

Big Names Open Expo

Licensing Expo kicked off with multiple summits, celebrity appearances, theatrical reveals, educational seminars and much, much more.

On Monday, Licensing Expo hosted the first-ever Digital Summit, part of the Licensing University educational series (organized by the International Licensing Industry Merchandisers' Association).

The Digital Summit was opened with a keynote Q&A that featured YouTube's director of content partnerships, Malik Ducard. Additional seminars throughout the day included

conversations with top digital talent such as Andrea Brooks, Amanda Steele, Tati Westbrook, Samantha Woolfe, Hanah Hart, Missy Lynn and

Lia Marie Johnson, alongside executives from YouTube, AwesomenessTV, United Talent Agency, The Honest Company, Style Haul, Refinery29 and more.

Licensing Expo 2015 officially launched Tuesday

with a panel-style keynote that included top-level executives Dow Famulak of Global Brands Group, Richard Barry of Toys 'R' Us, Lisa Harper of Hot Topic and Mike Fitzsimmons of Delivery Agent.

Story continues on p70.



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

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

UP&L Names Pets Master Toy

Universal Partnerships & Licensing, Illumination Entertainment and Spin Master have joined forces for the upcoming film *The Secret Life of Pets*, which will hit theaters in July 2016. Spin Master has been named master toy partner for the animated film.

Spin Master's wide range of toys—from plush to figurines, interactive and motorized toys—are expected to debut on shelves beginning in May 2016.

Nick Taps NBA Star for TMNT Collaboration

Nickelodeon has teamed with NBA player Carmelo Anthony to create a product line inspired by the "Teenage Mutant Ninja Turtle" franchise, dubbed Turtles by Melo.

Anthony will serve as creative director of the cross-category, global program, which will span lifestyle, home furnishings, publishing, video games and more.

The line will debut in spring 2016 in advance of the summer theatrical release of Paramount Pictures' sequel to Teenage Mutant Ninja Turtles, in which Anthony will also make a guest appearance.



Tony Lisanti, License! Global; Pam Kaufman, Nickelodeon; and NBA star Carmelo Anthony

Breaking News

Cartoon Network Inks 'Ben 10' Master Toy Partner

Playmates Toys will serve as the master toy partner for Cartoon Network's brand-new "Ben 10" series.

The series will premiere on CN channels in international territories in fall 2016 and in North America in 2017. Products will follow.

Prominent Signs Hagar

New brand management and development consortium Prominent Brand + Talent has signed on to represent musician Sammy Hagar.

Prominent will look to extend Hagar's Sammy's Island brand into multiple lifestyle categories.

Not-to-Be Missed Events:

- Nitro Circus Live performances—11 am, 1 pm and 4 pm, booth #A62 (in the Sports area)
- Mexico Pavilion reception—12:30 pm, booth #D165
- Meet Cimorelli—1 pm, booth #R187
- Meet WWE's Hulk Hogan—1-3 pm, booth #J165
- Meet Rebecca Bonbon and Hello Kitty creator—1-2 pm, booth #E155
- China Day party—4 pm, booth #N187

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LIMA Awards Best in Licensing

The International Licensing Industry Merchandisers' Association held its annual Licensing Awards last night at Licensing Expo 2015, with Disney's *Frozen* taking top honors at the event.

The property won Best Overall Licensed Program and was also honored in the Film, Television or Entertainment (Animated) Program category. Retailer Kohl's received the Retailer of the Year award for its *Frozen* presentation; and Jakks Pacific won in the Hard Goods category for its *Frozen* Snow Glow Elsa doll.

"We're delighted to recognize the huge impact that all of our Awards winners have had in the marketplace, including *Frozen* as 2014's top success story," says Charles Riotto, president, LIMA. "These achievements underscore the high caliber of today's licensing initiatives and the significance of licensed properties and brands throughout the world."

The full list of 2015 award winners follows:

- **Celebrity or Music Program**—Modest Management/Global Merchandising Services for One Direction
- **Character or Toy Brand Program**—Hasbro for My Little Pony
- **Character or Toy Brand Licensee: Hard Goods**—LAFOOD for "Sesame Street" healthy food
- **Character or Toy Brand Licensee: Soft Goods**—Under Armour for the *Captain America* collection
- **Corporate Brand Program**—Scripps Networks/Beanstalk for HGTV Home
- **Corporate Brand Licensee**—Reynolds Consumer Products/Hefty Brand for Arm & Hammer/Hefty Ultimate waste bags
- **Digital Program**—Mojang for "Minecraft"
- **Digital Licensee**—Jazwares for "Minecraft Overworld" series #2 toys
- **Film, Television or Entertainment (Animated) Program**—The Walt Disney Company/Disney Consumer Products for Disney's *Frozen*
- **Film, Television or Entertainment (Animated) Licensee: Hard Goods (tie)**—Jakks Pacific for Disney's *Frozen*/Snow Glow Elsa; Playmates Toys for "Teenage Mutant Ninja Turtles" product line
- **Film, Television or Entertainment (Animated) Licensee: Soft Goods**—Havaianas for *Despicable Me* flip flops
- **Film, Television or Entertainment (Live Action) Program**—NBCUniversal International Television Production/Knockout Licensing for "Downton Abbey"
- **Film, Television or Entertainment (Live Action) Licensee: Hard Goods**—Lovehoney for *Fifty Shades of Grey*: Official Pleasure collection.
- **Film, Television or Entertainment (Live Action) Licensee: Soft Goods**—Accessory Innovations for the *Star Wars* R2D2 light-up and voice-activated backpack
- **Licensed Promotion**—AMC/Striker Entertainment for the AMC "The Walking Dead" Carnage Asada Slim Jim beef sticks
- **Lifestyle: Art, Design or Fashion Program**—Eric Carle Studio/The Joester Loria Group for *The Very Hungry Caterpillar*/The World of Eric Carle
- **Lifestyle: Art, Design or Fashion Licensee**—Samick Musical Instrument Co. for the Paul Frank musical instruments line
- **Location-Based or Experiential Initiative**—Warner Bros. Consumer Products for The Wizarding World of Harry Potter
- **Retailer**—Kohl's Department Stores for Disney's *Frozen*
- **Sports or Sports-Themed Entertainment Program**—FIFA for World Cup
- **Sports or Sports-Themed Entertainment Licensee**—ISC Sports for National Rugby League and Marvel Heroes jerseys
- **Overall Best Licensed Program**—The Walt Disney Company/Disney Consumer Products for Disney's *Frozen*

DreamWorks Taps Omelet for Retail, Promo Push

DreamWorks Animation has signed a four-year deal with Los Angeles, Calif.-based creative company Omelet, which grants the company promotional rights for retail engagement in the U.S., Canada, Latin America and the U.K.

Omelet will build fan engagement and continuity programs in the countries using DWA IP, including through digital and physical experiences. The new initiative, which launches this summer,

will be led by Omelet's sports and entertainment division and spearheaded by Charles Croft.

"When we began the process of seeking a continuity partner to engage with retailers in a new, unique way, we strove to find organizations that could be disruptive," says Brian Schwartz, head of global licensing and partnerships, DreamWorks Animation. "With Omelet, we've found the perfect partner for this

exciting collaboration and look forward to a long and successful relationship."

"Omelet is in a unique position to authentically align retailers with DreamWorks' existing fans by giving retailers access to a broad range of promotional rights for nearly all of DreamWorks' incredible range of properties," says Croft. "We're excited to embark on this unique opportunity and to join DreamWorks on this journey."

Licensing Expo #Q155

Come to see us !!



Established in 2003, San-X launched Rilakkuma in Japan, creating an instant hit across the nation with the lovable characters Rilakkuma, Korilakkuma and Kiiroitori. The three unlikely friends appeared one day in the apartment of a hard working Tokyo woman named Kaoru. While she is at work, the three cute characters find ways to have everyday relaxing adventures, Rilakkuma (combination of “relax” and kuma, which is “bear” in Japanese) is a mystery wrapped in a bear costume, Korilakkuma (ko means “small” in Japanese, added with “rilakkuma”) is the mischief-loving companion, and Kiiroitori (“yellow bird” in Japanese) is the exasperated friend who keeps busy dealing with the other two every day. Rilakkuma spreads happiness and kawaii to everyone in the world.



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The Assassin's Creed logo, a stylized 'A' with a sword blade at the top and a falcon's head at the bottom, is centered in the background. It has a textured, metallic appearance.

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Brad Globe and Karen McTier, Warner Bros. Consumer Products, with the new Batmobile



Rick Glankler and Bob Higgins, FremantleMedia Kids & Family Entertainment



Roz Nowicki and Jeffrey Godsick, Twentieth Century Fox Consumer Products



Sony Music Entertainment's Fifth Harmony



Global Brands Group's Dow Famulak and Jared Margolis with TLC's Angela Farrugia and UBM Advanstar's Chris DeMoulin and Jessica Blue



CBS Consumer Products' Jorge Ferreiro, Keith Lowenadler and Elizabeth Kalodner



AG Properties' Karen Vermeulen, Maria Howard, Nora Wong, Ryan Wiesbrock, Janice Ross, Sean Gorman, Angelina Castro and Megan Buettner



Cartoon Network's Peter Yoder, Johanne Broadfield and Melissa Tinker with "Powerpuff Girls" cast Amanda Leighton, Kristen Li, Natalie Palmides and Tom Kenny



License! Global's Tony Lisanti with Spencer's/Spirit Halloween's Suzanne Brown, Ashley Weinbaum, Lauren Hann and Eric Morse



Disney Consumer Products' Josh Silverman and Leslie Ferraro with Lucasfilm's Kathleen Kennedy

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WBCP Plans Major Superhero Push

Warner Bros. Consumer Products, DC Entertainment and Warner Bros. Animation are teaming up for all-new animated content inspired by Mattel's Batman Unlimited and Fisher-Price's Imaginext DC Super Friends toy lines.



"We are excited to continue to forge new ground with our long-time partners Mattel and Fisher-Price to build on the success of these popular toy lines by bringing the play pattern to life through this original content that we will be able to offer across multiple platforms," says Brad Globe, president, WBCP.

The Batman Unlimited property debuted earlier this year as a made-for-video animated movie, *Batman Unlimited: Animal Instincts*, just released on Blu-ray combo pack, DVD and Digital HD from Warner Bros. Home Entertainment. A sequel is slated for later this year.

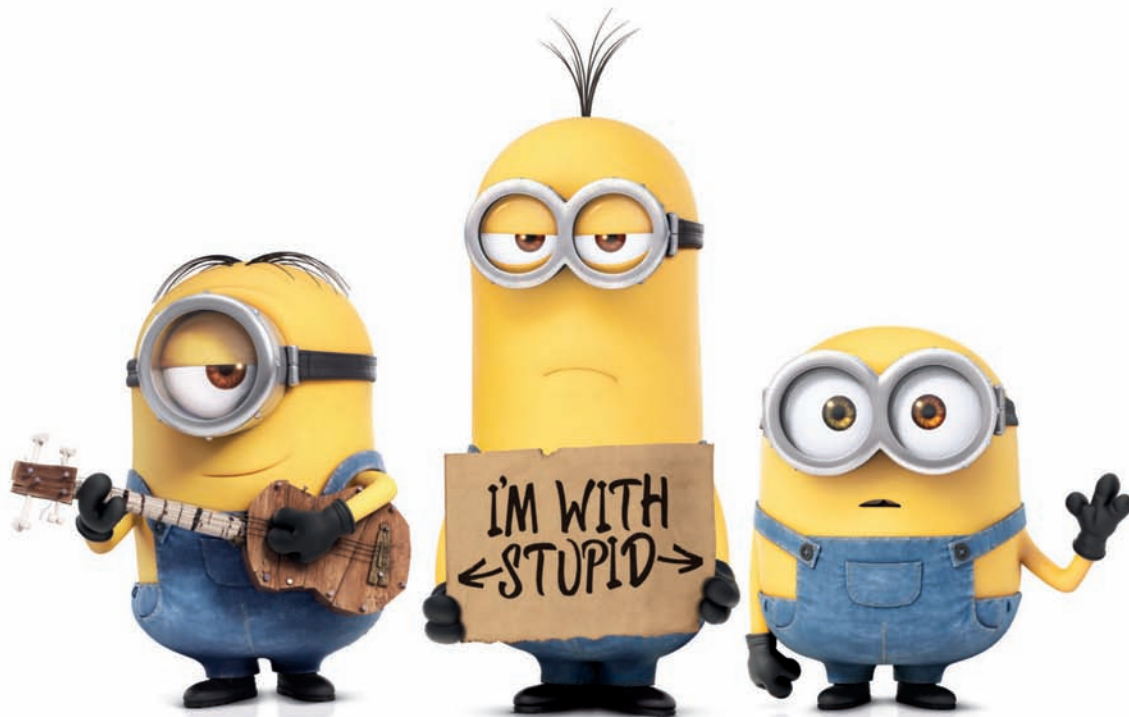
Adding to the slate of new Batman Unlimited content, Warner Bros. is releasing 22 standalone, two-minute shorts featuring additional story elements, which will be available for fans to enjoy online for free on dedicated channels, as well as companion apps to extend the experience.

In the toy space, Mattel is also expanding its Batman Unlimited line with characters featured in the new Batman Unlimited content, including action figures with Animal Ally accessories, a new Batmobile and the CybeRex robot dinosaur. Additionally, DC Comics' master costume partner, Rubie's Costumes, is creating a line of dress-up and costumes, and toymaker Thinkway is introducing Batman Unlimited-themed role play accessories. Batman Unlimited is also getting a major QSR partner in 2015, with other key categories, including apparel, in the pipeline.

Meanwhile, Warner Bros. Animation released a lineup of DC Super Friends animated shorts this spring, featuring designs inspired by the Fisher-Price Imaginext DC Super Friends toy collection. The 15, three-minute shorts extend the characters' storylines for fans to enjoy online for free on dedicated channels. The company is also releasing companion apps for an added experience.

Fisher-Price Imaginext is also expanding its DC Super Friends toy line with play set environments seen in the shorts such as The Joker Laff Factory, as well as a new design of the fan-favorite Batcave. All of the toys feature Imaginext's interactive Power Pad, which allows kids to activate key features in the toy. Publishing partners are also being added for the brand.

MEET STUART KEVIN & BOB



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Beanstalk Grows New Company Branch

Global brand extension agency Beanstalk has launched a new business consulting service, The Manufacturer Representation.

The new branch of Beanstalk will help answer a growing marketplace need, and since its launch, has experienced tremendous growth over the past year.

Through this service, Beanstalk will pair manufacturers and retailers with the most sought-after and best fit brands to bring new products to market. The company's strategic approach begins by understanding a client's goals, whether they are to reach new consumer targets, enter new categories or channels of distribution. Then, Beanstalk can identify the most relevant properties, ultimately recommending those that will best attract attention to a manufacturer's product line and gain a competitive advantage at retail.

Beanstalk Manufacturer Representation's global network of relationships and the agency's extensive resources enable



the division to quickly access and secure the right brands for clients' products. The work spans companies in the fashion, fashion accessories, home textiles, housewares and electronics categories.

Condé Nast Expands Video

Condé Nast Entertainment announced an unprecedented expansion of premium digital platform The Scene and its 18 branded channels, including more than 2,500 new original videos, 10 new content partners and innovative storytelling through virtual reality.

"Like cable in the early days, the economics of premium digital video are maturing and enabling the industry to up its game, says Dawn Ostroff, president, CNE. "CNE started out with a mandate to launch digital video channels for Condé Nast and, in just a few short years, has become a major player in the production, distribution and innovation of digital video. At last year's NewFronts, we put our stake in the ground and announced the launch of The Scene. This year, we're taking our business to the next level. Our rapid growth confirms what we have always believed: digital video is a strong and valuable business with an exciting future."

The Scene will expand to 40 channels and add sports, comedy, music and inspirational content with 10 new partners including Warner Music, Pitchfork, Red Bull, *The Onion*, CollegeHumor and more.

Boy Scouts Adds Trio of Licensees

The Boy Scouts of America has added three new licensees to its lineup for toys, gifts and DIY tools.

KidzToyz has signed on to create a line of toys for the BSA's new brand Wilderness Explorers. Products such as adventure gear and a butterfly habitat will fuel kids' curiosity and help them explore their world.

Gift company Monster Factory is planning a diverse range of plush, tents and sleeping bags featuring the Boy Scouts brand.

Finally, Provo Craft & Novelty has created branded electronic cutting cartridges and digital cutting files for its line of Cricut electronic cutting machines designed for DIYers.





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Epic Rights to Rep Madonna's Fitness Brand

Epic Rights will represent the Hard Candy Fitness brand, a partnership between New Evolution Ventures, Madonna and her manager Guy Oseary.

"Hard Candy Fitness is an exciting brand founded by Madonna and inspired by her passion for fitness and health. The campaign we are establishing for Hard Candy Fitness will align with Madonna's dedication to personal excellence," says Dell Furano, chief executive officer, Epic Rights. "Currently the brand operates clubs in destination cities around the world and develops innovative group programming that integrates fitness, dance, music, and entertainment elements that will be incorporated into our global plans for expansion. With Madonna about

to begin an international concert tour, her visibility will be especially prominent as we move forward."

Epic Rights will develop and expand on the global merchandising and licensing rights for the brand. In charge of day-to-day efforts for Hard Candy Fitness is Dan Levin, who spearheads the Epic Rights Celebrity & Lifestyle division through its strategic alliance with Prominent Brand+Talent. Levin will oversee the development and implementation of the brand extension program for Hard Candy Fitness, which is being presented to potential partners at Licensing Expo.

"As Madonna is to music, pop culture and fashion, we believe Hard Candy Fitness will be the preeminent symbol



for a fit, healthy and luxury-infused lifestyle," says Levin. "We will develop a global program designed to complement the core Hard Candy Fitness brand elements—music, dance, entertainment, hard/harder/hardest workout mentality—to create a vast array of opportunities for consumer engagement."

'Doctor Who' Gets Audio Line

BBC Worldwide North America and Massive Audio are teaming up to bring "Doctor Who" to life in U.S. households with a line of audio products. The deal includes a collection of wireless Bluetooth speakers based on the hit sci-fi series.

The first line features an 8-inch Tardis wireless Bluetooth speaker and two different versions of a Dalek speaker, the Dalek Sec and Assault Dalek. Each model features an array of on-board controls, flashing LEDs and actual audio clips from the show.



Evolution to Rep Two Japanese Brands

Dentsu Entertainment USA and Level-5 have appointed licensing and merchandising agency Evolution USA to bring the multimedia franchises "Yo-Kai Watch" and "Little Battlers eXperience" to the U.S. and Canadian markets.



"Yo-Kai Watch's" Nintendo 3DS video games have sold 7.2 million units in Japan. The "Yo-Kai Watch" animated series, a joint production of Level-5, Dentsu and TV Tokyo Corporation, is the top-rated show for kids 4-12 across all genres on TV Tokyo. A broadcast partnership in the U.S. is in works, but has yet to be formally announced.

Hasbro has been previously announced as the "Yo-Kai Watch" master toy licensee for the U.S., Canada, Europe, New Zealand, Australia, Mexico, Central and South America and will introduce a line of toys for the franchise beginning in spring 2016. Viz Media has been granted the publishing rights for manga (graphic novels) under its Perfect Square imprint, and Nintendo of America will launch a North American version of the best-selling handheld game later this year.

"LBX" has been renewed by Nicktoons for a second season, with an additional 26 episodes slated to begin running this fall. Bandai America will continue as the master toy licensee.



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American Ninja Warrior TM TBS TV Japan and © 2015 G4 Media, LLC



Bandai Expands Beyond Games

Bandai Namco Games is exhibiting for the first time at Licensing Expo as Bandai Namco Entertainment in an effort to refocus its strategy and content development beyond video games. While seeking new opportunities, the company is also promoting its top game franchises “Tekken,” “Dark Souls” and “God Eater,” as well as the classic “Pac-Man” for merchandising.

The company is showing “Tekken,” which celebrated its 20th anniversary last year and has over 3 million Facebook fans, for the first time, and is expanding the brand’s reach with mobile games from Pachinko Machines, a feature-length CG movie and the release of “Tekken 7” as an arcade game in Japan and South Korea.



Bandai is also going strong with its “Dark Souls” series with the release of “Dark Souls II” earlier this year to the tune of 2 million copies sold, and the complete version of the game, “Dark Souls II: Scholar of the First Sin”, following shortly. The first

iteration of the game, “Dark Souls,” has sold more than 4.5 million copies worldwide.

The “God Eater” series is celebrating its fifth anniversary this year with a fourth title in the franchise, “God Eater 2: Rage Burst,” along with the first-ever traditional Chinese version of the game, as well as an animated television series set to debut in July. The first three games have sold a combined 3 million copies worldwide.

Finally, Bandai is celebrating the 35th anniversary of Pac-Man this year and growing the global exposure of the pop culture icon. The character will make its feature film debut in this summer’s *Pixels* from Sony Pictures Entertainment and remains a permanent feature at the Museum of Modern Art in New York City.

Brandgenuity Boasts Brand Growth

Licensing firm Brandgenuity is celebrating its 12th anniversary this year with new clients and expanded programs for several of its leading properties in the corporate and entertainment spaces. Highlights include:

- Representation of a number of iconic American food brands including snack food giant Goldfish and the candy brands of the Ferrara Candy Company (Brach’s, Trolli and heritage candy brands Now and Later, Lemon Heads and Red Hots);
- Six new partners for Hawaiian Tropic in categories including



fragrance and cosmetics, swimwear, footwear, eyewear and beach accessories;

- Four licensees for Banana Boat in pool accessories, beach mats and totes and footwear for the whole family;
- A line of baby grooming, first-aid and toddler feeding products for Playtex;
- A wide variety of organic healthy snacks and food solutions for the yogurt brand Stonyfield;
- A full line of Pella-branded garage doors at Lowe’s stores and garage door dealers across the country;
- A line of infant apparel, plush and bedding from The Boppy Company and Rashti & Rashti;
- Diaper bags in Bobby Company-inspired patterns from Global Design Concepts;
- A line of apparel, headwear, RV covers and Park Model RVs from Winnebago



Industries and 540 Brands;

- Ten licensees across 12 categories for MGM Studios’ TV series “Vikings”;
- New partners and collaborations for the 40th anniversary of *Rocky* in 2016;
- Over 10 licensees covering apparel and accessories, tool kits, die-cast, knives, lottery and social games for “Gas Monkey Garage.”



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Saban Reveals New ‘Power Rangers’ Title

Saban Brands announced “Power Rangers Dino Super Charge” as the title of the upcoming season of the Power Rangers television series, which will premiere on Nickelodeon in early 2016.

This season will follow the Power Rangers as they continue their quest to unite all 10 Energems by tapping into brand-new battle gear, Zords and Megazords to save the universe. Additionally, for the first time in franchise history, there will be 10 Power Rangers on the same team.

“Power Rangers Dino Super Charge” will also continue to spotlight the series’ core themes of friendship, teamwork, responsibility and helping others for fans of all ages.

“With the current season, ‘Power Rangers Dino Charge,’ we’ve already seen an overwhelming response, and it very quickly became a huge success, as fans were excited for the return of the popular dinosaur



theme for the first time in more than 10 years,” says Elie Dekel, president, Saban Brands. “With ‘Power Rangers Dino Super Charge,’ the new season will still feature the same amazing team of Power Rangers, but will be super-charged with history-making twists and turns and, of course, epic new villains, Zords and Megazords, making this one of the best seasons yet.”



‘WordGirl’ Readies for Summer of Reading

This month, Scholastic Media’s caped crusader “WordGirl” will fly onto screens from coast-to-coast in 20 never-before-seen episodes on PBS Kids’ digital platforms, including pbskids.org and the “PBS Kids Video” app.

In the new collection of high-flying adventures, WordGirl (aka Becky Botsford) along with her trusty sidekick, Captain Huggy Face, soar off to protect the innocent residents of Fair City, one new word at a time. With special seasonal episodes for Father’s Day and July 4, along with stories that feature warm weather-themed fun, young viewers will tag along on exciting vocabulary-filled escapades as they grow their literacy superpowers.

Since its launch on PBS Kids in September 2007, “WordGirl” has earned a total of 11 Daytime Emmy nominations, taking home wins for Outstanding Writing in Animation in 2008, 2012, 2013, and 2015. “WordGirl” also is the recipient of a 2008 Television Critics Award

for Outstanding Achievement in Children’s Animation. Voice talent for “WordGirl” includes: Dannah Phirman (“MadTV”) as WordGirl, Chris Parnell (“Saturday Night Live”) as the narrator, Ryan Raddatz



(“Ellen: The Ellen DeGeneres Show”) as Mr. Botsford and Scoops, Tom Kenny (“SpongeBob SquarePants”) as Dr. Two Brains and Jeffrey Tambor (“Arrested Development”) as Mr. Big, among others.

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LAUNCHING SEPT. 2015

TWEENS

INTRODUCING...

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AND INTRODUCING THE NEW **KID GENIUS CHANNEL** ON COMCAST, SEPT. 2015!



Zoonicorn Launches in Publishing, Plush

New children's property Zoonicorn is making its debut with a book series and a line of plush toys that combines the pop culture fascination of the unicorn with the zebra for a unique animal character.

The first book in the Zoonicorn series, *Buffy Meets the Zoonicorns*, launched in February from Beaver's Pond Press. Additional titles are in the pipeline, and all four Zoonicorn character plush are available at retail. The brand is seeking partners to license the Zoonicorn across publishing, plush and more.

"The Zoonicorns exist to take anxious young zoo animals on fantastic and encouraging adventures in their dreams," says Mark Lubratt, creator and author, Zoonicorn. "We want the stuff animals and the books to help kids do the same thing."





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'Sesame Street' Lands on Roku

Sesame Workshop, the non-profit educational organization behind "Sesame Street," announced that its on-demand video service, Sesame Street Go, is now available on Roku.

Roku will provide subscribers with easy access to "Sesame Street's" educational programming on their Roku players and Roku TV models.

Sesame Street Go is an ad-free subscription service that provides families with a child-friendly platform to instantly watch the latest full-length "Sesame Street" TV episodes and short-form mini episodes, plus hundreds of full-length episodes from prior seasons and "Sesame Classics, Volumes One and Two." In addition, users can filter content through

eight core learning areas including math, science, literacy and the arts.

"We are thrilled to bring Sesame Street Go to millions of Roku customers and give families access to their favorite characters, episodes and music," says Scott Chambers, senior vice president and general manager of North

America media and licensing, Sesame Workshop. "At Sesame Workshop, we use media to make educational opportunities available to all preschoolers. With Sesame Street Go on Roku players and Roku TV models, we can make our content available to even more children."

"Sesame Street' is an iconic children's program and its evolution into digital, on-demand distribution with Sesame Street Go delivers an experience that matches how today's consumers watch TV—anytime they want on their terms," says Ed Lee, vice president of content, Roku. "Roku players and Roku TV models provide one of the first true connected TV Sesame Street Go experiences for consumers. We look forward to helping Sesame Workshop expand its audience, while giving millions of Roku customers access to some of the best educational children's programming available today."



NFLPI Looks to Beef Up Licensing Roster

NFL Players Inc. is highlighting the power of National Football League players with a focus on its Top 50 best-selling players, Top 50 Rising Stars and opportunities presented by Fantasy Football leagues.

"Licensing Expo is an opportunity to strengthen and build upon our existing partnerships, while also meeting to plan new collaborations with prospective licensees, retailers and co-brand licensors," says Steve Scebelo, vice president of licensing and business development, NFLPI. "The show is an unrivaled opportunity for NFLPI to showcase its position as the one-stop shop

for NFL player licensing solutions."

The organization's focus on business development over the last few years has allowed for the cultivation of a robust licensee base that includes anchor partners such as EA Sports, Panini and Fanatics.

EA Sports is aiming to reach younger players through its new Madden Ultimate Team online and "Madden Mobile" digital offerings, while Fanatics is expanding its direct-to-retail deal with NFLPI to include made-to-order designs for all 1,800 current NFL players. Meanwhile, Panini is expanding collegiate co-branding opportunities with new trading

cards that feature current players alongside branding from their alma maters.

As it continues to diversify, NFLPI is looking at a number of new categories including food, health, mobile games, toys-to-life video games, 3D printing and casual footwear. Co-branding deals will continue to be a focus as well, as will new retail opportunities.

NFLPI also plans to work with its baseball counterpart, the Major League Baseball Players Association (also exhibiting this year) to create opportunities for year-round, player-focused promotions.

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Garfield Turns 30, Adds International Deals

Garfield continues to add to his licensing empire with representation in Japan; direct-to-retail deals in Italy, France, Singapore, China, India and Taiwan; and promotions in France, Spain, Belgium, Luxembourg, Indonesia, China, Latin America and the U.S.

In the U.S., “The Garfield Show” will debut new episodes starting in October on Cartoon Network/Boomerang. Distributor Anderson Digital also recently released the show in Spanish with promotional support from Hulu. In October, the primetime special “Garfield’s Halloween Adventure” will mark its 30-year anniversary with special collectible product on GarfieldCollectibles.com, CafePress.com and Zazzle.com. “Garfield: A Musical with Cattitude” debuts at the Adventure Theatre in Washington, D.C., on June 19, which also happens to be Garfield’s 37th birthday.

The play was written by Garfield creator Jim Davis and Michael Bobbitt and features



original music penned by various artists.

Promotions in the U.S. include Great American Opportunities, which selected Garfield as their collectible character for the 2015-16 school year. The exclusive license allows Great American to depict the famous cat in figurines themed around historical, sports and music legends as a school fundraising device. Additionally, Ovation Brands (Old Country Buffet, Country Buffet, Ryan’s and Home Town Buffet) will wrap up their Family Night promotion on June 30.

New direct-to-retail launches with Original Marines (Italy), Undiz (France), C&A (Brazil) and Rei do Mate (Brazil) will take place in 2015, and programs continue at Adlib (Singapore), Archies (India), Lalabobo (China, Hong Kong and Taiwan), and Fun Stores (China).

In Latin America, Top Cau will roll out molded chocolate and eggs with in-pack premiums; publishers Publibook Livros and Ediouro Publicacoes with comic compilation books, and Associação Do Via Vale Garden and Cipolatti & Cipolatti Locacao, which orchestrate mall events.

In Mexico and Central America, Carvajal Educacion and Gabrielli International holds the Garfield rights in

most categories with multiple distribution channels.

In Peru, Ecuador and Colombia, a Garfield plush is packaged with a *Garfield* activity magazine in a promotion with Grupo La Republica Publicacione and P&L Global brought in a Garfield-branded yogurt deal with Laive for Peru that will launch later this year.

Over in Europe, PMS International has been awarded the license for amusement plush for the U.K. and Benelux; “The Garfield Magic Show” continues its run at Le Cirqu d’Hiver in Paris; and QSR promotions with Quick France in France, Belgium and Luxembourg, as well as Fosters Hollywood in Spain are on tap for the year.

Bulldog Licensing manages the Garfield licensing program in the U.K., which includes Five Mile Press (publishing and puzzles), Roy Lowe and Sons (socks and tights), Sambro (bags and stationery), Brand International (slippers), Ravette (publishing), Wicked Cool (toys) and J Fox (accessories).

Garfield apparel is also a major seller on the high street with the fashion line from Lazy Oaf selling in huge numbers and nabbing a LIMA nomination.

Rebecca Bonbon Fetes 10th

Crown Creative is celebrating the 10th anniversary of Rebecca Bonbon this fall with a new artistic and trendy look for the fashion property as well as an expanded licensing program.

Crown is focusing on beauty, back-to-school, apparel and accessories for the sassy and cute French bulldog from Hello Kitty creator



Yuko Shimizu.

Crown Creative, a Japanese brand licensing company, has more than 150 licensees in Japan, mostly in the apparel sector. Crown specializes in fashion-influenced character brands and also owns and licenses brands and characters including Kangol (Japan only, except headwear) and Sugar&Babe.

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Licensing enquiries for the Americas accepted by Monika Salazar,
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at m.salazar@pokemon.com.

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



'Wolfblood' Moves into Books

In its latest deal for the kids' television series "Wolfblood," Bulldog Licensing is joining forces with Autumn Publishing/Bonnier in the U.K. for a book franchise. The agreement will bring a diverse lineup of formats to store shelves and e-readers including series novelizations, box sets, graphic novels, journals, complete guides, poster books and annuals.

The publishing program adds to the brand's existing licensing partners: GB Eye for posters; Titan for magazines; Danilo for greeting cards and calendars; Fashion UK for nightwear and underwear; Smith & Brooks for apparel and VMC for accessories.

"'Wolfblood' has a massive following on TV, so these books are sure to fly off the shelves," says Vicky Hill, licensing manager, Bulldog. "This deal adds to a wide-ranging licensing program, which underlines the strength of what is a rapidly growing brand."

Created by Debbie Moon and co-produced by CBBC and ZDFE, "Wolfblood" chronicles the lives and dramas of seemingly normal teenagers who live a secret life as Wolfbloods, or humans that can turn into wolves. The series is now in production on its fourth season.



Classic Films Get Comic Treatment

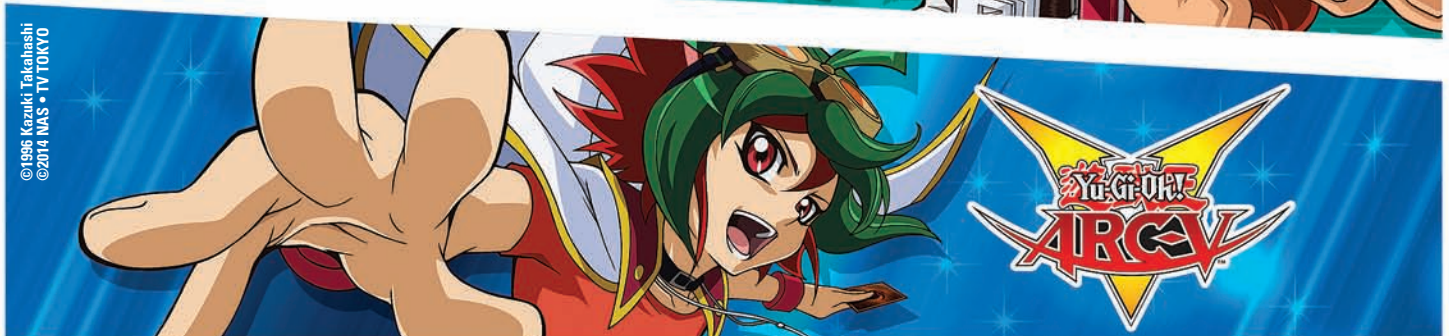
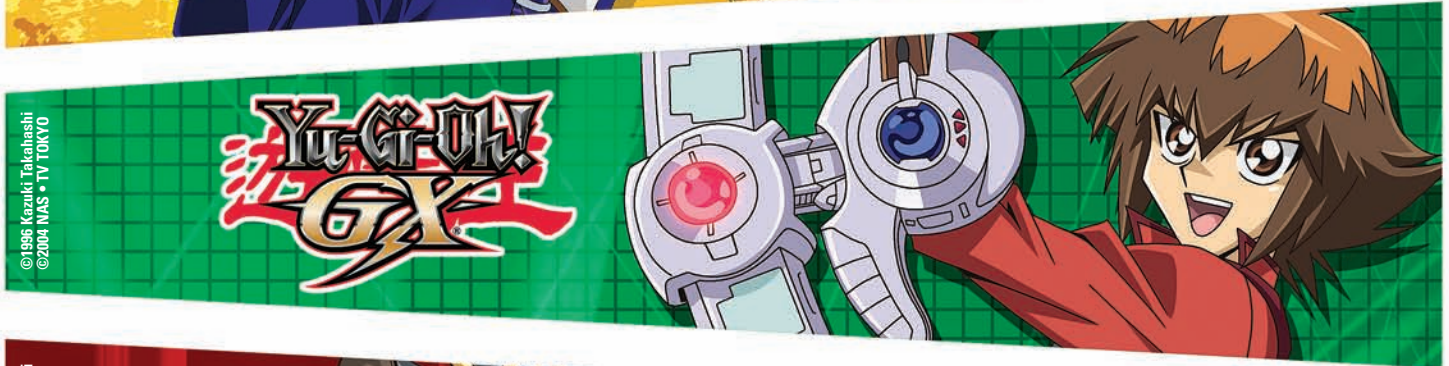
Boom! Studios, Dark Horse and Space Goat are going after the nostalgia trend by creating popular comic books based on classic, well-known films from the late-'80s and early '90s. The deals were brokered by Creative Licensing Corporation.

"Nostalgia plays a big part in the attractiveness of comic books because many of us discovered them as kids. Older properties also create a foundation for us to continue a story," says Filip Sablik, president of publishing and marketing at Boom! Studios.

The serialized comic book lines include titles inspired by *The Terminator*, *Bill and Ted's Excellent Adventure*, *Evil Dead 2* and *Escape from New York* and promise to remain true to the look and feel of the originals while standing on their own. The comics are set to release this year at online and specialty retailers.



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PBS Grows 'Daniel Tiger's Neighborhood'

PBS Kids is adding some new faces to the block for the hit series "Daniel Tiger's Neighborhood" this fall. The kids' television property from The Fred Rogers Company is expanding into cake decoration and kits, coloring and activity books and sets, party supplies, Colorforms sets and sleepwear.

The latest offerings include:

- Round and sheet cakes as well as edible and non-edible cake decorations and a cake kit, featuring scenes and individual characters from the show from Bakery Craft;
- Coloring and activity books and box sets (including some with crayons, paints, stickers and markers), activity sets and kits and oversized coloring floor pads from Bendon;
- A wide array of party and celebration goods such as paper dinner and dessert plates, napkins, paper cups, invitations, thank you notes, Mylar balloons, centerpieces, table covers, personalized

banners, piñatas, giant wall decals, cone hats and masks, favor boxes and assorted party favors from Buy Seasons;

- Two reusable sticker activity sets, the Take-Along set and a Create-a-Story set, that showcase the series' main characters from Colorforms;
- A range of colorful children's sleepwear, including two-piece pajama sets in both long- and short-sleeved tops and long and short bottoms, and nightgowns

from Komar Kids. "We're so excited to be working with these best-in-class licensees on an exciting new range of products that will help fans of 'Daniel Tiger's Neighborhood' celebrate life's everyday moments and special events



with the brand they love," says Samantha Freeman, co-founder and president, Out of the Blue Enterprises, licensing agency for the property.

"These terrific products are designed to perfectly capture the show's charming characters, heart-warming stories and upbeat messages, giving preschoolers and their families the opportunity to spend even more time with their favorite friends from the 'neighborhood,'" adds Paul Siefken, vice president of broadcast and digital media, The Fred Rogers Company.

Angry Birds Flocks to Macy's Thanksgiving Parade

Rovio Entertainment has signed a three-year deal with Macy's to have an Angry Birds balloon featured in the Macy's Thanksgiving Day Parade beginning this year.

A character from the first-ever *Angry Birds* movie (to be revealed at a later date), which is set for worldwide release in May 2016, will make its debut at this iconic, internationally recognized event, which takes place on Nov. 26.

More than 3.5 million spectators are estimated to line the streets of Manhattan for the parade and a further

57 million viewers will tune into the live telecast.

"We're delighted to confirm our participation in the Macy's Thanksgiving Day Parade," says Gaetano Mastropasqua, president, Americas, Rovio Entertainment. "The partnership kick-starts the promotional campaign for the highly anticipated *Angry Birds* movie and underpins our long-term commitment to Angry Birds, a world leading entertainment franchise with gaming at its heart."



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Lawless, Red Sky Pub Bonnie Boat e-Books

Lawless Entertainment has signed Red Sky Publishing as its e-book publisher for the preschool entertainment and consumer products brand *Bonnie Boat & Friends*.

Red Sky Publishing will launch *Bonnie Boat & Friends* as an initial series of three e-books with the first scheduled to

release in June 2015.

The e-books—*Bonnie Boat & Friends: Johnny Jetski Makin' Waves*, *Bonnie Boat & Friends: Frank Gondola-The Party Singer* and *Bonnie Boat & Friends: Waylon the Wailin' Blues Whale to the Rescue*—will be available through Amazon Kindle, Apple iBook, Barnes & Noble Nook and

Kobo Google Play.

Founded and headed up by veteran entertainment attorney Micky Hyman and former president of CBS Television Network James Rosenfield, Red Sky Publishing has published e-books from accomplished authors in a wide range of categories including adventure, thrillers, romance, non-fiction

and children's.

"We are excited to launch *Bonnie Boat & Friends* as an e-book collection in association with Lawless Entertainment. *Bonnie Boat & Friends* is a hip, fun and music-filled entertainment for preschoolers that adults will also love," says Hyman.

"Red Sky Publishing has rapidly grown into a respected e-book publishing house by attracting prolific authors and innovative entertainment brands, and we are delighted to have *Bonnie Boat & Friends* under their banner," says Cathy Malatesta, chief executive officer, Lawless Entertainment. "We look forward to joining forces with Micky and his team at Red Sky to launch this fun and special title as an e-book series."



Tinderbox Adds to Video Game Portfolio

Tinderbox, the dedicated digital division of leading global brand extension agency, Beanstalk, is now working with various video game titles.

Tinderbox is working on global consumer products programs for three Microsoft Xbox titles: "Fable," "Forza" and "Killer Instinct."

The agency is also working to pursue licensing opportunities for zombie survival game franchise, "State of Decay."

Tinderbox was also recently appointed as the exclusive licensing agent for action-adventure video game, "Ori and



the Blind Forest." Tinderbox will also support independent developer Moon Studios in obtaining global licensing opportunities across multiple categories for "Ori," which was first released for PC and Xbox One in March.

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Saint Seiya Gets International Releases

Toei Animation has released two Saint Seiya films to the international market this year.

Saint Seiya Soul of Gold, begins with the resurrection of the Gold Saints, who seemingly died in the previous series. Finding themselves in a strange, beautiful world overflowing with light, the 12 saints soon discover that even death does not keep a warrior down and embark on an adventure to save a legendary city from an ancient god bent on vengeance.

So far, *Soul of Gold* has enjoyed success since its April 11 debut, with more than 2 million views. Offered digitally on Daisuki (Japan), iQiyi (China), Hulu (North America) and Crunchyroll (North and Latin America, Europe), *Soul of Gold* expects to enlarge its viewing figures every two weeks as each new episode is posted. Partnered with Bandai, *Soul of Gold* is also embarking on a comprehensive merchandising program to accompany the series.

Along with soul of gold, previous chapters of Saint Seiya (the original,



“Hades,” and “Omega) will be seeking licensing opportunities at Licensing Expo.

Saint Seiya: Legend of Sanctuary is the highly acclaimed 3D, CGI feature film based on the iconic manga and television

series from the 1980s. Broadcast in more than 80 countries, along with 34 million copies sold, “Saint Seiya” spearheaded anime’s global popularity.

Directed by famed Japanese animation filmmaker, Keiichi Sato and executive produced by its original creator, Masami Kurumada, *Saint Seiya: Legend of Sanctuary* is a modern retelling of the series acclaimed “Sanctuary Saga” arc, which sees the saints racing against a 12-hour deadline in order to save the Princess Athena from impending death.

Featuring intense action, powerful drama and music from legendary JPop star, Yoshiki, *Saint Seiya: Legend of Sanctuary* is an unprecedented cinematic achievement from the world’s most respected anime powerhouse. The film will premiere at Annecy in its original Japanese, with English subtitles. Toei has entered into a deal with Sun Distribution to bring the film to Latin American theaters, and a comprehensive merchandising campaign will be built alongside its introduction.

Zodiak Kids Debuts New Preschool Series

This year, Zodiak Kids is showcasing its brand-new comedy adventure preschool show “Floogals.”

The 52 x 11-minute series is commissioned by Sprout, the NBCUniversal-owned kids’ channel with a 55 million audience reach, who will also co-produce. The series is set to launch in early 2016 in the U.S.

“Floogals” is a state-of-the-art combination of photo real CGI and live-action, new to preschool television. It


follows the wild and comedic adventures of three tiny aliens who’ve landed in a suburban house.

Their Planet Floog is very different to Planet Earth, and everything we take for granted is fascinating to them—from ice cubes to bubble baths, birthday cakes to wild rabbits, garden hoses, trumpets and escaped hamsters.

The trio of aliens are keen to impress with their daily reports to Floog on what

they’ve discovered. Their investigations involve theories and clue following that lead them and viewers to fun revelations. Through the daily missions of the little aliens, children will gain a greater appreciation and understanding of the uniqueness of the world around them, just as they are learning about the world and how it works themselves.

“Floogals” is produced by Zodiak Kids production arm Zodiak Kids’ Studios.

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Fuller Brush Channels Nostalgia Trend

The Fuller Brush Co. has reinvented its classic American brand and is bringing it back to market with an omni-channel product strategy that plays on the current trend for nostalgia brands.

When it was launched in 1906, the company set the industry standard for a direct-to-consumer, door-to-door sales model. With a mission to “Make it work... Make it last... Guarantee it no matter what,” the brand represents quality and trust to the millions of families that have invited Fuller Brush into their homes.

In 2012, Victory Park Capital collaborated with industry veteran David Sabin (innovator of the George Foreman

Grill) to acquire the brand. In the three years since, the company has developed a range of retail lines across premium and mass chains, and Fuller Brush Co. appointed Alex Meisel & Co. as its licensing agent in February. The brand has 85 percent recognition among the Baby Boomer generation, and with the help of Alex Meisel, the company is making Fuller Brush a household name once again.

The re-booted brand aims to empower consumers to live “Fuller” lives, with core product focused on personal care and cleaning. The company is also expanding into a host of new categories including publishing, garden, water filtration, health

and wellness and automotive.

“The value of a great brand is powerful, and The Fuller Brush brand is a tremendous asset,” says Sabin. “There is a deep consumer connection to Fuller, both in the quality of the product and the positive personal experiences that families recall of the Fuller Brush man bringing premium product and integrity into their homes.”



ROI Visual Takes ‘Poli’ Around The World

Thanks to ROI Visual, “Robocar Poli” is taking a worldwide trip, as several international licensing programs launch this summer.

Gulliver, the master licensee in Russia, will release Robocar Poli stationery in 11 countries including France, China and Korea. The items includes basic stationery for drawing such as crayons, colored pencils, and markers, and also stationery for craft such as scissors, glue and a clay kit

Robocar Poli plans to launch 24 kinds of stationery items globally through early 2016, and unveils 15 kinds of stationery items during Licensing Expo.

Poli will also attend Kids on the Beach, a kids summer camp held by Gulli, a French kids TV channel. Following this nationwide event, Poli will be participating in two zones at Kids Expo, one of the biggest kids events in Paris with broadcasting partner Gulli as a program and activity zone and with Silverlit for a display zone for children to experience the master toy lines and various Poli merchandise.

In 2015, the fourth year for Robocar Poli in Taiwan since launching on Yoyo TV, “Robocar Poli” is not only the continuous No. 1 preschool brand but also becoming the national character for Taiwanese children and family. Poli has made a promotion partnership with store Mirada and plans to do premium gift promotion in 21 Mirada chains nationwide with meet-and-greet events in newly opened stores from June to July.

Also, children will get to meet Poli in famous department stores of Taipei and Taichung in July, a Poli-themed children’s play park will be launched with full of Poli experience such as air bouncers and a global selection Poli products from all over the world.

In Taiwan, Poli with over 60 SKU master toy lines and more than 300 licensed products including books, apparel, shoes, and stationery, will be expanded to personal care products and plush lines in the second half of this year.

After a year of broadcasting, the

program, co-produced with Chinese No.1 children’s live show, “Zinguizi Castle” on CCTV 14, “Robocar Poli” will be launched on CCTV in the second half of the year, based on its settled brand awareness and traffic safety campaign.

Based on the increasing popularity, Silver Kids, who distributes “Robocar Poli” master toys in China, will expand the stores handling “Poli” to 880 stores nationwide, including Kidsland and Toys ‘R’ Us, and estimated 300 percent sales growth from last year.

“Robocar Poli” also signed a deal with No.1 indoor play park brand Yuyuto and plans to open four Poli play parks in four cities in China and other cities added every year.

In 2017, it is expected that at least 12 Poli play parks in 12 cities will be open in China. Following the master toys and publishing, which have been settled in the market for a year, tableware, stationery, skincare and dental care will be launched in the second half of 2015.

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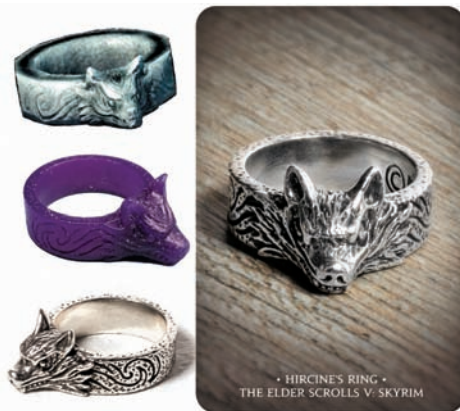
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RockLove Jewelry Features Top Gaming Brands

Burgeoning accessories licensee RockLove Jewelry has teamed up with e-commerce store operator ThinkGeek Solutions to create a capsule collection of licensed jewelry for two top video game brands—Bethesda’s “The Elder Scrolls V. Skyrim” and BioWare’s “Dragon Age: Inquisition.”

The lines of sterling and bronze jewelry launched in holiday 2014 and have seen repeated sell through, prompting the partners to expand the current “Skyrim” and “Dragon Age” offerings while beginning development of new lines for four more additional gaming properties: Bethesda’s “Fallout,” BioWare’s “Mass Effect,” Playstation’s “Bloodborne” and Playstation’s own branded line.

“Working with RockLove allowed ThinkGeek Solutions to capture the attention of dedicated gamers with finely



crafted symbols of their passion, says Jed Seigle, president, ThinkGeek Solutions. “The early success that we have seen is opening up opportunities to expand into even more relevant IPs.”

The “Elder Scrolls” and “Dragon Age” lines are only the latest in a series of successes for RockLove, which has also created licensed accessories for a host

of pop culture brands including “Star Trek” and the Showtime TV series “Penny Dreadful” via licensor CBS Consumer Products and History Channel’s “Vikings.” New, recent additions to the company’s license portfolio include Starz’s “Outlander The Series” from licensor Sony Pictures Television, and “Thunderbirds” and *The Hobbit* movie trilogy in partnership with licensee Weta Workshop.

“By collaborating directly with the property, making IP-owned product over which they have complete control, the brand chooses their quality, quantity, design and where it is sold,” says Allison Hourcade, owner and designer, RockLove. “This ensures that their premium line remains exactly that, premium. And when sold on their official web store and featured on the property’s social media, fans are able to easily find the items, purchase and share.”

‘Zafari’ Lets Loose in Vegas

Following the global success of Masha and the Bear, Ink Global will be showcasing “Zafari,” a brand-new property at Licensing Expo.

“Zafari” is the brainchild of David Dozoretz, an animation visionary who worked on the *Star Wars* prequels and contributed to major movies such as *Jurassic Park*, *Forrest Gump* and *Mission Impossible: Ghost Protocol*. With a multi-million euro budget in place, this animation tells the story of a group of animal friends who live together in Zafari, a land that’s home to a collection of unique inhabitants who have all been magically born with the skin of other animals.

The series follows the adventures of Zoomba—a little elephant with zebra

stripes—as he explores and makes sense of the world. “Zafari” concentrates on the themes of inclusivity and friendship, showing kids that everybody is unique in some way and that differences should be celebrated.

The show comprises 52 x 7-minute episodes (with 12 more episodes planned by mid-2017) and 26 x 5.5-minute “Masha Tales,” all of which chronicle the adventures of a little girl called Masha and the bear who becomes her reluctant playmate. The cartoon is the work of Russian animation studio Animaccord and was named best animation in the Creative Talent category at the 2015 Kidscreen Awards. Licensees have been quick to tap into the brand’s popularity, which is

bolstered by a strong presence on YouTube, Facebook and Twitter, and the property boasts hundreds of partners across Europe.

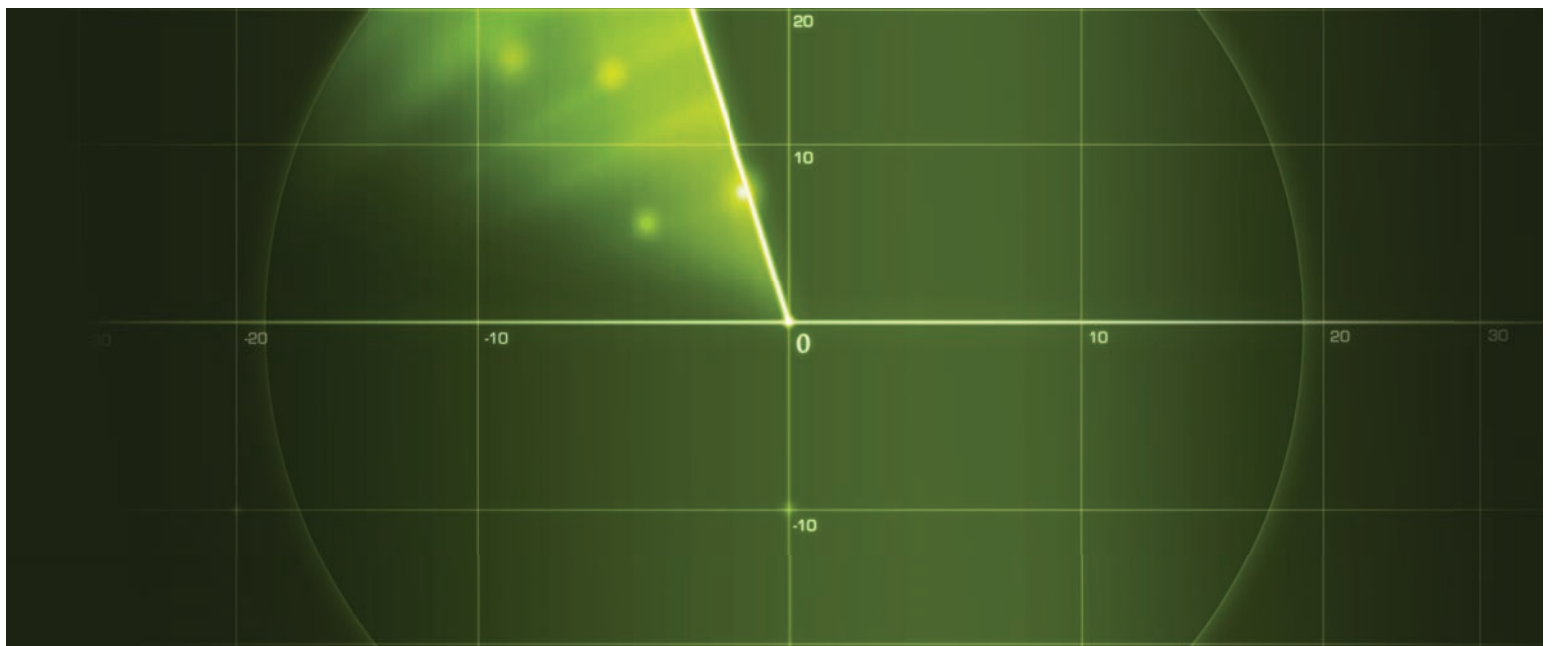


“These two brands capture the essence of what we’re doing at Ink Global, as they offer originality and fresh storytelling combined with licensing potential,” says Claus Tømming, director, Ink. “We want to talk to partners who are ready to capitalize on this and offer something truly different to consumers.”

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Campbell Soup Plans Apparel Line

Big Tent Entertainment, an integrated marketing and brand licensing agency, has signed its first license for the Campbell Soup Company with Hybrid Apparel.

The new agreement includes t-shirts, fleece, tanks, junior novelty tops, leggings, skirts and casual lounge bottoms for men's, junior's, boys, girls, and infant/toddlers.

Under the multi-year agreement, Big Tent will create Campbell Soup Company's merchandising program in non-consumable categories



including home and kitchenware, décor, appliances, storage, publishing, novelty, toys, apparel/accessories, digital and collectibles.

"Campbell's is synonymous with family and togetherness, and it's the ultimate comfort brand," says Rich Collins, chief executive officer, Big Tent Entertainment. "Our strategy taps into this legacy

and will build a program that will reach deep into the homes and hearts of families across the country. It's a privilege to be entrusted with this type of brand, and we are looking forward to building its name at retail in new and creative ways."



Loudmouth Refocuses Beyond Golf

Originally a golf brand, Loudmouth is revitalizing its image as a leader in the fashion, lifestyle and home goods markets with its bold and bright designs, ranging from classic argyle and houndstooth to its popular paint splash pattern.

The brand began with fashion licensing and now boasts deals for apparel and accessory items such as socks, belts, footwear, neckwear, caps, sunglasses, bedding, luggage, stationery, tech accessories, drinkware and pet products.

"What started out as a way to overcome monotonous apparel in the golf market, has now become one of the hottest brands in licensing," says Steven Heller, founder, The Brand Liaison, licensing agent for Loudmouth. "On the strength of its distinctive, impossible-to-ignore designs, Loudmouth has grown way beyond its golf roots and now sells to mainstream

consumers who enjoy standing out from the rest of the crowd."

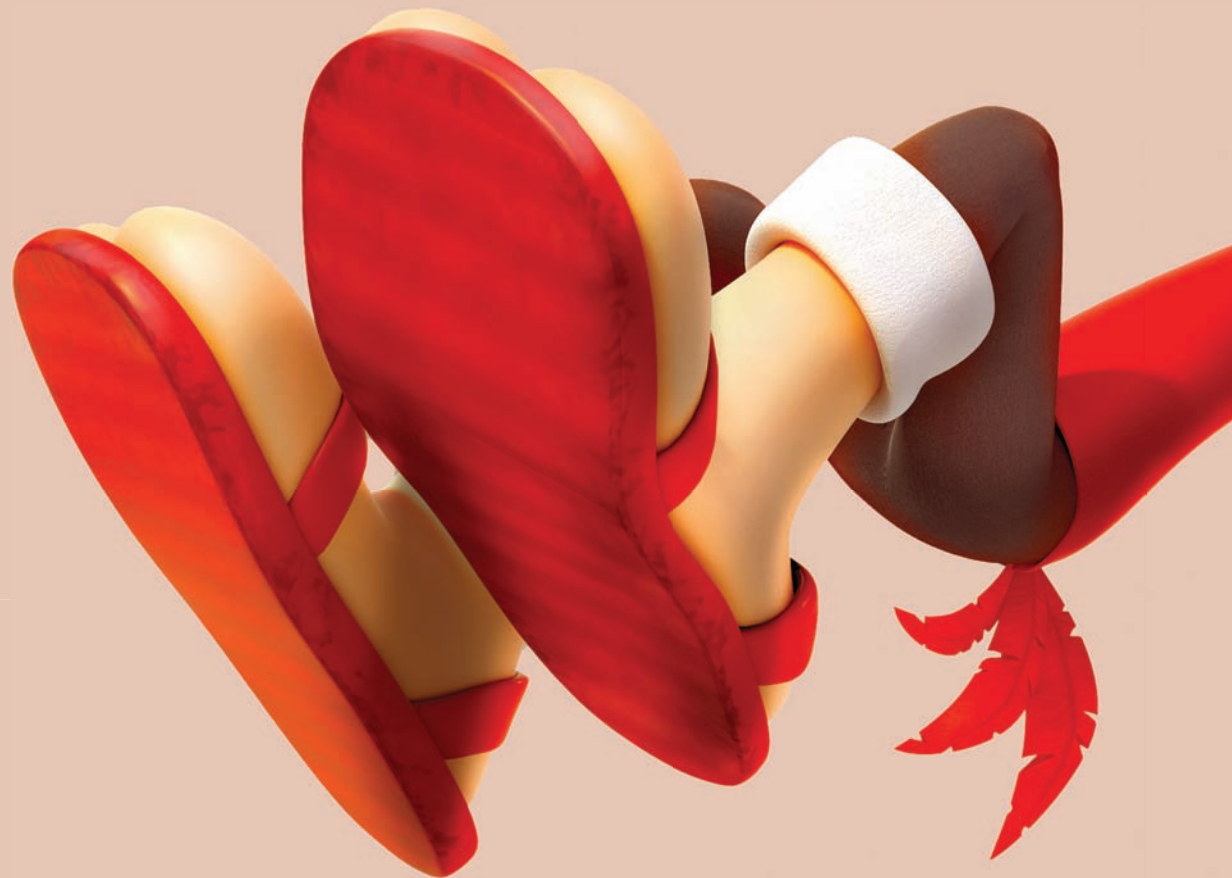
Beside licensing of the Loudmouth brand to other manufacturers, Loudmouth is also active acquiring licenses including Hello Kitty, SpongeBob, and the logos of more than 50 colleges and universities that are now paired with the Loudmouth patterns.



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ITV Promotes New Series

Following a successful first season in the U.K., ITV Studios Global Entertainment has acquired the licensing rights for “Poldark,” the hit historical television drama based on the book series by Winston Graham, and has signed Danilo as its first partner in the stationery and greetings category.

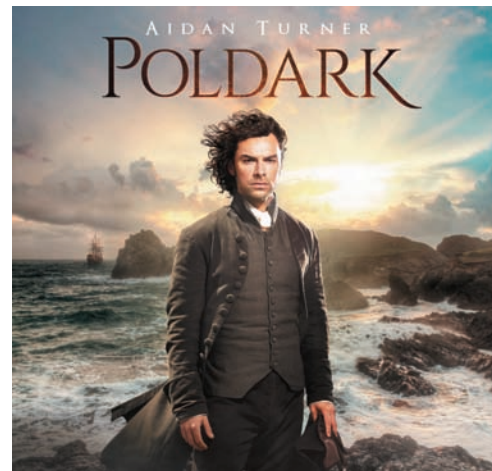
Danilo will create a calendar inspired by the show, which is scheduled to hit U.K. retailers at the end of the year.

The company joins home entertainment partners ITV Home Entertainment for a DVD of the first season and Sony Music for the soundtrack release.

ITVS GE is also seeking consumer

product partners in apparel and accessories, homewares, gifting, stationery and personal care with a primary focus on the female adult market, followed by gift buyers and men.

“Since its debut, ‘Poldark’ has become one of the most talked about new TV shows in recent times and star Aidan Turner has set pulses racing in the U.K.,” says Trudi Hayward, senior vice president and head of global merchandising, ITVS GE. “It promises to be a really exciting new property, with a confirmed second series and partners already coming on board, we’re committed to harnessing the strong commercial potential of the brand



with licensing collaborations that target the show’s growing fan base.”

Doraemon, ‘Naruto’ Return to Vegas

Viz Media is showcasing a variety of properties this year like Doraemon, “Naruto Shippuden,” “Jojo’s Bizarre Adventure” and “Terraformars.”

Doraemon marks its 45th anniversary in 2015 and continues to be a major worldwide franchise with more than \$500 million in annual global retail sales and over 600 active licensees. The Doraemon brand debuted last year in North America, with a robust list of partners spanning all categories (toys, apparel, stationery, food and beverage) and the partner list continuing to grow. Doraemon recently appeared at the annual Washington, D.C., Sakura Matsuri, New York City’s Japan Week, and numerous events around the country, expanding the brand’s consumer visibility and capturing the imagination of a new generation of fans.

The “Naruto Shippuden”

brand continues to grow with new partners and licensed categories, including 3D mugs, bath and household items, high fashion, figures, auto accessories, electronics and more. The latest feature film, *The Last: Naruto The Movie*, debuted theatrically this spring in North America, and expanded to Latin America in May. In Latin America, *Naruto* and “Naruto Shippuden” enjoy widespread popularity, and Viz Media has teamed with prominent partners to develop the property into strong multimedia brands, localized for the burgeoning market.

In the “Jojo’s Bizarre Adventure” anime series, the Aztecs—the people of the sun—once prospered in ancient Mexico. They had a stone mask that brought eternal life and the power of a domineering ruler to he who wore it, but at some point, the mask disappeared without a trace. Years later, in the late 19th century, when men’s lifestyles and outlooks on life were quickly changing, Jonathan Joestar and Dio Brando meet, and the stone mask binds them to a rather curious fate.

“The Terraformars” series focuses on life after humanity’s first manned mission to the Red Planet. The explorers prepare to exterminate the cockroaches that were used to transform the Martian environment. However, the crew of explorers has each undergone an experimental surgery to make them more than human.



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24IP Law Group	C37	Anne Was Here	E13	International Exhibition	J23; J25; J27; K23; K24; K25; K26; K27; K28	Animation Products	K197
3292 Brands LLC	B77	Appu Series	Q205	Bentley Licensing Group	D19	Carte Blanche Group	Y204
3DplusMe, Inc	U183	ARB Worldwide Corp. Sdn. Bhd.	J33	Benton Arts	H38	Cartoon Network Enterprises	D121
41 Entertainment LLC	H187	Art 2 License	D21	Big Tent Entertainment	H155	Caterpillar	J43
4K Media Inc.	S181	Art Ask Agency	B63	Bigshot Toyworks	W194	CBS Consumer Products	R155
A&E Networks	W203	Art in Effect	G19	Billboard & The Hollywood Reporter	G37	Cherokee Global Brands	J81
Aardman Animations	N194	Art Makers International, Inc.- AMI!	G24	Blaylock Originals Inc.	G25	China Toy & Juvenile Product Association	A31
ABRAL	F165	ArtMoose	B21	Blizzard Entertainment	J177	Chronicle Books	G30
Brazilian Brands	F165	Artestar	F46	Bloomers Edutainment LLC	H30	ChuChuTV Studios	Q205
Accu-Track by Credit & Financial Services Inc.	C30	ARTPQ	J143	Boy Scouts of America	F59	Cisco Sales Corp.	G29
Activision	R171	Asiana Licensing Inc	J143	Brainpaths LLC	M197	CJ E&M Corporation	J157
ADEX	E155; E165	Asociación Mexicana de Promoción y Licenciamiento de Marcas, A.C.	D165	Brand Central LLC	H59	CMG Worldwide	G59
Alchemy Licensing	D22	Aurora World Corp	J143	Brand Licensing Team	W184	Coca-Cola	E89
Alchemy Media Group Inc./ Corday Photography	H24	Authentic Brands Group	S208	Brandgenuity, LLC	A89	Cogent Partners	K39
All Art Licensing a Division of J'net Smith Inc.	C13	Automobili Lamborghini S.p.A.	C59	Bravado International Group	P197	River Plate	B52
All-American Licensing & Management Group	F37	AwesomenessTV	R187	Eaglet Travels with Friends	H15	Huevocartoon	L193
ALMART Fine Art	E21	B.B. McBee	M193	British Heritage	C54	CopCorp Licensing	F69
Amazon Studios	J121	BANDAI NAMCO Entertainment Inc.	E155	Gallina Pintadita	Q187	Knockout Licensing	F69
American Cancer Society	A39	Bandmerch LLC	W182	Brother International Corporation	A77	Copyright Promotions Licensing Group Ltd	D155
AG Properties	N157	emoji® licensed by Bavaria Sonor Licensing	A23	Bulldog Licensing Ltd	H177	Corpirate	F13
American Mensa	F34	BBC Worldwide	O145	Butterfly Stroke Inc.	E165	CPLG North America	D155
American Posterity	E14	Beanstalk/Blueprint/Tinderbox	G89	Nanaritos	V185	Crayola	W199
Masha and the Bear LTD.	P187	Beijing Dream Castle Culture Co., Ltd.	A156	C3 Entertainment, Inc	D177	Creative Licensing Corporation	C140
Animation Magazine	W200	Beijing Heliview		CAPCOM	X199	Creighton Enterprises	C24
				CardConnect	W190	Crocs	B30
				Carlin West Agency/Live		Crown Creative Co., LTD.	E155



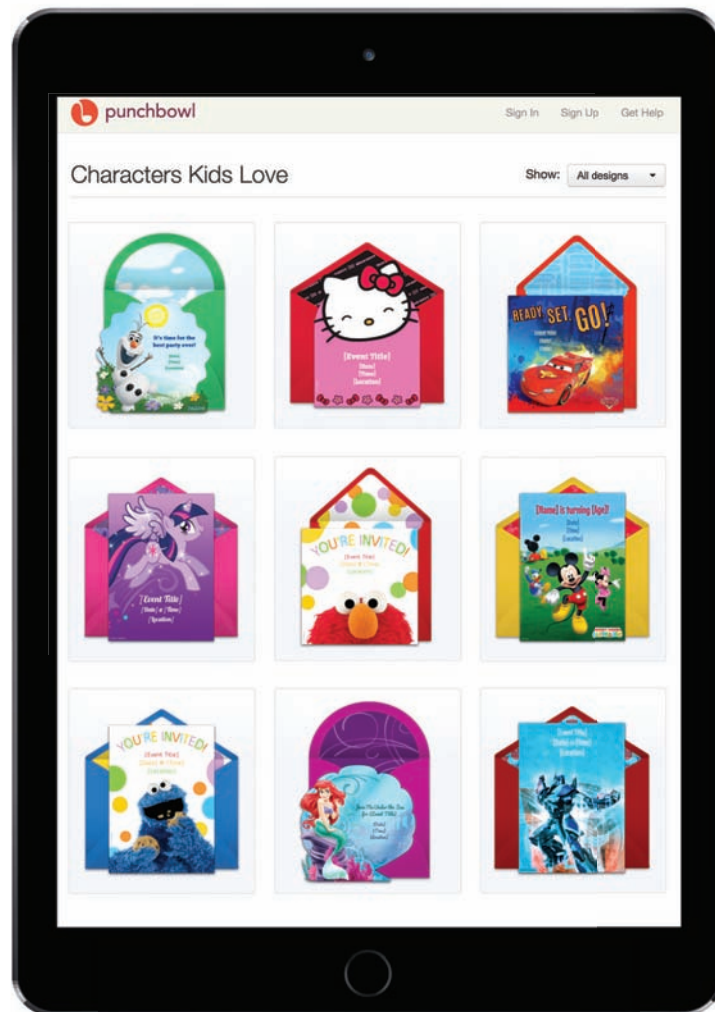
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Crown Jewel Girls	T193	FUTABA CO., LTD	E165
Crown Thorn Publishing	F14	Futbolitos	D165
CTI Solutions, Inc	W179	Fuzhou Hunter Product Imp. & Exp. Co., Ltd.	T181
Culture Studio	K37	Gabsol, S.A. de C.V.	D165
Curtis Licensing	L165	Garfield/Paws, Inc.	E181
CuteGirlsHairstyles & BrooklynAndBailey	Q205	Garner Holt Productions	V180
D&J Collectibles LLC	V192	Geeh the Band	U197
D. Parks and Associates LLC / Art-Licensing.com	C25	GENCO, INC.	E165
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Danken Enterprise Co., Ltd.	J37	Get Down Art	D11; D16
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Dependable Solutions, Inc.	M187	GorillaSquid Visual Labs, LLC	U192
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Distroller	C139	Haley Art & Design	E19
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DQ Entertainment	Q205	Slingshot	L195
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Fuller Brush Co.	E30	Jazwares	X181



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JB Bug Creations	H14	MerryMakers, Inc.	F181	Rediks Graphics	J143	The Fred Rogers Company	J129
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						Zoonicorn	E31



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_____ pays endless
TYPE OF FOOD (PLURAL)

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_____ and features
PERSON IN ROOM

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ADJECTIVE

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_____. You'll also
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_____ with important
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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 Lopez, 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? 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 Maryanuk, 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 Ulhir,

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 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.

THURSDAY June 11

Online, OnProduct, & 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. 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. 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.

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). Yet licensors have often taken a restrictive view of digital marketing by their licensees. This session will offer case studies and a how-to guide on the successful use of digital marketing tools to get consumers buying new products.



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Saban Names Surf Pro Face of Piping Hot

Saban Brands' Piping Hot has named surf champion Sally Fitzgibbons as its global ambassador.

The newly crowned Fiji Pro champion will serve as the worldwide face of the surf brand's upcoming marketing and publicity campaigns within Target Australia stores.

"As one of surfing's 'it' girls, Sally is the perfect ambassador for Piping Hot—one of the most successful surf brands in Australia," says Dan Castle, managing director, Saban Brands Lifestyle Group. "The brand, which is celebrating its 40th anniversary this year, is rooted in competitive surfing and

with Sally's passion, dedication, extreme talent and adventurous spirit, she is a true reflection of the Piping Hot brand essence. We're excited to work closely with Sally as we expand Piping Hot around the world."

Saban Brands Lifestyle Group is investing in Australian design and marketing talent to elevate Piping Hot's already prime positioning within Target Australia stores. Beyond the enhanced and refreshed footprint within Target Australia, there are plans in place, utilizing Saban Brands Lifestyle Group's global infrastructure, to expand internationally.



Manu Named as the 'One to Watch' in Expo Contest

Croatian design firm Manu's character-based brand Lil 'Ledy is the winner of this year's One to Watch contest for new Licensing Expo exhibitors.

"Lil 'Ledy stood out for its incredible versatility, not only in the many themes Manu has already created for the brand, but in the range of consumer products this could easily translate to," says Steven Ekstract, global publisher, *License! Global* magazine, and head of the *License! Global* judging panel. "We expect to see great things from this brand."

Lil 'Ledy merges the aesthetics of Japan and Sweden and is targeted to teens and young women. Manu has already released a range of collections that showcase the character in a variety of settings including Autumn Apples, Let's Celebrate, Rococo and Summer in the City.

Lil 'Ledy was selected from among 40-plus submissions and 6 finalists for the top honor based on its originality, huge licensing potential and on-trend aesthetic. Visit Manu to see for yourself in booth D41.



License! Global's Steven Ekstract and UBM Advanstar's Jessica Blue with One to Watch winners, Manu's Sonja Stahor and Antonija Majstorovic

The other finalists include:

- Bloomers! Edutainment (H30): This children's brand brings the magical world of nature to life with a collection of garden characters and educational materials. The brand also includes an online world and hands-on kids' gardening products.
- Hye Park and Lune (C42): Created by international supermodel Hye Park in collaboration with Lune Couture, this line of everyday apparel focuses on luxury essentials.
- Motor Marc (D177): Artist Marc Lacourciere (a.k.a. "Motor Marc") is

internationally known for his works featuring classic automobiles and motorcycles. Motor Marc is represented for licensing by C3 Entertainment.

- Nitro Circus (A58): This action-sports entertainment brand combines the skill of the X Games with the showmanship of Cirque du Soleil in a spectacle that features live stunts on a range of contraptions including BMX bikes, inline skates, tricycles and even lounge chairs and rocking horses.
- Zoonicorn (E31): This children's brand stars a group of magical creatures that are a mix between a zebra and a unicorn, Zoonicorns, visit young zoo animals while they sleep and join them on dreamland adventures to help gain confidence and learn valuable lessons. "Any one of our finalists could have easily won," says Ekstract. "All of these brands offer wholly unique licensing opportunities in a range of categories that the judges and I found very exciting. I highly recommend you check them out while you're here in Vegas."

showphotos



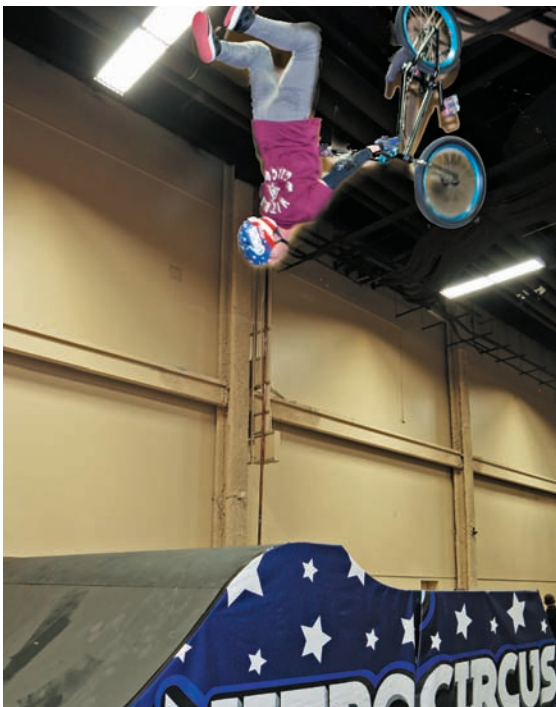
Kathy Ireland WorldWide's Kathy Ireland



The Character Parade



NBCUniversal's Dominic Burns and Nick Young with Knockout Licensing's Tamra Knepper and Carole Postal



An athlete performs a daredevil stunt at the Nitro Circus Live performance



Revelers swarm the DHX Brands cocktail party



Quadrant Licensing's Wendy Chang opens the China Pavilion with UBM Advanstar's Chris DeMoulin and LIMA's Charles Riotta



Entertainment One's Joan Grasso, Andrew Carley, Olivier Dumont and Rebecca Harvey



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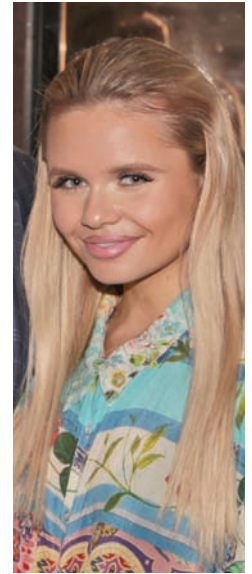
Football star Shawne Merriman and "Pawn Stars" Rick Harrison



Author of American Wife, Taya Kyle



UTA's Sid Kaufman



AwesomenessTV star Alli Simpson



AwesomenessTV's Jim Fielding and Erin Morris



HiHat Media's David Jacobs, The Fred Rogers Company's Suzanne Masri and Out of the Blue's Meghan Burke



AwesomenessTV stars Teala Dunne and Amanda Steel with ATV's Jim Fielding



WWE's The Bella Twins Nikki and Brie

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Expo Opens with Big Names from p1.

The keynote, called “The Future of Retail,” was moderated by Marty Brochstein of LIMA.

YouTube star and fashion influencer Bethany Mota anchored the afternoon in The Big Interview talk, which touched on Mota’s expanding fashion and lifestyle licensing deals, as well as the motivation behind her brand and her fans.

From her early days as a shy teenager posting “haul” videos on YouTube to having more than 8 million followers on her channel (which led a licensing deal with Aeropostale that is now in its second year) and music career, her fans inspire her to come up with more content.

“As long as I can create and inspire, then I’m very happy,” says Mota.



Style Haul’s Missy Lynn and Noel Bahamon with YouTube star Lia Marie Johnson and Refinery29’s Natasha Vaquer



Maker Studios’ Jenny Fancy and Blue Group Entertainment’s Samantha Woolf with YouTube stars Tati Westbrook, Amanda Steele and Andrea Brooks



United Talent Agency’s Natalie Novak and Tastemade’s Oren Katzeff with YouTube stars Caroline Goldfarb, Hannah Hart and Hunter March



Zefr’s Richard Raddon and YouTube’s Malik Ducard



Kohl’s Amy Kocourek, United Talent Agency’s Brent Weinstein and AwesomenessTV/ DreamWorks Animation’s Jim Fielding

APA to Represent Marlon Brando Estate

Brando Enterprises, the company that manages the estate of Marlon Brando, has appointed APA to represent the late movie star’s brand for licensing, endorsements and publishing.

A new documentary, *Listen To Me, Marlon* from Passion Pictures, will premiere next month; and BE also recently uncovered never-before-seen assets belonging to Brando including personal letters, audio recordings, works of art, personal photos and more, which will be utilized to extend the Brando brand.

Additionally, the Brando Hotel in Tahiti recently opened on the Brando-owned atoll of Tetiaroa in French Polynesia and will serve as inspiration for partnership opportunities.

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