to enhance a brand's visibility, perception, etc. while simultaneously generating revenue.

Licensing for Growth: Winning Strategies to Generate and Maintain Growth

4PM-5:15PM Tradewinds F

PARTICIPANTS: Bruno Shwobthaler, Licensing for Growth; Nicolas Loufrani, The Smiley Company; and Peter Warsop, Panini

This session will examine a wide range of tactics and strategies that have been used to grow licensing business. We'll look at examples of winning strategies from various industries, defining the key commonalities of successful programs. We'll also look at future opportunities, including the convergence of sports and entertainment, co-branding and co-marketing and storytelling and branded content. Online, OnProduct and OnStreet Enforcement-A Comprehensive Brand Protection Model

THURSDAY, June 11

Online, OnProduct and OnStreet Enforcement-A Comprehensive Brand Protection Model

9AM-10:15AM Tradewinds F

PARTICIPANTS: Bill Patterson, OpSec Security; Clare Neumann, CMG Worldwide; and Michael Van Wieren, Learfield Licensing Partners

By 2015, the International Chamber of Commerce expects the value of counterfeit goods globally to exceed \$1.7 trillion, which is more than 2 percent of the world's total current economic output. This session will include a panel of speakers that will share insight and discuss how their companies have attacked this problem, from scouring the internet and shutting

down e-commerce listings of fakes, tagging and tracking their product throughout the supply chain, to raiding counterfeit operations and taking legal action.

How Kids View Brands Globally and Locally

9AM-10:15AM Islander E

PARTICIPANTS: Emiliano Laricchiuta, Ferrero; and Philippe Guinaudeau, Kidz Global

Kids and young people show fast-changing consumption habits and dynamics, especially enhanced by the intrusion of the digital universe-devices, services and content. And this universe has created a strong awareness of entertainment content and a great consumer demand for licensed products. However, not all countries develop at the same path or come from the same point. Using actual facts and statistics from BrandTrends research project, you will learn the key differences between international and national behaviors when it comes to licensed properties; share the experience of a global FMCG company on their implementation of their licensing strategies, globally and locally; and identify opportunities and streamline your action plan to successfully increase the penetration of your brands on multiple territories.

The Right Fit

10:45AM-12PM Islander E

PARTICIPANTS: Andrew Topkins, Brandgenuity; Mike Slusar, Brandar Consulting; and Randy Malone
How often do we hear this term in life: Is it the right fit? Well never has a term meant more to success in brand licensing than "the right fit"-the marriage of the right brand with the right product category with the right licensee in the right channels at the right price. But how do you as a brand owner insure that all is "right" with the world for your licensed property? One word: research. This session will be about learning why research is vital to licensing success. Attendees will learn about the research and modeling process of finding the right categories for your brand, and a factor analysis process of how to prioritize what categories to go after first will also be discussed. Panelists will share their experiences both positive and negative in the search for the right brand fit.

Licensed Products and Digital Marketing: Making it Work

10:45AM-12PM Tradewinds F

PARTICIPANTS: Debbie Bookstaber, Element Associates; Jennifer Grosshandler, Lamplight/TIKI Brand; Stephen Reily, IMC; and Tom Keane, Margaritaville Foods

Success in licensing means getting consumers to buy new products, and today's consumers make much of that decision online (often through their smartphones), looking for search results, pricing and the opinions and reviews of others before they buy something new themselves. Yet licensors have often taken a restrictive view of digital marketing by their licensees. And licensees have often focused only on the (hard) work of making a new product and getting retailers to put it on their shelves. This session will offer case studies and a how-to guide for licensees and licensors on the successful use of digital marketing tools to get consumers talking about and buying their new products. Tactics and strategies covered will include content and influencer marketing, social media-Facebook and beyond, sampling and reviews, online and native advertising; mobile marketing and websites and microsites.

exhibitorlist

EXHIBITOR	BOOTH	EXHIBITOR	BOOTH	EXHIBITOR	BOOTH	EXHIBITOR	BOOTH
24IP Law Group	C37	Blaylock Originals Inc.	G25	USA, Inc	V181	This is a Good Sign	E41
3292 Brands LLC	B77	Blizzard Entertainment	J177	Dentsu Music and		GorillaSquid Visual Labs, LLC	U192
3DplusMe, Inc	U183	Bloomers Edutainment LLC	H30	Entertainment Inc.	U189	Grani & Partners Spa	C171
41 Entertainment LLC	H187	Boy Scouts of America	F59	Dependable Solutions, Inc.	M187	Green Kids Club	A33
4K Media Inc.	S181	Brainpaths LLC	M197	Design Plus	X203	Grumpy Cat Limited	A159
A&E Networks	W203	Brand Central LLC	H59	DHX Brands	D155	Guangzhou BlueArc Culture	
Aardman Animations	N194	Brand Licensing Team	W184	Dimensional Branding	F43	Communications Limited	A156
ABRAL	F165	Brandgenuity, LLC	A89	DINAH	F21	Guangzhou Hccartoon	
Brazilian Brands	F165	Bravado International Group	P197	Discovery Consumer Products	S187	Animation Technology Co,Ltd	A156
Accu-Track by Credit & Financial Services Inc.	C30	Eaglet Travels with Friends	H15	Disney Consumer Products		Guide to the Licensing World	E33
Activision	R171	British Heritage	C54	South Pacific & Islander Ballroom		Gummy Bear International	Q205
ADEX	E155; E165	Gallina Pintadita	Q187	Rachael Hale	H23	Haley Art & Design	E19
Alchemy Licensing	D22	Brother International Corporation	A77	Distroller	C139	Halfbrick	Q205
Alchemy Media Group Inc./ Corday Photography	H24	Bulldog Licensing Ltd	H177	Dominie Luxury	A53	Hallmark Cards, Inc.	J43
All Art Licensing a Division of J'net Smith Inc.	C13	Butterfly Stroke Inc.	E165	Dorna Sports	D77	Slingshot	L195
All-American Licensing & Management Group	F37	Nanaritos	V185	DQ Entertainment	Q205	Hasbro Global Licensing & Publishing	F121
ALMART Fine Art	E21	C3 Entertainment, Inc	D177	Dr. Krinkles	K193	HCA	D20
Amazon Studios	J121	CAPCOM	X199	Dr. Seuss Enterprises, L.P.	A165	Heroes of the City - Ruta Ett	Q205
American Cancer Society	A39	CardConnect	W190	Dracco	U193	High Times	F31
AG Properties	N157	Carlin West Agency/Live Animation Products	K197	Dreamworks Animation	S155	Hong Kong Trade Development Council	C44
American Mensa	F34	Carte Blanche Group	Y204	drizzle studios!	G13	HoriPro Inc.	E155
American Posterity	E14	Cartoon Network Enterprises	D121	DuPont	J43	Hot Pickle	G43
Masha and the Bear LTD.	P187	Caterpillar	J43	DyseOne	A43	Howard Robinson & Associates	H26
Animation Magazine	W200	CBS Consumer Products	R155	Electrolux Home Products, Inc.	J43	Hye Park and Lune	C42
Anne Was Here	E13	Cherokee Global Brands	J81	Electronic Arts	O187	I.M.P.S s.a	M165
Appu Series	Q205	China Toy & Juvenile Product Association	A31	The Elf on the Shelf	L169	ICONIX Co., Ltd	J143
ARB Worldwide Corp. Sdn. Bhd.	J33	Chronicle Books	G30	Emily Elizabeth's Designs	F16	Iconix Entertainment	L143
Art 2 License	D21	ChuChuTV Studios	Q205	Endemol Shine North America	O197	IMG Worldwide Inc	G49
Art Ask Agency	B63	Cisco Sales Corp.	G29	Enitsua Fine Art Korea/Enitsua Foundation for the Arts	F33	Imperial War Museums	C54
Art in Effect	G19	CJ E&M Corporation	J157	Entertainment One	H139	Ingram Co. Ltd./San-X Co. Ltd/ Green Camel Co. Ltd	Q155
Art Makers International, Inc.-AMI!	G24	CMG Worldwide	G59	Epic Rights	B121	Ink Brands	A136
ArtMoose	B21	Coca-Cola	E89	Evolution	F155	HEXBUG	C50
Artestar	F46	Cogent Partners	K39	Expo Licencias y Marcas	V182	Interasia & Associates USA Inc	F49
ARTPQ	J143	River Plate	B52	Fatburger North America Inc	H37	International Brand Management and Licensing	B69
Asiana Licensing Inc	J143	Huevocartoon	L193	Feld Entertainment	K187	Intime Knits Pvt., Ltd.	K32
Asociación Mexicana de Promoción y Licensiamiento de Marcas, A.C.	D165	CopCorp Licensing	F69	FICO	F165	Inventor Process, Inc	B42
Aurora World Corp	J143	Knockout Licensing	F69	FIEC International Exhibition & Commerce Co., Ltd.	L177	IPG Global Marketing	A48
Authentic Brands Group	S208	Copyright Promotions Licensing Group Ltd	D155	Firefly Brand Management	A82	iQ License	F53
Automobili Lamborghini S.p.A.	C59	Corpirate	F13	Foamation Inc. - Cheesehead Brand	B39	iStory Animation Studios LLC	B171
AwesomenessTV	R187	CPLG North America	D155	Frederator	Q205	it-neX Software GmbH	K31
B.B. McBee	M193	Crayola	W199	FremantleMedia	S197	ITV Studios Global Entertainment	A121
BANDAI NAMCO Entertainment Inc.	E155	Creative Licensing Corporation	C140	Frida Kahlo	M194	J. Pierce	B17
Bandmerch LLC	W182	Creighton Enterprises	C24	Frombie	U190	JAST Company Limited	B139
emoji@ licensed by Bavaria Sonor Licensing	A23	Crocs	B30	Fulanitos	A147	Jay's Daughter Publishing, LLC	D17
BBC Worldwide	O145	Crown Creative Co., LTD.	E155	Fuller Brush Co.	E30	Jazwares	X181
Beanstalk/Blueprint/Tinderbox	G89	Crown Jewel Girls	T193	FUTABA CO., LTD	E165	JB Bug Creations	H14
Beijing Dream Castle Culture Co., Ltd.	A156	Crown Thorn Publishing	F14	Futbolitos	D165	JENNY FOSTER	D28
Beijing Heliview International Exhibition	J23; J25; J27; K23; K24; K25; K26; K27; K28	CTI Solutions, Inc	W179	Fuzhou Hunter Product Imp. & Exp. Co., Ltd.	T181	Jewel Branding & Licensing, Inc.	J24
Bentley Licensing Group	D19	Culture Studio	K37	Gabsol, S.A. de C.V.	D165	Jill McDonald Design	C19
Benton Arts	H38	Curtis Licensing	L165	Garfield/Paws, Inc.	E181	Jim Henson Company, The	D147
Big Tent Entertainment	H155	CuteGirlsHairstyles & BrooklynAndBailey	Q205	Garner Holt Productions	V180	Joan Marie - Art that CELEBRATES!	F22
Bigshot Toyworks	W194	D&J Collectibles LLC	V192	Geeh the Band	U197	Joester Loria Group, The	C89
Billboard & The Hollywood Reporter	G37	D. Parks and Associates L LC / Art-Licensing.com	C25	GENCO, INC.	E165	John Wayne Enterprises	G178
		Daewon Media Co., Ltd.	J143	Genius Brands International	C49	JPatton	J178
		Danken Enterprise Co., Ltd.	J37	Get Down Art	D11; D16	K Laser Technology	K40
		Dark Horse Comics	C140	Giordano Studios, LLC	D26	Kasmanas	F165
		Debra Valencia	H22	Global Icons	G69	Kathy Davis Studios	G34
		DeLiso, Sophie la girafe	L181	Global Trademark Licensing Ltd	J49	kathy ireland Worldwide	J57
		Dentsu Entertainment		Glory Innovations, Inc.	G187	Kaxan Media Group	D165



Mathew.Vlasic@sonymusic.com
212.833.7455



exhibitorlist

EXHIBITOR	BOOTH	EXHIBITOR	BOOTH	EXHIBITOR	BOOTH	EXHIBITOR	BOOTH
Kayomi Harai	D24	Moxie & Company	D49	Saban Brands	A98	Toei Animation Co Ltd	A155
Kenekt, LLC	A55	mrpuppy.com	B26	Sagebrush Fine Art	F19	Toon Studio of Beverly Hills, The	D139
KidRobot	P181	Mugen Studios	V194	Sanrio	V209; W209; W211	Toonmax Media co.,Ltd	A156
Kidsfit	B56	Mundo Seedys, SAPI de C.V.	D165	Sara Berrenson	D15	Toonz Media Group	Q205
KIM'S LICENSING CO.,LTD.	J143	MyMediabox, a division of		SC Pakistan / Four Seasons		Toonz Media Group	V201
King	C155	Jonas Software USA, LLC	A81	Scholastic Media	M157	Topps Company, Inc., The	L194
King Features	D89	National Museum of the		Sean Danconia	V200	Tottenham Hotspur Football Club	A51
KOCCA (Korea Creative	J143; J157	Royal Navy	C54	SEAN Pictures, Inc.	J143	ToysTalk	F165
Content Agency)		National Wildlife Federation	B155	SeaWorld Parks &		TSBA Group	B89
Kokonuzz Limited	V198	Natural History Museum	C54	Entertainment	A148	TUBA n Co., Ltd	H165
Kratt Brothers Company	J129	NECA	P181	SEGA of America	F147	Tundra & Associates Inc.	N198
KREASHUN	H17	Nelvana Enterprises Inc.	J166	Seltzer Licensing Group	G44	TV Pinguim	F165
Laura Seeley Studio	G20	NFL Players Inc.	A69	Sentai Filmworks LLC	W202	Twentieth Century Fox	
Lewis Roca Rothgerber LLP	C32	Nickelodeon	O133	Sequential Brands	J71	Consumer Products	O153; Q144
UDC Licensing Agency	B33	Nintendo of America Inc.	M177	Sesame Workshop	Q181	Ty Inc.	P205
Licensing Group Ltd, The	B46	Nitro Circus Live	A58	Session Savers Sunscreen	C40	Tycoon 360	F165
Licensing Liaison	C26	Nitro Circus Live Performance		Shanghai Huayou Capital		Tycoon Enterprises, S.A.	
Licensing Management Intl	E37	Feature	A62	Co. Ltd.	A156	de C.V.	D165
SHOPKINS	H177	Octane5	C69	Sinking Ship	J129	Ubisoft Entertainment	P165
Licensing Works!	C147	Old Guys Rule	D43	Skechers USA Inc.	F77; F89	Uglydoll/Pretty Ugly LLC	L157
LIMA	C63	One Animation	Q205	SkyMall	G31	Ultimate Source Limited	E59
LIMA Japan	E155; E165	One Entertainment	E69	Animal Jam	V184	United States Postal Service	Y180
LIMA Members Lounge	A22	OpSec Security Inc	K181	Smiley	E77	Roberta di Camerino SA	E44
Lionsgate Entertainment	O205	Out of the Blue	J129	SNOTES	H13	Universal Partnerships &	
Lisa Frank Inc.	W183	Outfit7 Limited	B147	Sockeye Media	Q205	Licensing	N165
Lisa Marks Associates,		PAN AM	E38	Sony Computer		Usp studios	Q205
Inc. (LMA)	H43	Paramount Pictures	S141	Entertainment America	Q197	Versalicensing, S.A. de C.V.	D165
Little Marcel	D44	Patterson International	E25	Sony Music	T197	Vidorra Group	B49
Live Nation Merchandise	K165	PBS KIDS	J129	Sony Pictures Consumer		Virtual Images	H34
LMCA	D81	Peanuts Worldwide	H147	Products	O165	Vistex, Inc	M149
LoCoco Licensing	L149	Penguin Group (USA)	Y200	Source3	B45	Visual Icon	V197
LoveThisLife	A45	Pink Light Studio	C43	SPLICE Lounge	J43	Judith Lynn Art	H16
Lunch Media, S.A. de C.V.	D165	Licensing Letter, The	E43	SPORTS AFIELD	C34	VIZ Media	K177
The Magic Poof	F15	Polaris Industries	A72	Striker Entertainment	C159	VOOZ	J143
Major League Baseball Players		Pop Picture	C21	Studio Keystone	J143	VOOZCLUB	J143
Association	A63	Pop the Balloon	F42	Sulamericana Fantasias	F165	Warner Bros. Consumer	
Make Peace Movement	F29	PPI Worldwide	A139	Sun Bum	E177	Products	N139
Manu	D41	Precious Moments, Inc.	E53	Super Simple Learning	Q205	We Are Busy Beavers by Dave	
SANTA MANIA	V189	Gumby - Prema Toy Co.	K195	Surge Licensing	Q205	Martin	Q205
Mariana Caltabiano Criações		Princess Plie & Friends	U194	Suzanne Cruise Creative		Westend Software Inc.	T189
Ltda.	F165	Promexico	D165	Services, Inc.	G22	Wild Apple Licensing	E20
Mars Retail Group	X209	Purple Giraffe/Random Ass	B40	Suzy's Zoo	D31	Wild Wings Licensing	D23
IPM. INDUSTRIAS PLASTICAS		Quadrant Licensing		Swan Princess Partners	V190	Wildflower Group LLC	C77
MARTIN SA DE CV	L198	Management Consulting Co. Ltd.	N187	Synchronicity	F38	Withit Licensing Ltd	D53
Mattel, Inc.	Q133	Quan Inc.	E165	Synergy Media Inc.	J143	WizKids Games	P181
Maui and Sons	A37	Radiant Enterprises	G32	Tails of Whimsy	G21	Women In Toys	W192
Mauricio De Sousa Producoes		Radio Days	C165	Counter Culture	H12	WWE	J165
Ltda	F165a	Rainbow	R181	Team Image	M195	Xavier Games	V193
Maxim, Inc.	D69	American Rebel	E29	Televisa Consumer Products	F139	XPELLI	B38
Members Only	D37	Rebel Girl	E29	Tezuka Productions	E155	Yoboho New Media Pvt. Ltd	Q205
Mercis bv	E147	Red Nose	F165	The Baltimore & Ohio Railroad		YouTube	Q205
Meredith Brand Licensing	C53	Redibra	F165	Museum	A29	Zag America Inc.	A126
MerryMakers, Inc.	F181	Rediks Graphics	J143	Brand Liaison, The	H29	Zeptolab UK Ltd	G182
Metacube Tecnología y		Redrover	J143	The Brands Club	J39	Zodiak Kids	W186
Entretenimiento, S.A. de C.V.	D165	relentlessGENERATOR	U201	The Fred Rogers Company	J129	Zolan Company, LLC	E26
México Comparte, S.A. de C.V.	D165	Retailer Lounge	J18	The Licensing Company (TLC)	G77	Zoonicorn	E31
MGA Entertainment	Q165	RockLove Jewelry	B37	The Licensing Shop	H177		
MGL Licensing	F24	ROI VISUAL	J157	Pokémon Company Int'l, The	R197		
MHS Licensing	C20	ROMEINGPANDA	E49	The Royal Ballet	C54		
Mila Wholesale	B44	Rosenthal Represents	F25	The Shakespeare Birthplace Trust	C54		
Mind Yard	E23	Rovio Entertainment Ltd	C121	The Sharpe Co / Sharper Inc.	E32		
Mondo TV	D38	RoyaltyZone	C38	Thomas Kinkade Company, The	D59		
Monster City Studios, Inc	W198	RPM Designs, Inc.	D29	Tipsy Artist	E12		
Morphmallow	F50	RSG Media Systems	L187	TIRALBA, Inc	U181		
MOSTAPES	J143						

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Sentai Secures Anime Merch Rights

Sentai Filmworks has announced the acquisition of master merchandising rights for its anime series “Akame ga Kill!,” “Log Horizon,” “Parasyte” and “No Game No Life.”

As part of the agreement, Sentai Filmworks will extend merchandising opportunities to licensees in the U.S. and Canada, as well as the U.K., Ireland, Australia, New Zealand and South Africa.

“Log Horizon” merchandising opportunities will be available to licensees throughout North America

and Latin America, as well as the U.K., Ireland, South Africa, Australia and New Zealand.

For “Parasyte,” Sentai will extend merchandising opportunities to licensees in multiple countries throughout North America, Central and South America, as well as the U.K., Australia and New Zealand.

Merchandise opportunities for “No Game No Life” are for licensees in multiple countries throughout the U.S., Canada, Central and South America, as

well as the U.K., Australia, New Zealand and South Africa.

“‘Akame ga Kill!’ features a thrilling mix of iconic heroes, villains, alchemy and weaponry that perfectly align with our strategy of delivering edgy, youth-focused products and collectibles,” says John Ledford, president, Sentai Filmworks. “The uniquely vibrant aesthetic of ‘No Game No Life’ offers limitless potential. ‘Parasyte’ is filled with a rich array of imagery and the ‘Log Horizon’ franchise has something for everyone.”

YouTube story continued from page 1.

“YouTube facilitates a socially charged, fan-driven global community where brands and creators alike can cultivate a direct relationship with their audience—one built on engagement and grounded in loyalty,” says Ducard. “Brands crave authenticity and love from their consumers, and YouTube creators and channels are the definition of authentic.”

Ducard also discussed the swift evolution that is taking place in the digital landscape.

“Over the last few years, we’ve seen creators who began their video career with a simple camera in their bedroom evolve into some of the biggest media brands today,” he says. “A great example of this is Bethany Mota who started as a fashion vlogger in 2009 and became so popular by 2014, due to the popularity of her YouTube channel, successful clothing line at Aeropostale and the dedication of her fans, that ‘Dancing With the Stars’ tapped her to compete in their show.”

The half-day summit also featured a number of other thought leaders from the digital content and licensing industry including Amy Kacourek, executive vice president and general merchandising manager, Kohl’s; Jim Fielding, head of global consumer products, DreamWorks Animation and AwesomenessTV; and a number of YouTube pioneers such as Connor Franta and Hannah Hart.

Additionally, Mota will deliver The Big Interview keynote today at 2:30 p.m. in a session that will be moderated by Benjamin Grubbs, head of family entertainment and learning, Asia Pacific, YouTube.

Nelvana story continued from page 1.

“We are delighted at the opportunity to work with Nelvana on this breakthrough new property for girls, as well as reunite with Nickelodeon, who we’ve experienced tremendous success with on ‘Teenage Mutant Ninja Turtles,’” says Karl Aaronian, senior vice president, marketing, Playmates Toys. “We look forward to collaborating with all of our partners on the ‘Mysticons’ series to develop an innovative toy line that brings the action of the series to life for fans.”

“We’re incredibly excited to have this group of A-list partners join us on our ‘Mysticons’ adventure,” says Andrew Kerr, co-head, Nelvana. “We’re thrilled to be at the leading edge of this new genre, and collaborating with world-class brand partners like Nickelodeon, The Topps Company and Playmates on ‘Mysticons’ gives us every confidence in the franchise’s future success.”

Nelvana is actively developing the “Mysticons” franchise, with production slated to begin later this year. It is working closely with its core group of partners including The Topps Company, which was acquired by Michael Eisner’s Tornante Company and Madison Dearborn Partners in 2007.

“I am very pleased that Topps is working with Nelvana to bring ‘Mysticons’ to animated life,” says Eisner. “We are all excited to be partners with Nickelodeon and Playmates as we move forward.”

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