



Simon Waters, general manager and senior vice president, entertainment and consumer products, Hasbro; Susie Lecker, chief brands officer, Toy Box division, Mattel; and Laura Zebersky, chief commercial officer, Jazwares

## Toy Talk Keynotes Show

The annual keynote set Licensing Expo 2016 in motion Tuesday morning with a panel conversation titled "Toys to Content: Where Do We Go From Here?"

Some of the toy industry's top minds participated in the conversation and included Simon Waters, general manager and senior

vice president, entertainment and consumer products, Hasbro; Laura Zebersky, chief commercial officer, Jazwares; and Susie Lecker, chief brands officer, Toy Box division, Mattel. Marty Brochstein, senior vice president, International Licensing Industry Merchandisers' Association, moderated.

## China Opens Expo to World

As a kick-off to Licensing Expo, China-ACG Group hosted a ribbon cutting ceremony that opened the China Pavilion to attendees, licensees and licensors.



Sun Ho, vice general manager, China-ACG Group; Charles Riotto, president, LIMA; Jessica Blue, senior vice president, licensing, UBM Americas; with Xiao Xiayong, culture counselor, and Wang Shuyu, consul, Consulate General of the People's Republic of China

## Licensing Heads to Japan

UBM, organizers of Licensing Expo and Brand Licensing Europe, and the International Licensing Industry Merchandisers' Association are partnering to bring a licensing and brand extension networking and education event to Tokyo, Japan, in 2017.

"Our long-standing successful partnership with LIMA will enable us to deliver an event that meets the needs of the market in Japan as no one else truly can," says Jessica Blue, senior vice president, licensing, UBM Americas.

More details about the event will follow in the coming weeks.



UBM America's Howard Gelb, global sales director; Jessica Blue, senior vice president, licensing; and Sarala Govindan, sales director; with Charles Riotto, president, LIMA; Yukari Takeuchi, chief executive officer, Seven Seas; David Buckley, president, Copyrights Asia; Nobuaki Nito, general manager, UBM Japan; and Kaori Taniguchi, general manager, LIMA Japan

## JLG Steers *Car and Driver* to HSN

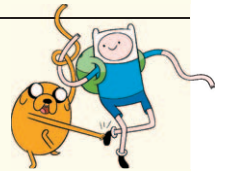
Joester Loria Group has brokered a deal for Hearst Brand Development's *Car and Driver* magazine property that will bring product exclusively to Home Shopping Network.

Licensee Mobile Power will create a line of Car and Driver-branded automotive power products and multi-functional work lights that includes a rechargeable, waterproof work light system for garages, homes, boats and more.

The line will launch in September on HSN.

## CN Builds with LEGO

Cartoon Network has partnered with the LEGO Group to launch a new construction set based on the animated series "Adventure Time."



The new "Adventure Time" LEGO set will include new brick-built figures and will feature concepts generated by the fan-fueled LEGO Ideas crowd sourcing platform.

The "Adventure Time" LEGO set will be available in early 2017.

## Events

- 10 a.m.-4 p.m. – Miss Universe and Miss USA (booth #G114)
- 11:45 a.m and 2:45 p.m. – JoJo Siwa (booth #B214)
- 3 p.m. – Sonic The Hedgehog turns 25 (booth #F188)



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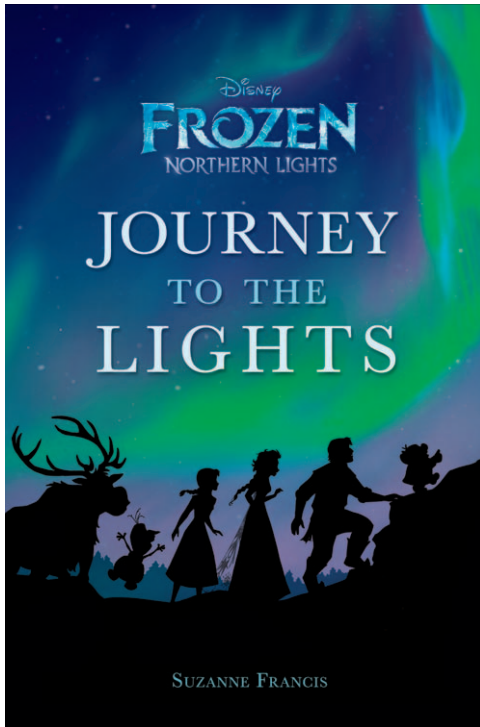
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## Disney Announces More *Frozen*

The Walt Disney Company has much more *Frozen* in store. Disney has partnered with Random House and the LEGO Group to debut an original story, *Frozen Northern Lights*.

*Frozen Northern Lights* will span a collection of books, animated shorts and digital extensions.

The first book, titled *Disney Frozen Northern Lights: Journey to the Light*, published by Random House, will launch next month ahead of an extended collection of books featuring characters from the movie, as well as a new protagonist named Little Rock.

The storyline will be further re-imagined by the LEGO Group with four new animated shorts and a full compilation that will air on Disney Channel this fall.

To support the new story, the website [Frozen.Disney.com](http://Frozen.Disney.com) will be updated with new activities and Disney will launch a *Frozen*-inspired Instagram account (@DisneyFrozen).

“Natural phenomenon meets cultural phenomenon in this all new story, *Frozen Northern Lights*,” says Andrew Sugerman, executive vice president, Disney Publishing Worldwide. “We’re excited to share this new adventure and offer fans great new ways to connect with their favorite characters thanks to a host of related books, digital games and activities.”

In addition, in development is a *Frozen 2* feature film, as well as a holiday special that will air on the ABC network based on the Olaf character.

Other major announcements from Disney include a third film in the *Cars* franchise, a live action *Beauty and the Beast* movie and the new CGI-animated Pixar film *Coco*.

## Hot Topic, *Star Wars* Win Big at LIMA Awards

The International Licensing Industry Merchandisers’ Association held its annual awards ceremony Tuesday night, with Hot Topic taking the top honor of Retailer of the Year for its “Doctor Who” program and Disney’s *Star Wars* walking away with four awards.

The evening also inducted Danny Simon, president, The Licensing Group, into the LIMA Licensing Hall of Fame. With more than 30 years of experience in the industry, Simon has headed up licensing departments at Lorimar Studios, 20th Century Fox and Carolco Pictures. Since 1992, he has operated his own independent licensing agency, The Licensing Group.

The LIMA International Licensing Awards were held at the Mandalay Bay Convention Center.

“This year’s award winners are definitive leaders in their respective categories and across the entire licensing landscape,” says Charles Riotta, president, LIMA. “Once again, nominees and award recipients truly exemplify licensing excellence in all corners of the globe.”

The winners are:

### Licensed Program

- **Art/Design:** *The Very Hungry Caterpillar*/The World of Eric Carle—owned by Eric Carle Studio, represented by Joester Loria Group
- **Celebrity/Fashion:** Cupcakes and Cashmere—represented by Brand Central
- **Character/Toy Brand:** Shopkins—owned by Moose Toys, represented by The Licensing Shop
- **Corporate Brand:** Girl Scouts of the USA—represented by The Wildflower Group
- **Digital:** “Candy Crush Saga”—owned by King Digital Entertainment, represented by Striker Entertainment
- **Film/TV/Entertainment—Animated:** “Peppa Pig”—Entertainment One
- **Film/TV/Entertainment—Live Action:** *Star Wars: The Force Awakens*—Disney Consumer Products & Interactive Media
- **Food & Beverage/Restaurant:** Corona, Constellation Brands—represented by Joester Loria Group
- **Licensed Promotion:** *Star Wars: Force Friday*/unboxing program—Disney Consumer Products & Interactive Media
- **Location-Based or Experiential Initiative:** AMC and Parque de Atracciones de Madrid—AMC’s “The Walking Dead”, represented by Striker Entertainment
- **Retailer:** Hot Topic—“Doctor Who” licensing program
- **Sports:** NFLPA

### Licensed Product

- **Apparel/Footwear/Accessories:** Peter Alexander for “Sesame Street” (sleepwear, outerwear and accessories)
- **Appliances/Automotive/Electronics/Hardware/Housewares/Paint:** The Sherwin-Williams Company for HGTV HOME paint
- **Digital:** Story Toys for *The Very Hungry Caterpillar*/The World of Eric Carle (apps)
- **Food/Beverage:** The Republic of Tea for “Downton Abbey”
- **Health & Beauty Aids:** Lovehoney for Motörhead official pleasure collection
- **Home Decor:** Pottery Barn for *Star Wars* Millennium Falcon bed
- **Publishing/Social Expression/Back-to-School:** Moleskine for Batman limited edition collection
- **Toys/Games/Novelties/Role-Play:** Sphero for *Star Wars* BB-8 app-enabled Droid



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Steve Scebelo, NFL Players Inc.; DeAndre Hopkins, Houston Texans; Matthew Barry, Fantasy Life brand owner; and Tony Lisanti, *License! Global*



Aurora World's Jay Noh, Mira Jeong, Chey Lee and Young Jin Lee; Charles-Henri Moarbes; and Mondo TV's Paolo Zecca and Maria Bonaria Fois



Stuart Seltzer, Seltzer Licensing



Pete Yoder, Cartoon Network Enterprises, and Tara Strong, "Ben 10" voice talent



Tanya Mann, Marissa Beck and Kathleen Warner, Mattel



Douglas W. Calder, Daniela Colon, Scott Smith and Eric Sanford, Pulse Evolution



Tony Lisanti, *License! Global*, with Benjamin Grubbs, YouTube



*License! Global*'s Steven Ekstract and Tony Lisanti with Pam Kaufman, Nickelodeon



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# Fox Heats Up Plans for *Ice Age*

20th Century Fox Consumer Products is gearing up for this summer's theatrical release of *Ice Age: Collision Course* with an avalanche of licensee partners, retail activations and location-based entertainment programs.

In the consumer products space, global food retailer Lidl is launching a line of food and non-food products across its 10,000 stores in 28 countries in Europe; PepsiCo is featuring the film on their Cheetos brand packaging with a color-changing sticker inside the bags; worldwide master publishing partner Bonnier Publishing is creating two dozen *Ice Age* books in more than six languages; master toy licensee HeadStart International is rolling out small figurines; Hallmark is releasing new cards and a holiday ornament; and Gipsy is distributing a high-quality plush toy line across all retail channels in France and Benelux. Additional licensees and retail and promotional partners include Commonwealth Toy, Zuru, Toy Factory, Bendon, Titan Books, Blue Ocean Entertainment/Publishing, Phidal Publishing and Carlton Books.

Additionally, 20th Century Fox Consumer Products' location-based entertainment division has a number of recent and forthcoming programs surrounding the *Ice Age* brand. They include an updated "*Ice Age on Ice*" North American tour this summer from Stage Entertainment; the *Ice Age: No Time For Nuts* 4D experience at eight locations around the world including the Central Park Zoo, the San Diego Zoo, Kennywood Park and Madame Tussauds in Bangkok, Thailand from iWerks; the Art of Blue Sky exhibition from Art Ludique in Paris and a major *Ice Age* presence at the inaugural Fox World theme park opening in Malaysia in 2017.

Fox is also working on unique ongoing initiatives for the franchise. The company is collaborating with fashion designer Sergey Sysoev for an apparel collection inspired by *Ice Age: Collision Course*. The collection, which consists of 30 looks featuring characters and motifs from the new movie, made its debut in March at Moscow Fashion Week. The items include dresses, oversized coats, jackets and sleeveless vests made of combined furs.

*Ice Age: Collision Course* hits U.S. theaters July 22.

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# Hutoon Animation Showcases Three Titles

Hutoon Animation, an agency located in Beijing, China, will present three of its anime brands at Licensing Expo.

The “Miss Puff” series takes stories from real life, with striking visual effects. “Miss Puff” takes cues from the American TV series model of producing, broadcasting and marketing. In every episode, producers tweak the scenario according to feedback in real time. Its interactive style gets praise from its young, female viewers in China.

Another property for Hutoon is “Kuang Kuang Kuang.” The story of “Kuang Kuang Kuang” is set in the 1980s, with classic nursery rhymes and melodies as background music. It takes a magical approach to storytelling, but its core plot is based in childlike, dreamy humor. The target demographic for “Kuang Kuang Kuang” is Generation Z TV watchers.

Finally, in “Beasts Man,” Hu Hai Town is an average young man who may seem introverted, and is also honest and kind. When faced with evil, he remains calm until he is forced to turn into a beast/man to punish the bad and save the good. In short, he is the embodiment of justice.



## Iconix Bakes Up New Strawberry Shortcake Deal

Iconix Brand Group has partnered with Funko to create the licensee’s first-ever line of scented figures for Strawberry Shortcake.

The super-stylized figures will draw on the brand’s vintage roots and feature all four core characters—Strawberry Shortcake, Orange Blossom, Lemon Meringue and Blueberry Muffin—each of which will be scented to correspond with their personality (a lemon-scented Lemon Meringue figure, for example).

“One of Strawberry’s biggest attributes that sets her apart from any other brand in the marketplace is that she has a signature scent,” says Carolann Dunn, vice president, licensing, Iconix. “Scent is a big part of her brand profile, and Funko is replicating not only Strawberry Shortcake’s scent but also the scents of the other figures in the collection. I think it’s a great product that will not only be great for collectors, but also Millennials who grew up with Strawberry

Shortcake.”

The first wave of figures will arrive at retailers across the U.S. this fall. An exclusive Strawberry Shortcake Pop! vinyl figure will also be released at San Diego Comic-Con in July.

Iconix is also planning a slate of new content for the brand in partnership with DHX Media, which will jointly develop, finance and produce a new animated series for the classic brand. Thirty-nine half-hour episodes are planned

initially, featuring a completely new look and story for Strawberry and her friends.

“We put together this dream team of collaborators to make sure that the next iteration of Strawberry is right,” says Dunn. “DHX is the right animation partner and producer, and we’re also bringing on some other experts to ensure that we put together the best possible programming for the next generation of fans.”

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## Designers Stephen Joseph, Debra Valencia Expand Programs

The Brand Liaison has been named to lead Stephen Joseph licensing, the licensing arm of children's gift and accessory company Stephen Joseph, known for its bright and colorful artwork featured on an expansive collection of close to 1,000 SKU's.

For more than 30 years, Stephen Joseph products have been available at specialty and better department stores. Now the Stephen Joseph brand and artwork are available for licensing on a variety of products including apparel, sleepwear, outerwear and accessories, home goods and home décor for infants through children, ages 2 to 10.

"We have built a very strong brand in children's products over the past 35 years," says Alix Buckley, founder, Stephen Joseph. "We are proud to be able to now expand our brand and product offerings through licensing, while staying true to the core values on which the company was founded: focusing on details, producing the highest quality products and making our customers happy."

"The brand has demonstrated success with its bright colors and custom designs on their own products that we know will translate into successful licensing efforts," says Steven Heller, president, The Brand Liaison.

The Brand Liaison will also debut new collections by designer Debra Valencia at Licensing Expo. New designs include floral, geometric, animal, coastal and ethnic themes for dinnerware, home textiles and accents, wall décor, social stationery, paper goods, craft, apparel, fashion accessories, beauty products and more. Debra Valencia's newest endeavor is in the art of Shibori designs, which combine traditional Japanese techniques with a modern twist.

The Debra Valencia brand is successful in the adult crafts and coloring book categories. In 2015, Fox Chapel Publishing released Debra Valencia's crafting book entitled *Sewing Pretty Bags*, which features a dozen DIY accessory projects, followed by four Debra Valencia coloring books, which were



featured as an endcap program at Michaels craft stores. The designer's desk pad calendars and planners from licensee Plan Ahead will be featured at Walmart and other retail outlets. Licensee Norcard is producing complete Debra Valencia coloring kits in a custom tin with colored pencils at Costco and Calendar Club stores both in the U.S. and internationally.

New products hitting retail shelves include quilt and sham sets from Duke Imports; eyewear from Nouveau Eyewear; cell phone cases from Winner Wireless; over-the-counter fabrics from Fabric Editions; and an expanded holiday collection of bath and body lotions designed by Valencia exclusively for Aromance that has been a staple for holiday shoppers at Walmart for four consecutive years.

Building on the success of Debra Valencia licenses in stationery, fabric, cosmetics, bath/body products and home accents and personal accessories, The Brand Liaison is working with major manufacturers and direct retailers on unique collaborations and will forge new partnerships at Licensing Expo across all categories.

## 'Thunderbirds' are a Go for ITV Studios

ITV Studios Global Entertainment is expanding its efforts for the kids' television series "Thunderbirds Are Go."

The company has sold the show to more than 40 markets including the U.S., Canada, Europe, Australia, New Zealand, Japan, Brazil and the Middle East. They are supporting the series with a comprehensive global licensing program that now includes 75 licensees across all key categories and are gearing up for the launch of the second season in late 2016, with a third season to follow.

In addition, ITVS GE is working hard on its other properties including launching a toy line for the Playmobil "Super 4" series and signing a number of soon to-be-announced partners for kids' comedy series "Oddbods."

The company is also presenting its Classic Thunderbirds brand, 1970s music group the Village People and British period drama "Poldark" for opportunities.





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# Precious Moments Updates with New Markets, Partners

Precious Moments, a 40-year-old brand, is reinvigorating through an aggressive global product development and licensing initiative.

The brand's growth strategy will focus on new markets and an increase in product categories, with an emphasis on markets such as Hong Kong, South Korea and other parts of the globe. These markets join current licensees marketing Precious Moments products throughout the U.S., Latin America and Mexico, among other markets.

In less than a year, Precious Moments has renewed or signed more than 24 licensees in categories including baby clothing, plush, dolls, mass market programs, calendars, journals, balloons, seasonal gifts, personal care, apparel and more.

"We are excited to showcase the power of inspiration behind the Precious Moments brand at the upcoming Licensing Expo," says Steve Kosmalski, chief executive officer of Precious Moments. "We have established a strong foundation for growth, including bringing

industry veteran Patrice Paglia on board as vice president of licensing. She is driving a global



strategy to add new licensees in key categories from infant accessories to dolls to plush and beyond. Our renewed commitment to maintaining our timeless appeal while stretching to bring this treasured brand to a new generation of consumers is evident in the new licensees we have brought on board and will expand as we continue on our growth trajectory."

A number of new licensed products will come to market this year including Precious Moments plush by new worldwide licensee Aurora World. The new plush is based on Precious Moments characters such as Charlie Bear and Raffie Giraffe. It was recently introduced at key gift shows and the International North American Toy Fair in New York. Each style in the line has an inspiration tag that communicates both the character's name and a special message. The line includes more than 30 styles across three collections—Everyday Plush, Precious Baby and Precious Girl. A spring launch is planned.

MonCheri Baby, a newborn and infant apparel company that specializes in packaged and hanging layettes as well as newborn and infant playwear, is bringing Precious Moments to baby products to the U.S. this year. The line includes layettes, blankets and clothing.

For holiday 2016, an expanded holiday mass market retailer program is planned from Kiu Hung Industries, a manufacturer and seller of a broad range of giftware, toys and home and garden décor products. That line

will include Precious Moments-branded Christmas ornaments, trim, gift and décor.

"At Precious Moments, we are committed to creating updated and modern looks that resonate with consumers today, while maintaining our focus on loving, caring and sharing—sentiments that never go out of style," says Paglia. "An already sought-after brand, we're reaching out to new licensees, showing how our brand is relevant to their products and markets while underscoring the year-round appeal of Precious Moments. The response since implementation of our new strategy has been tremendous and is reflected in the products hitting market in 2016."

Paglia says the brand is seeking additional licensing partners for other product categories, including décor, pillows, infant bedding, nursery accessories, stationery products, phone covers, apps, consumables, children's and adult publishing, back-to-school and more.

"We're looking for licensees who can bring these and other product categories to current countries we're sold in and to emerging markets," she says.



# Rainbow Debuts Live Action Show, 'Maggie & Bianca'

Rainbow will introduce its debut live action production with the brand-new show "Maggie & Bianca: Fashion Friends."

The show is about Maggie, an American girl with a dream of becoming the world's greatest fashion designer. On her 16th birthday, she becomes the youngest contestant ever to win a two-year scholarship to the Milan Fashion Academy. Maggie meets Bianca, a self-proclaimed Italian princess, at

the Academy, and together they make friends with other students, who all share a passion for fashion and music.

The buzz surrounding the show is growing, says Rainbow, and it's being called a hot new property of 2016. A pan-European master toy agreement has already been signed with Simba Dickie, and Rainbow is currently in talks with TV companies across the world for broadcasting rights.





LAS VEGAS

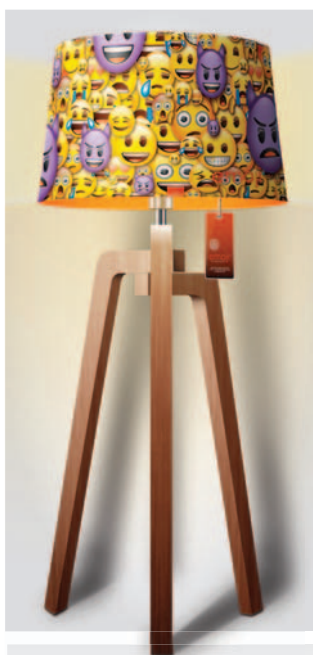
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# MGL Adds New Artists

MGL Licensing has added new artists and collections to its portfolio.

Painter Russel Cobane, whose work includes landscapes, wildlife and bird paintings, is joining the agency, which is planning to expand his existing licensing program across many product categories.

Artist Neeti Goswami, who is known for her meticulously designed line drawings inspired by the Indian art of the Mandala, is also joining MGL. Her designs are already attracting interest in the publishing and stationery categories, says MGL.

MGL is also now representing wall décor specialist Bon Art's extensive collection of art for licensing in all categories. Bon Art's collection comprises more than 16,000 images across more than 100 artists and includes a wide variety of styles, techniques and subject matter well-suited for products such as gift, homewares or stationery.



# New York Botanical Garden Blooms with New Partners

Jewel Branding's licensing program for the New York Botanical Garden is blossoming with introductions across a wide variety of categories including jewelry, handbags, scarves, eyewear, calendars, stationery and outdoor garden decor.

The brand's latest offering is a jewelry and fashion accessory collection developed in partnership with jeweler and retailer Erwin Pearl. The multi-SKU line, which launched last holiday season, is available at Erwin Pearl stores nationwide and at NYBG Shop.

The collaboration continues to expand with a new assortment inspired by Robert Tyas's Victorian-era book on floriography, *The Language of Flowers*. The collection includes 10 necklaces that pair an intricate flower pendant with a gold tag imprinted with each flower's representative sentiment. The designs include Jonquil (desire), Red Rose (beauty), Hepatica (confidence), Ivy (friendship) and Blue Bell (kindness). Each flower is hand-painted in French enamel and hangs from a 14-karat gold chain. All pieces in the collection have the provenance of the NYBG stamp, and range in price from \$215 to \$235.

The New York Botanical Garden is also creating a line of 2017 calendars with Pomegranate, and a just-launched collection of paper napkins, stationery and gift wrap from Caspari.

It is expanding globally with Surface View for a unique collaboration that brings to life a carefully curated selection of exquisite botanical, architectural and horticultural works of art from the rare book collections of the Garden's Mertz Library.

Using floral imagery taken from hand-drawn studies and aged seed packets, this collection allows access to artwork rarely seen by the public.



The designs are ideal for fantastic murals, canvases and prints.

"We're thrilled that consumers across the globe can make the New York Botanical Garden part of everyday life, whether in the form of an elegant floral necklace or as a stunning botanical accent for the home. Purchases of NYBG-licensed product help fund the institution's work in plant science and conservation, horticulture and education, so shoppers can feel good knowing that their dollars are an important cause," says Meredith Counts, director, licensing, New York Botanical Garden.

The NYBG is also opening its archives to offer an extensive collection of rare works available for licensing.

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# Kathy Ireland Returns to Socks

Lifestyle brand kathy ireland Worldwide is returning to its roots in socks with an exclusive partnership with

KISS Legwear Group for kathy ireland legwear, which will be designed by Kathy Ireland herself.

“We are thrilled to join forces with the iconic kathy ireland brand and to bring



to the market the latest in legwear looks and designs. Robin Kelz and our fabulous design team look forward to working with Kathy and her amazing team to develop the highest quality legwear in the marketplace. We are very blessed and excited to have this fantastic opportunity,” says Robert Sussman, president, KISS Legwear Group.

“It is a great joy to move forward with Robert Sussman, Robin Kelz and the entire team at KISS Legwear Group. We watched this jewel of a company develop other licensing properties into great success stories. We have wonderful dreams and aspirations for this relationship. In our history, beginning with John and Marilyn Moretz, our brand has sold over 100 million pairs of socks. John and Marilyn join all of us in welcoming KISS Legwear Group to the

kathy ireland Worldwide group of fashion partners,” says Ireland, chief executive officer and chief designer, kathy ireland Worldwide.

Launched in 1993 with a desire to design a good pair of socks, kathy ireland Worldwide now holds more than 17,000 SKUs in the areas of fashion, household goods and beauty products.



# The Licensing Group Tests XOUSA, Flight Pattern

SPD Brands, which is represented for licensing by The Licensing Group, is debuting



its XOUSA brand at this Licensing Expo.

Based on the use of the XO “hugs and kisses” expression, XOUSA has immediate recognition. “The brand is targeted to contemporary consumers who routinely communicate through abbreviations and symbols. XO instantly communicates to a global audience,” says Danny Simon, president, The Licensing Group.

The brand is tailored to visitors to America’s top tourist destinations—XOLA for Los Angeles, XONY for New York, XOLV for Las Vegas and XOSF for San Francisco, as well as each of the 50 states.

Flight Patterns, another travel-centric brand that is intended to target all demographics, is a collection of original designs and patterns inspired by the three-letter airport designation codes unique to airports worldwide.

“One of the unique features of the Flight Patterns designs is that they can be

customized to reflect local, regional, domestic and international locations,” says Simon.

SPD Brands is also showcasing its Malibu Life brand at Licensing Expo.

Malibu Life is all about surf, sun and sand and embodies the casual luxury of the affluent Southern California beach lifestyle.

Finally, SPD Brands is debuting Heart Girl, a property targeted to girls, ages 3 to 8. The whimsical character is based on the universal heart shape and will be developed through Heart Girl stories set in the sunny world of Heartland, where the main character has magical adventures with her animal friends including Daisy the Dog, Mittens the Kitten and Honey Bunny. Heart Girl adventures will also come to life through an animated story available on YouTube.

The property, which focuses on hearts to symbolize affection, friendship, kindness and love, has the potential to become a global property, says The Licensing Group.



Pororo Store



Pororo Park



# Pororo

## The Little Penguin

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# MAGICAL BRANDS



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## Discovery Focuses on Kids' Brands



Discovery Kids is redefining its merchandising program with a wide range of new licensing deals and the expansion of existing partnerships in North America.

Inspiring curiosity about the real world, Discovery Kids' new products, including science kits, arts and crafts, publishing and toys, are slated to debut on retail shelves this year and are being developed by licensees including Horizon Group, Merchsource, Sakar, Journey North, Parragon and Bridge Direct.

Discovery Kids is also working to launch an apparel collection at a mass retailer later this year. The line embodies the brand's essence of real-world exploration and adventure using various designs ranging from space to animal themes.

Targeting kids, ages 6 to 12, the brand is continuing to grow across the toys, interactive games, youth

electronics, outdoor activity, apparel and publishing categories.

Meanwhile, Animal Planet Kids is growing its toy offerings as part of a 15-year partnership with Toys 'R' Us in North America. The partnership boasts a robust toy line featured across a 20-foot space at Toys 'R' Us stores, including a space in its future flagship store in New Jersey. The Animal Planet Kids toys include Big Foot, Yeti and Animal Transport Helicopter.

Discovery Consumer Products is also bringing its brands to life through location-based entertainment offerings, including Discovery At Sea cruise vacations and Discovery Destinations, a collection of unique resort properties in the U.S., Latin America and Asia.

## Creative Licensing Plays its Classic Films for Games

Creative Licensing has signed several new partners for licensed boxed board games including Steve Jackson Games for *Bill & Ted's Excellent Adventure*, Cryptozoic for *Escape from New York* and River Horse for *Highlander*.

"We have seen a heightened number of requests for board game partnerships. I think this is due to the success of licensed board games on crowdfunding platforms such as Kickstarter, and because the Millennial generation who grew up with board games are now parents themselves who want to share the joy of boxed board games with their kids, and what better way than with a board game based on films they discovered in their youth," says Rand Marlis, president, Creative Licensing.

"As a longtime fan of the franchise, there was no way I could pass up the opportunity to design a game around the silly fun of *Bill & Ted*. It was an immediate, 'Duuuude . . . yes!'" adds Samuel Mitschke, chief operations officer, Steve Jackson Games, and co-designer, *Bill & Ted's Excellent Boardgame*.

The first of the games, Steve Jackson Games' *Bill and Ted's Excellent Boardgame*, is slated to hit retail shelves this summer.

## Brand Central Fetes 15 Years

Brand Central is celebrating 15 years by premiering several new clients at Licensing Expo 2016. The agency is working across a variety of brand genres, ranging from food and beverage to lifestyle, entertainment and digital brands.

Brand Central's featured roster of world-class brands include Krispy Kreme, Tapatio, Snyder's Lance, Pantone, "MasterChef," Rube Goldberg, Happy Wheels, Drybar, *Dwell* magazine and many more.

## Cherokee Expands Everyday California

Cherokee Global Brands has tapped Saliluz, a division of Cobian footwear, to create a collection of casual footwear under the Everyday California brand.

The new collection will be co-developed by Cobian and Flip Flop Shops, a subsidiary of Cherokee, and will include branded men's and women's casual footwear and flip-flops.

"We acquired Flip Flop Shops last fall with plans to identify and pursue innovative licensing opportunities that synergize our portfolio. The Everyday California footwear collection created by Cobian will be the first of many partnerships that leverage our brand assets and relationships with respected category leaders," says Howard Siegel, president and chief operating officer, Cherokee Global Brands. "Everyday California and Flip Flop Shops are lifestyle brands that are known for quality, comfort and living life to the fullest. Cobian is the perfect partner to deliver on that promise."

The footwear range will launch next spring and be distributed in Flip Flop Shops stores.

"Focusing on our retail relationships by providing our partners with a competitive edge in the marketplace has always been at the core of Cobian's mission. Cobian's private label division, Saliluz, can deliver further on this commitment by providing custom footwear solutions with increased margin potential at retail while still maintaining Cobian's value, comfort and quality to which our partners are accustomed," says Aubrey Kuepper, vice president, sales and marketing, Cobian. "We appreciate the opportunity to work hand in hand with Cherokee Global Brands and Flip Flop Shops to design and manufacture the best possible sandal line for Everyday California, while providing retailers of the brand a product with a great value proposition that is right on trend."







CHARISMA.



Candie's



For Licensing inquiries, contact Carolyn D'Angelo  
Executive Vice President, Brand Management and Marketing Services  
cdangelo@iconixbrand.com

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## A+E Scores Licensing Opps for Shows

Working with licensing partners such as Retail Monster, ScreenLand and SC Group, A+E Networks Brand Licensing is introducing a range of licensing opportunities from live tours to conventions, publishing, gaming and gambling and retail merchandising.

A+E Network's Brand Licensing team, which manages licensing for the network's A&E, Lifetime, History and FYI brands, has expanded its portfolio to include new categories and product lines inspired by the network's entertainment properties including "Duck Dynasty," "Wahlburgers," "The Curse of Oak Island," "Ancient Aliens," "Tiny House Nation" and "Bring It!"

Lifetime's "Bring It!" franchise is extending into communities nationwide with a multi-city "Bring It! Live" tour that launched this month. Fans can engage directly with their favorite stars and become part of the action as they see Miss D and her Dancing Dolls perform their never-before-seen routines live on stage. "Bring It! Live" is produced by Mills Entertainment.

A+E, in partnership with Cosmic Con, has developed the first-ever "Ancient Aliens" fan event, Alien Con, which debuts in October.



Inspired by History's "Ancient Aliens" franchise about ancient astronaut theory, Alien Con will be a three-day experience packed with thought-provoking presentations, interactive displays and exhibits, never-before-seen episodes, celebrity appearances, exclusive merchandise, fan competitions and much more offering show fans, sci-fi buffs and pop culture enthusiasts the ultimate in alien exploration.

## 'Yu-Gi-Oh!' Merch Goes to Europe

"Yu-Gi-Oh!" branded products will receive a European launch this year as part of a new partnership between 4K Media, the Konami Digital Entertainment subsidiary that manages the licensing and marketing of the "Yu-Gi-Oh!" brand, and licensee GB Eye.

This year, the "Yu-Gi-Oh!" anime brand celebrates its 15th anniversary in the U.S. and Europe, and in 2017, the franchise will receive a new theatrical release.

This summer, GB Eye will launch a line of "Yu-Gi-Oh!" posters and mugs available through key mass market and game retailers. The line will be sold at HMV, Asda, That's Entertainment, GAME and Forbidden Planet in the U.K., Ireland, France, Germany,

Austria, Switzerland, Belgium, Spain, Portugal, Italy, the Netherlands, Luxembourg, Russia, Ukraine, Belarus, Eastern Europe, South Africa, Australia and New Zealand.

"GB Eye is taking a very strategic approach to its 'Yu-Gi-Oh!' licensed product launch," says Jennifer Coleman, vice president of licensing and marketing, 4K Media. "We're also confident that as consumers' interest in these specific products continues to grow, it will spur GB Eye's creativity in devising additional product lines that resonate with the millions of 'Yu-Gi-Oh!' fans across the continent."

Max Arguile, licensing manager for GB Eye, says the program is starting with specific consumer products and will roll out to additional categories.

"We expect that this strategically orchestrated product introduction will pique retail interest and warrant the type of marketing support and placement that will spur even greater demand for future product introductions," he says.



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# VIZ Forges Partnerships for 'One Punch Man'

VIZ Media has signed deals with several new partners for consumer products lines tied to its anime/manga property "One Punch Man." The property, which centers around Saitama, who after three years of special training realizes he can beat any opponent with only one punch, is a best-selling graphic novel as well as a 12-episode subtitled series that has grabbed the No. 1 spot on Hulu's anime category, says Viz.

The original Japanese web comic, published in 2009, garnered more than 10 million hits. The brand's collected graphic novel volumes have sold more than 5.5 million copies' earning the "One Punch Man" property a spot on Amazon's 2015 top-10 list of comics and graphic novels.

Isaac Morris Limited has signed on for a line of apparel for men, juniors and ladies that will include t-shirts, tanks, hoodies, fashion tops and swimwear sold in the U.S. and Canada at Hot Topic, Spencer's and through Amazon.com. The company will also produce a line of accessories including scarves, key chains, hats, backpacks, plush, wallets, mugs and bedding that will be available exclusively at Isaac Morris booths at various conventions.

Bioworld Merchandising will produce a line of underwear and loungewear as well as an accessories line that will include headwear, bags, gloves, knit headwear, scarves, hosiery and wallets. The Bioworld line will be available in U.S. and Canada at mid-tier, specialty/independent stores, book stores and online.

Ata-Boy will produce magnets and buttons that will be available in the U.S. and Canada at Hot Topic, Diamond Comics, Hasting, GameStop and Play It Safe Toys, among others. More partners are expected to harness the power of "One Punch Man" at Licensing Expo.



## 'Masha' Airs on Brazil's SBT

Brazilian Television System, the second-largest free TV channel in Brazil, is airing season one episodes of Animaccord's "Masha and the Bear" across the country. The show will air during the morning kids' slot on the Carrossel Animado program starting weekdays at 7 a.m.

SBT also purchased the rights for seasons one and two of "Masha," with

a gradual release of 52 episodes.

"By the planned expansion into the country with licensed goods in the fourth quarter, 'Masha and the Bear' shows extensive growth in popularity and continues to demonstrate strong media support in the territory with the series release and existing partnership with another media giant—Turner," says Vladimir Gorbulya,

vice president, Animaccord. "Taking into account the large audience of the broadcasting partners in Brazil, Animaccord expects this year will lead to significant increase of the show's awareness in the country as well as generate huge demand for the branded products."

"Masha and the Bear" is represented by Dogs Can Fly across Latin America.

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# EA, Panini America and 500 Level Win NFL Licensee of the Year Awards

EA Sport, Panini America and 500 Level have been named winners of the second annual NFL Players Association Licensee of the Year Awards. The NFLPA, via its licensing and marketing arm, NFL Players Inc., launched the awards in 2015 to honor the NFLPA licensees that have demonstrated the most successful and creative use of group player rights within the past year.

A panel comprised of NFLPA executives judged entrants on five criteria: the number of unique players featured within the licensees' product lines, the marketing and promotional activations that featured players throughout the year, creativity and innovation in product development, the companies' positive development of the players' intellectual property and the range of distribution and growth in annual financial performance.

"We think it is important to give recognition to these licensees who have done an outstanding job connecting with our players in the creation and marketing of their NFLPA licensed products," says Steve Scebelo, vice

president, licensing and business development, NFLPA. "EA Sports, Panini America and 500 Level have all given extra effort to get to know and work directly with a significant number of players, and the dividends show in each of their respective product lines."

EA Sports, a global entertainment brand with top-selling video game franchises, was named Digital Licensee of the Year. The company had a record-setting year by leveraging NFLPA group player rights and including more than 2,300 players in the "Madden NFL 16" game across multiple platforms including console, mobile and digital content. Among the year's highlights for EA Sports was a partnership with Discovery Education for the launch of a "Madden"-inspired math and science educational program that reached more than 1.2 million students, as well as a promotion with Uber that saw NFL players deliver advanced copies of "Madden" to fans in 32 NFL markets.

"EA Sports is a leader when it comes to maximizing group player rights," says Amanda Shank, senior manager, digital and unconventional licensing, NFLPA. "Players are the backbone of EA's content and its authentic gaming experience. The company did a tremendous job this year representing more players than ever and creating engaging content around players."

This year's winner in the hardlines category, Panini America, is the exclusive trading card partner of the NFLPA. Highlights of the partnership include expansion of Panini America's business through college-specific card sets featuring active NFL players, the launch of the Panini "Gridiron" app to engage fans and collectors and the release of the inaugural Trading Card Index to rank rookies and veterans based on overall trading volume and collectability.

"Panini America has been a terrific partner for many years, and continues to bring unprecedented innovation to the marketplace through unique product promotions across multiple platforms," says Karen Austin, assistant vice president, licensing, NFLPA.

The apparel category honoree, 500 Level, is known for artistically designed sports apparel including t-shirts with likenesses of more than 500 players, says NFLPA. Among this year's



highlights were co-branding partnerships with fantasy football expert Matthew Berry and the 150th anniversary of the FDNY, supporting players' football camps through custom t-shirts and utilizing player-branded storefronts and e-commerce sites to promote new products.

"As an apparel company with great products designed by and for sports fans, 500 Level had a stellar year as an official licensee, bringing our player's influence into all of their designs and supporting player causes through product integration," says Austin.

The NFLPA is ranked No. 36 among licensors worldwide in 2016, according to *License! Global's* Top 150 Global Licensors report, and recently announced its top player sales for the year-end based on total sales of all officially licensed merchandise as reported by more than 80 NFLPA licensees. Licensed product categories include men's, women's and youth game jerseys and t-shirts, wall decals, figurines, toys, matted and framed photos, ugly sweaters, bobbleheads, pins, drinkware, socks and electronic device accessories, among others. NFLPA licensees generated retail sales exceeding \$1.5 billion during the 2015.





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Or visit us at Licensing Expo: Booth 0244

# Out of the Blue Enterprises Features 'Daniel Tiger's Neighborhood'

Out of the Blue Enterprises' licensing program for The Fred Rogers Company's children's series "Daniel Tiger's Neighborhood," which airs on PBS Kids in the U.S., is roaring ahead with five new licensing partners recently signed on, further rounding out the consumer products program already in place.

Happy Threads will produce a range of fashions for children, ages 0 to 7, including t-shirts, fashion tops, hoodies and more; Komar will produce a line of sleepwear; Berkshire is designing an extensive fashion collection, including headwear, cold weather accessories and rain gear; Smilemakers is developing an assortment of stickers and temporary tattoos; and FAB Starpoint is creating a broad range of bags, backpacks and sportsbags, as well as luggage and travel accessories.

The new products will further expand the brand, which debuted in 2012. It is targeted to preschool-aged children and is based on the Neighborhood of Make-Believe from "Mister Rogers' Neighborhood," the long-running family-oriented television series created and hosted by Fred Rogers.

The series centers around the character Daniel Tiger, the son of the original Daniel Striped Tiger on "Mister Rogers' Neighborhood" and features other children of the original characters from the Neighborhood of Make-Believe, such as Katerina Kittycat, the daughter of Henrietta Pussycat; Miss Elaina, the daughter of Lady Elaine Fairchild and Music Man Stan; and Prince Wednesday, King Friday and Queen Sara Saturday's youngest son and Prince Tuesday's little brother.

The full range of new "Daniel Tiger's Neighborhood" products will be on view at Licensing Expo.



# Zolan Company Creates Kids' Division

The Zolan Company's brand of children's art is celebrating its 39th anniversary in 2016 with the creation of a new kids' division. The heritage brand is dedicated to the world of early childhood and focuses on life's simple pleasures and on nature, just as Donald Zolan's paintings focus on nature and simple childhood pleasures.

The brand includes 13 collections and 300 original oil paintings and is licensed to 25 companies in North America, the European Union, Russia, South America, Australia and South Africa. Licensed products include specialty gifts, puzzles, checks, children's books, stationery, collectibles, prints, throws and blankets, children's melamine plates, crafts and hobbies, fabrics and calendars.

The company continues its expansion of its licensing programs worldwide that today includes 25 international licensees and is developing and organizing museum and gallery shows throughout North America and Europe.

The Zolan Company is expanding its children's characters into animation and has added new licenses, new artists, and retail partnerships throughout Europe. In 2016, the brand's international presence at the Homi Fair in Milan and the Bologna Licensing Fair allowed Zolan to partner with manufacturers on new licensing programs that expanded the brand's reach into new categories, including crafts, prints, stationery, children's blankets, games, backpacks and coloring books in Europe and Asia.

The company also created a new co-branding art program with the Goodyear Blimp and launched cause-related licensing projects supporting children's social causes worldwide. Zolan has expanded its program with the Pediatrics Cancer Project in Varese, Italy, and is collaborating

with Dr. Bibkov, the chair of the Nephrology department at Moscow State University of Medicine, to raise awareness of children's kidney disease as well as other childhood diseases.





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## TSBA's Gumball 3000 has High Octane Profile

TSBA Group is bringing its iconic car-centric brands to Licensing Expo.

The company is the master global licensing agent for Gumball 3000, an aspirational lifestyle brand that combines automobiles, music, fashion and entertainment tied to the The Gumball 3000 Rally, a week-long supercar rally through some of the world's most iconic locations.

The Gumball 3000 Rally was launched in 1999 when founder Maximillion Cooper invited celebrity friends like Kate Moss, Kylie Minogue and Johnny Knoxville to join him on an action-packed road trip.

Featuring beautiful cars such as Lamborghinis,

Ferraris, Bugattis and Aston Martins, and hosting legendary parties along the way, the concept has grown from a mythic underground car rally into a global brand, attracting the endorsement of blue chip partners such as Nike, YouTube, Fiat and Red Bull and the participation of celebrities including Snoop Dogg, deadmau5, Travis Barker, Xzibit, Adrien Brody, Tony Hawk, Jamiroquai and David Guetta. The Rally is now shown on television.

The 2015 Rally ran from Dublin, Ireland, through 11 countries ending in Bucharest, Romania, with a concert featuring performances by David Hasselhoff, Grammy-winning rapper Eve and DJ Afrojack, as well as a Vert ramp skateboard

demo by skateboard legend Tony Hawk.

Along the way, the Rally met at London's Regent Street, which was closed for the day to host a huge street party.

In nearly 20 years of travelling to some of the world's most stunning locations, with some of the world's biggest stars and the most desirable cars, Gumball has built an enviable archive of imagery, perfect for a range of licensed products. Gumball 3000 has become an aspirational brand relevant to a male demographic with opportunity for potential licensees in a range of sectors.

"The Gumball 3000 brand represents a unique opportunity to work with a lifestyle brand which has appeal to both the difficult-to-reach male demographics and kids and teens," says Ian Mallalue, chief executive officer, TSBA. "We are very excited to be working with such a unique lifestyle and entertainment brand that offers something new to retailers in a range of product categories. Gumball 3000 has an incredible archive of images featuring the world's coolest cars, people, music and places, and we can't wait to start sharing with brand partners, licensees and consumers."

TSBA Group recently partnered with licensee TVR, the British manufacturer of high-end sports cars. TVR, known for its lightweight sports cars with powerful engines, has created iconic cars, from coupés to convertibles.

"TVR is an iconic and loved British brand with an incredible heritage and we could not be more thrilled to have the opportunity to make new TVR products available to consumers," says Mallalue. TSBA Group will be seeking licensing opportunities for multiple product categories including apparel, cases, games, memorabilia and toys.

## Tinderbox Taps Rare for 'Sea of Thieves'

Tinderbox, the digital division of Beanstalk, is teaming up with British video game developer Rare as global licensing agent for the new game "Sea of Thieves," as well as other iconic game titles from the company's catalog.

Following on the heels of its 30th anniversary last year, Rare, a subsidiary of Microsoft Studios, is gearing up for the release of its latest game, "Sea of Thieves," on Xbox One and Windows 10,

and Tinderbox is supporting the release across multiple categories including apparel, accessories, toys, collectibles, publishing, gift and novelty. In addition, Tinderbox is working to extend the classic games "Battletoads," "Banjo-Kazooie," "Conker," "Perfect Dark" and "Viva Piñata" into apparel, toys, collectibles, publishing and gift products.

"Sea of Thieves" is a multi-player pirate adventure game.



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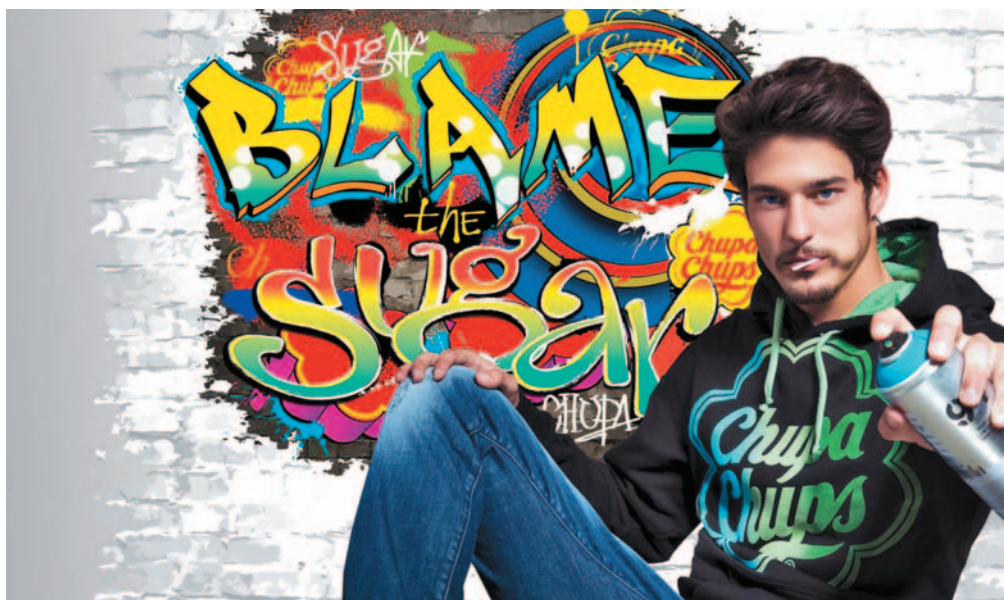


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## New Deals Inked for Airheads, Chupa Chups and Mentos

Perfetti van Melle has big plans in store for its Airheads, Chupa Chups and Mentos brands in 2017.

The long-standing heritage and built-in brand awareness of these iconic candy brands are a great fit across a number of categories, from food and beverage products to a variety of lifestyle products, says Perfetti. Jewel Branding & Licensing is representing Airheads, while Lisa Marks Associates is representing Mentos and Chupa Chups at Licensing Expo.

Airheads, the candy with mouth-blasting unique fruity flavor profiles, celebrates its 30th anniversary this year, and to bolster the event, new launches and promotions are planned.

The brand is expanding its licensing program beyond food and beverage products into several new categories including apparel, cosmetics, stationery and digital games, among other categories.

Perfetti will open its first Airheads in-store shop in IT'SUGAR retail locations

with an exclusive line of new apparel, pillows and accessories, as well as candy in special and giant formats.

Perfetti teamed up with 7-Eleven for an Airheads Xtremes Slurpee and with Beanstalk on an assortment of Airheads ice cream products. Koldwave Foods will launch new water-based frozen novelty products this year, and Jel Sert will launch shelf-stable freezer bars in 2017. Perfetti and Beanstalk are exploring additional opportunities for the Airheads brand in the dessert, beverage and bakery categories.

Chupa Chups, the lollipop brand with a logo and artwork designed by Salvador Dalí, has been licensing its brand and artwork to lifestyle collections across Europe and Asia for more than 15 years.

Now Lisa Marks Associates will be expanding and the Mentos brand in the North American market.

Mentos, sold in more than 130 countries, has huge international brand awareness and ranks No. 3 in the combined candy and chewing gum category, says Perfetti. Inspired by its unique heritage and fresh characteristics, Perfetti has developed an art portfolio for the brand that can be licensed for products in the apparel and accessories, personal care and food and beverage categories.

Perfetti van Melle, the third largest confectionary group in the world, produces and distributes candies and chewing gum in more than 150 countries worldwide. Among the brands are Airheads, Chupa Chups, Mentos, Frisk, Fruittella, Alpenliebe, Golia, Happydent, Vivident, Big Babol and Smint.

## Nintendo Reveals 'Mario' Collab with Moschino

The Super Moschino project was created with Nintendo to celebrate the 30th anniversary of the Mario character from the "Super Mario Bros." video game series.

The collection includes printed t-shirts and knitted sweaters similar to the graphic of the video game's star, along with a series of bags and accessories in leather, ranging from backpacks to bucket bags,

wallets and belts, all featuring images of characters Luigi, Princess Peach, coins, stars and mushrooms that appear during Mario's numerous adventures.

The Super Moschino collection will be available Dec. 5 on Moschino.com, at Moschino's boutiques in Milan, Rome, Paris, New York and Los Angeles, and at prestigious stores worldwide.



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# 'Sissi' Goes Global

Following its European debuts, Mondo TV's "Sissi the Young Empress" is ready for overseas expansion.

The new animated television series, which debuted in Italy on free TV channel Cartoonito last fall, chronicles the adventures of Sissi, the young Empress of Austria. It is now rolling out the show with additional broadcasters around the world including Gulli, Ani and Ryzhil in Russia, Boing in France, D Smart in Turkey, Canal Panda in Portugal and Ryzhyi Channel

and Clan TV-Web TV in Spain, as well as many video on demand partners. In Asia, Mondo TV will air the show on Golden TV in Taiwan, RTM TV in Malaysia and in the Middle East via a co-production agreement with the Jeem and Baraem channels for the production and airing of the first season. In the U.S., Mondo TV is working with Los Angeles, Calif.-based company Lawless Entertainment for broadcast.

EMEA master toy licensee Grandi Giochi released a line of products last year including

fashion dolls, make-up and role-play toys and plush, and new SKUs are planned for the upcoming holiday season. Mondo TV is also growing the licensing program with additional toys, apparel, publishing, collectibles, beauty, fashion, gifts and gadgets and furniture, with more products expected to hit retail in 2017.

The second season of "Sissi the Young Empress" is currently in production, and Mondo TV is working on an updated style guide with designs for fashion and publishing.

## MyMediabox Unveils Mobile Version of Product Approvals Software

MyMediabox, a leader in the development and delivery of software-as-a-service for the consumer products licensing industry, is launching a mobile-friendly version of its product approvals workflow application.

Version 1.0 of "Mediabox-PA Mobile" focuses on critical path functionality for lead reviewers and was developed in response to broad feedback from customers who want access to their projects while on the go.

Mediabox-PA Mobile allows licensors to be more responsive to incoming projects and to have the ability to make, select and send comments back to licensees from any mobile device using an Apple or Android operating system.

The responsive design of the app means that the projects and tools displayed will scale up or down based on the size of the user's



screen. The capability works well on smartphones and tablets of any size, as long as the user has access to the Internet.

"By enabling lead reviewers to address time-sensitive projects anytime from anywhere, we reduce bottlenecks and the buildup of projects that would otherwise

occur while that reviewer was away from his or her office workstation," explains Eric Rennagel, chief operating officer, MyMediabox.

Future releases will expand the Mediabox-PA capabilities available via mobile devices, and the responsive design concept will eventually be extended to "Mediabox-DAM" for digital asset management. "Mediabox-RM," the company's latest application for contracts, rights and royalties management, was built from the beginning with responsive design incorporated into the application, so it already plays nice with smartphones and tablets.





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# Grumpy Cat Inks Deal for Dynamite Web Comic Series

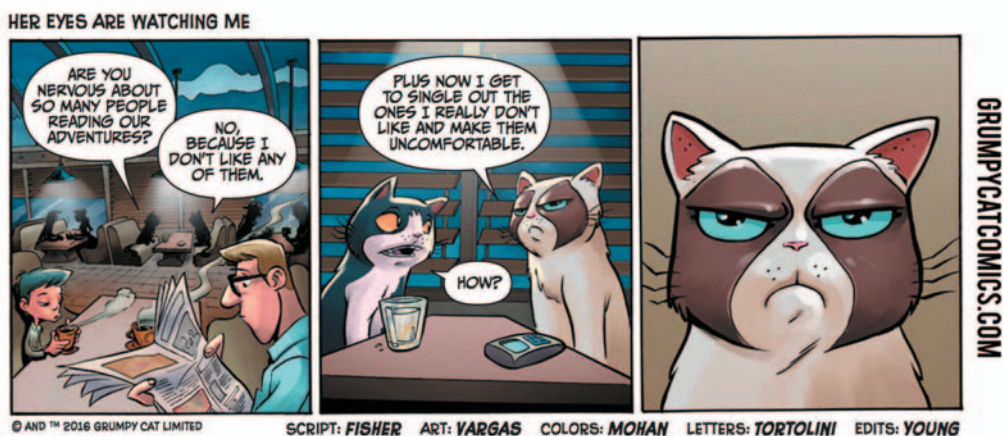
Dynamite Entertainment has announced a weekly online comic series featuring internet cat sensation Grumpy Cat.

*Misadventures of Grumpy Cat & Pokey* premiered earlier this month on GrumpyCatComics.com. Writers for the twice-weekly web comic series include Ben Fisher (*Smuggling Spirits*), Ben McCool (*Captain America* and the *Korvac Saga*), Royal McGraw (*Detective Comics*), and Derek Fridolfs (*Loony Tunes* and *Dexter's Laboratory*), with art from Mauro Vargas (*Star Wars: Darth Maul—Son of Dathomir* and *Thief: Tales from the City*).

"Working with the fine folks at Grumpy Cat has been absolutely wonderful," says Nick Barrucci, chief executive officer and publisher, Dynamite Entertainment. "We're so very pleased with how our comics have found such an enthusiastic audience. Given that Grumpy Cat first captured the world's hearts online, we thought it only fitting that she receive her own weekly comic strip on the Dynamite website. These twice-weekly strips are sure to please readers of all ages with the same brand of humor fans have come to expect from Dynamite's beloved comic series."

"These are sure to be some of the cutest comic strips ever," says Grumpy Cat. "I hate them."

*Misadventures of Grumpy Cat & Pokey* can be seen every Monday and Thursday on GrumpyCatComics.com. The Grumpy Cat comic series is also available for purchase through digital platforms Comixology, Dynamite Digital, iVerse and Dark Horse Digital, and in print via the Dynamite website, comic book shops and bookstores.



# Striker Deals for 'Orphan Black' Merch

Boat Rocker Brands has added three new licensees for its TV series "Orphan Black" in a series of deals brokered by Striker Entertainment, worldwide licensing agent for the show.

First, Bare Tree Media has created a range of digital stickers based on key imagery and messaging from the series. The exclusive digital stickers are now available via Bare Tree Media's "emojiTap" app, which is compatible with both iOS and Android devices.

Zazzle has created an official retail site for fans of the series to upload and utilize fan-created art on a range of apparel, mugs, buttons, totes, notebooks and

more. The new retail site is now available at Zazzle.com/OrphanBlack.

Finally, eCell has been tapped for an array of themed cases for phones, tablets and other mobile devices, now available online at GoHeadCase.com.

"We are thrilled to be able to offer 'Orphan Black' fans new and exciting ways to interact with our show," says John Young, chief executive officer, Boat Rocker Media. "By creating unique retail and virtual products and opportunities through licenses with eCell, Zazzle and Bare Tree, fans can engage with the series across multiple verticals."



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# Art Brand Looks to Expand Portfolio

Art Brand Studios is showcasing its portfolio of art brands including Thomas Kinkade, Marjolein Bastin and Ron DiCianni as it attends Licensing Expo in search of additional licensing opportunities.

Thomas Kinkade's well-known images depict gardens, cottages, estates, cityscapes, plein air, holiday scenery and commemorative American landmarks, and the Thomas Kinkade Studio continues in the path that Kinkade himself started and developed. Thomas Kinkade Studio artists paint in his signature style with meticulous attention to detail.

Marjolein Bastin, a new addition to Art

Brand Studios, draws inspiration from nature and portrays the large and small miracles found in the natural world in her work. Through her art and words, Bastin offers collectors a simple reminder to pause and enjoy nature and allow it to be a source of serenity, energy and healing.

Self-dubbed "a Christian cleverly disguised as an artist," Ron DiCianni has won numerous awards for both his work as an author and as an artist, and the response from the Christian and secular markets has been overwhelmingly positive, says Art Brands Studios. Honored with the R.H. Love and Visitor's Choice Award for multiple years at the Sacred Arts

Show, Ron's art continues to impress fans.

Art Brand Studios is looking to expand its licensing portfolio of home décor, gift, seasonal, collectible, garden and accessory products for Thomas Kinkade, Marjolein Bastin and Ron DiCianni, as well as new artists.

The company distributes its artists' work and related collectibles through a global network of corporate and independently owned galleries, direct response television, theme parks, cruise ships and specialty retailers. Their primary products are canvas and paper reproductions that feature peaceful and inspiring themes.



## Candlewick Press Makes Expo Debut

Candlewick Press is showcasing its classic story, *Guess How Much I Love You*, as the focus of its debut at Licensing Expo this week. This heartwarming story of Big Nutbrown Hare and Little Nutbrown Hare's enduring love for one another has become an international classic, translated into 53 languages and with sales of over 29 million copies around the world.

The publisher has recently announced

new partnerships with Merry Makers, Litographs and Liberty Graphics, building on its current programs with Kids Preferred, Clothworks and Yottoy.

It is also highlighting its other properties, including *Maisy*, Leslie Patricelli's *Baby*, *Bears on Chairs* and the best-selling middle grade series *Judy Moody* and *Stink*.



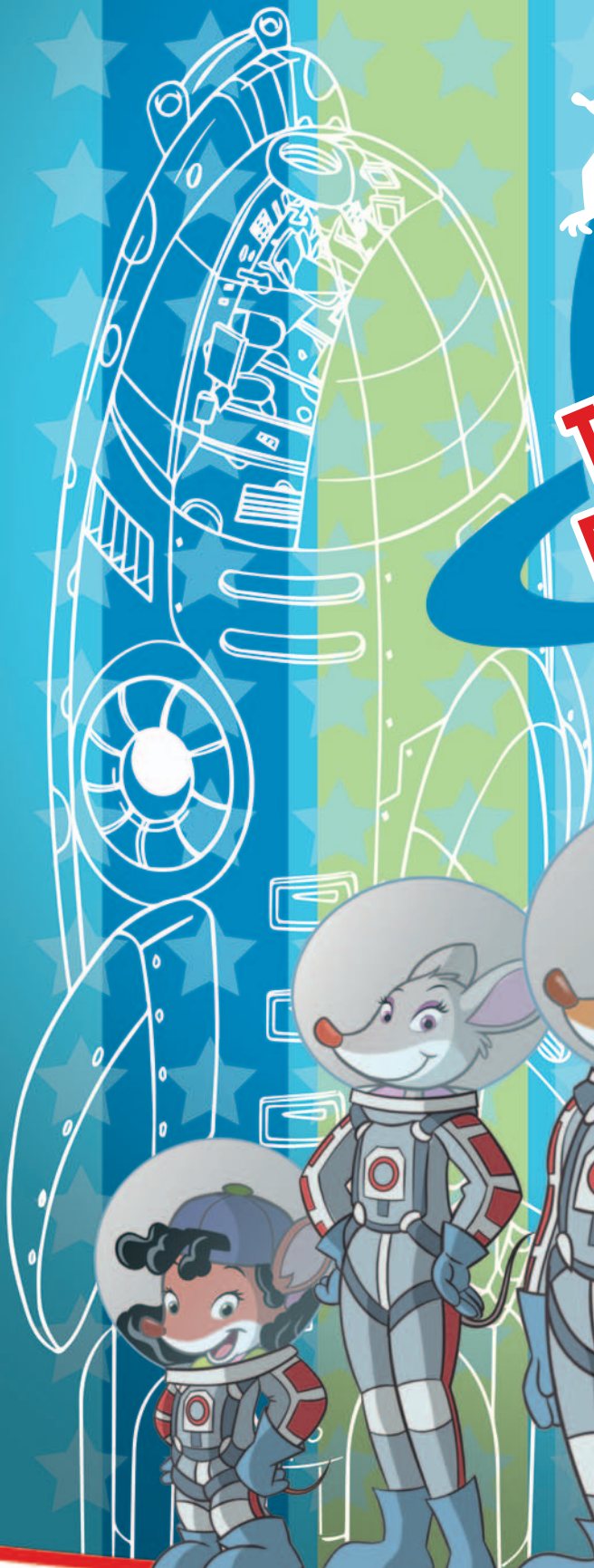
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# Epic Rights Promotes Rock Music Legends

Epic Rights is showing off its portfolio of music legends including AC/DC, KISS, John Lennon, Billy Joel and the Woodstock festival to potential partners.

Rock band pioneers AC/DC have just wrapped up their latest European tour with Axl Rose of Guns N' Roses taking the lead on vocals. Epic Rights and Perryscope Productions have signed more than 80 licensees for the band across all product categories and distribution channels, with products already hitting retail.

America's No. 1 Gold Record award-winning group of all time KISS is heading out on a 40-city tour this summer, and Epic Rights is continuing to expand its KISS licensing program. With 100 global licensees already secured in all categories and distribution channels, Epic is focusing on the ever-growing digital media, audio, virtual and augmented reality and gaming categories, in addition to consumables and spirits. KISS is also working on its own digital media and gaming developments, with products launching this year and into 2017.

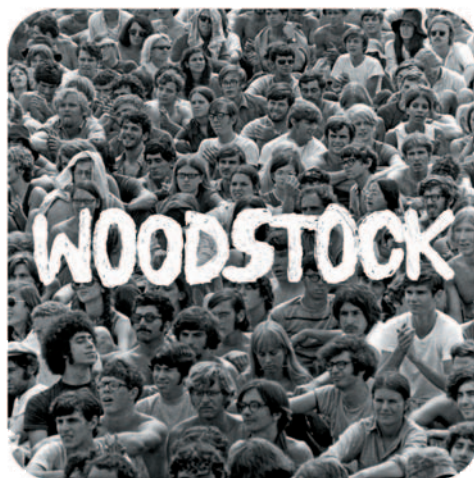
Epic Rights is also launching an all-new KISS style guide that includes retro and iconic assets not seen in years. The designs are slated



to hit retail this fall and next spring.

Epic Rights has developed three programs for the John Lennon brand and continues to expand its program globally.

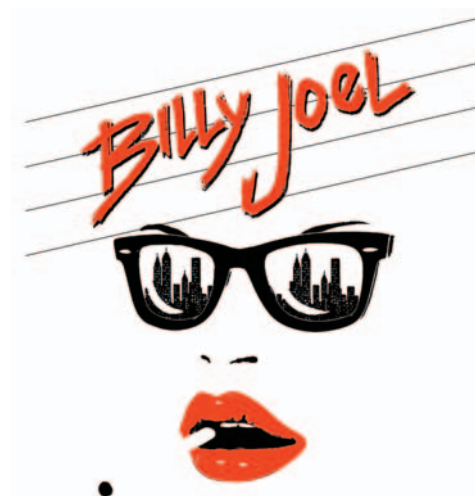
The John Lennon classic program is based on images of Lennon's likeness, photographs of Lennon and recognizable album covers and designs. Epic Rights is building programs with best-in-class licensees to manufacture t-shirts, fashion tops and loungewear for juniors and adults and is looking to expand into home goods, seasonal, consumables, athleisure and



accessories.

The Artwork of John Lennon adult collection is based on images from Lennon's rare, archival sketches. These drawings encompass the years 1964 through 1980 and evoke a sense of harmony and warmth, celebrating human love and communication. John Lennon's Bag One portfolio of art remains a permanent collection at Museum of Modern Art in New York City, and his artwork exhibits have traveled the globe for more than 30 years. Epic Rights is planning programs in apparel, home, health and beauty and stationery for specific retailers.

The Artwork of John Lennon kids' program



is based on whimsical drawings Lennon created for his son Sean. Entitled Real Love, these drawings embody love, emotion, imagination, creativity and wonder and signify a very meaningful aspect of the bonding experience that parent and child share. Epic Rights is seeking partners for the brand in baby, toddler and preschool categories.

Epic Rights is developing a global licensing program for six-time Grammy award winner Billy Joel with a focus on lifestyle products in the categories of apparel, accessories, home goods, electronics and spirits. The program supports his Billy Joel: In Concert tour that runs through the end of the year.

Finally, Epic Rights, which manages the global licensing program for Woodstock in partnership with Perryscope, is overseeing a series of initiatives that both honor and reflect the Woodstock legacy and lifestyle.

In celebration of the iconic music event's 50th anniversary in 2019, plans are already underway for a Woodstock 50th musical festival and a series of marketing and promotional initiatives.

Epic Rights and Perryscope are seeking licensees and retailers to help develop and support the Woodstock 50th program worldwide at retail.



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# Motörhead Adds Consumer Products



Global Merchandising Services is rocking out with new licensing agreements for the iconic rock band Motörhead.

Paying tribute to the band's legendary late frontman, Lemmy Kilmister, Funko is producing Pop! vinyl figures of the singer, which will launch worldwide in July.

LoveHoney, which was nominated for a 2016 LIMA award for its Motörhead adult line, is set to release the second collection of its Pleasure Tools that Rock adult toy range in July.

Finally, as an extension to Motörhead's already successful beverage range, U.K. manufacturer Celtic Marshes is producing an alcoholic cider called Snaggletooth,

which will be carried exclusively by retailer Morrison's this summer. The cider adds to the existing Motörhead alcohol line of wine, beer and vodka.

# LIMA, K.I.D.S. Help Companies Donate Extra Merch

LIMA is aligning with non-profit K.I.D.S./Fashion Delivers to advise both licensors and licensees about charitable donations of excess licensed merchandise.

By companies recommending licensees to donate to K.I.D.S./Fashion Delivers, it will help people in need while getting a tax benefit for the donations. Companies can also choose to include a clause in all licensing agreements designating such donations. Additionally, donor companies can recommend how the donation will be distributed, and K.I.D.S./Fashion Delivers will try to accommodate those wishes. International donations can also be arranged through a global network of charity partners.

"With the high volume of licensing agreements in place, it is inevitable that some product will be left over after the expiration of the agreement," says Charles M. Riotto, president, LIMA. "Rather than destroying

it, this merchandise can be given a second life by donating it to help needy people around the world through LIMA's charity partner, K.I.D.S./Fashion Delivers. We want to get the word out to our members about the benefits of donating this merchandise to people affected by natural disasters or those challenged by the daily disaster of poverty."

"The gift of new product provides hope and dignity to families and individuals facing daily challenges or recovering from disasters," says Debra Joester, K.I.D.S./Fashion Delivers board member and president of JLG. "This effort gives licensors and licensees an efficient way to donate their excess product and give back to society, and we are excited to offer this opportunity to companies in the licensing industry."

To download a copy of the Licensed Product Donation guidelines, visit [DonateProduct.com/Licensing](http://DonateProduct.com/Licensing).

# Rubik's Brand Partners with The Smiley Company

Rubik's Brand recently named The Smiley Company as its master licensee (outside puzzles) and has partnered with The Smiley Company's design studio to create a new vision for the Rubik's Cube brand, complete with distinct design styles that will appeal to a variety of consumers as well as to existing Rubik's Cube fans. Each design style has its own logo and original design direction leveraging a different aspect of Rubik's heritage. The new designs include:

- Urban, a style targeted to fashion-savvy, trendy young people and inspired by '80s and '90s pop culture and street art;
- Geek, designed for the geek who has a Rubik's and plays with it, focuses on speed cubing competitions, video games, science, computers and anything IT-related;
- Professor Rubik, a range of games and puzzles bringing together the marriage of art and intelligence through beautiful vintage designs and mind-bending play;
- Signature, a design style for the old school audience that had a Rubik's in the '80s or '90s and inspired by '70s geeks who made the Silicon Valley and their classic style.

The new partnership will expand the Rubik's Cube concept into new product categories and build a global franchise based on the brand's equity.

"We are delighted to have found a passionate brand owner with a massive track record to help take Rubik's brand to the next level and widen the appeal across a number of sectors," says David Kremer, president, Rubik's Brand.

"There is a great synergy between Smiley and Rubik's, and I feel we are uniquely placed to exploit the brand's values and real essence," says Nicolas Loufrani, chief executive officer, Smiley Company.



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# Colorforms Sticks with *Dory*, *Pets*, 'Peppa' and 'Little Charmers'

Colorforms is celebrating its 65th anniversary in 2016 with a lineup of new licenses including new products timed to the July 8 theatrical release of Universal Pictures and Illumination Entertainment's *The Secret Life of Pets*, and products featuring characters from the animated Nickelodeon series "Little Charmers."

With over 1 billion sets sold through the years, Colorforms vinyl stick-on playsets provide safe, creative, open-ended and imaginative play for children—in fact, *Time* magazine named Colorforms one of the 100 Greatest Toys of All-Time.

The brand launched with basic shapes such as squares, triangles and circles, and has evolved to incorporate licensed characters from Disney, Marvel, Nickelodeon and Universal, among others, and has incorporated other innovations that engage kids in storytelling over the years.

New for 2016 are products featuring Disney's *Finding Dory*, *The Secret Life of Pets*, "Little Charmers," Entertainment One's "Peppa Pig" and more.

*The Secret Life of Pets* Colorforms sets hit



store shelves in advance of the movie's release this summer. Products will include Colorforms fun packs and On-the-Go, Take Along, Create-A-Story and Big Wall play sets, all based on the animated movie.

This fall, Colorforms will introduce products featuring characters from Nickelodeon and Nelvana's "Little Charmers" series that includes

fun packs and On-the-Go, Take Along and Create-A-Story sets, as well.

"Our partners are very important to us and we are thankful for their support and commitment to being a part of the Colorforms family," says George Vorkas, president, Colorforms. "We are thrilled to be able to offer these crown jewels of children's entertainment as part of our exciting line-up for 2016."

New products and formats to come for fall include Record-A-Story, a Figure Fun play set, Dress Up sets and the Learning Fun educational line, which provides little hands with big chunky fun pieces.

Current product offerings range from Colorforms fun packs, which include two backgrounds and more than 16 reusable Colorforms stick-ons and retail for around \$1, to Colorforms Create-A-Story, which include a fold-out easel play area, re-usable box storage, and more 48 Colorforms stick-ons that retail for \$9.99.

The Colorforms Big Wall play set includes an oversized re-stickable background with eight extra-large Colorforms stick-ons and retails for \$19.99.



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■ BLE 2015 Exhibitor Preview  
■ MAGIC: Licensed Apparel Deals at Retail  
■ A Chat with Maker Studios

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**BLE Celebrates 17th Annual Expo**  
As brand licensing continues to grow around the globe in all major product categories, Brand Licensing Europe continues to expand its position as the first European conference of its kind. More than 300 exhibitors on the show floor at Olympia this year represent all the major sectors of consumer products including such well-known names as Adidas A.C. Milan, Autobot, Lamborghini, Chelsea Football Club, Disney Channel, DreamWorks Animation, FIFA, Huggies, Microsoft/Windows, TomTom, The National History Museum, SEGA, Sony, Jim Henson and Warner Bros. Consumer Products.  
In addition, the year's BLE boasts 20 new exhibitors, seminars and other events that reflect the significance of brand licensing and merchandising. See page 16 for a full list of exhibitors.

**Welcome to BLE 2015!**  
By **Barbara Brachta, event director, Brand Licensing Europe**  
Welcome to the 17th annual Brand Licensing Europe, which is officially the biggest star and fan fest for the most exciting time of the year.  
With more than 300 exhibitors and a staggering 3,000 brands, exhibitors and visitors on display, there is more to see and do than ever before. BLE is also designed to welcome more than 20 new exhibitors to the show's lineup.  
In addition to the huge range of propositions on the show floor, there are more than 100 educational seminars scheduled this year across the Licensing Academy and Brand & Lifestyle Theatre. Take your pick from 25 seminars, workshops and panel discussions designed to enhance your branding skill set and learn from industry experts about the latest trends and opportunities.  
If you're new to the show or licensing, the "Licensing Explained" seminar at 9:30 a.m. today from 10AM-12PM, is a must-attend event. And don't miss the keynote session today hosted by The Future that features personally Catelyn He at 1:30 p.m.  
Here are some pointers for BLE's official show mascot, Barbiebie Dope & Cate Home's Spirit the Staffie, and don't miss Europe's largest character parade on the central aisle at 11 a.m. Enjoy the show!

**Breaking News**  
**Licensing Academy**  
Join the winners of the licensing industry's annual home-grown event.  
For the full story, see pg. 5.

**Universal Gets Up for Pats**  
Universal teamed up with Pat's Brother to launch a key campaign for the upcoming film The Spirit 2: It's Pat's.  
For the full story, see pg. 16.

**Cartoon Network Launches Mag**  
Cartoon Network Entertainment and Parent will launch the Cartoon Network Magazine this month in the U.K.  
For the full story, see pg. 32.

**Artist Creates BLE Comic**  
Anne Edwards, creator of the "Chit and Squirt" comic book series to inspire Watson's magazine, has created a special comic just for Brand Licensing Europe.  
To see the comic, and read the full story, see pg. 38.

**Shows**  
**11 a.m. - Character Parade**  
**12:30 p.m. - Keynote: Catelyn He and Benjamin Grubbs, YouTube**  
For the complete licensing schedule, visit [www.licenseeurope.com](http://www.licenseeurope.com), page 10.

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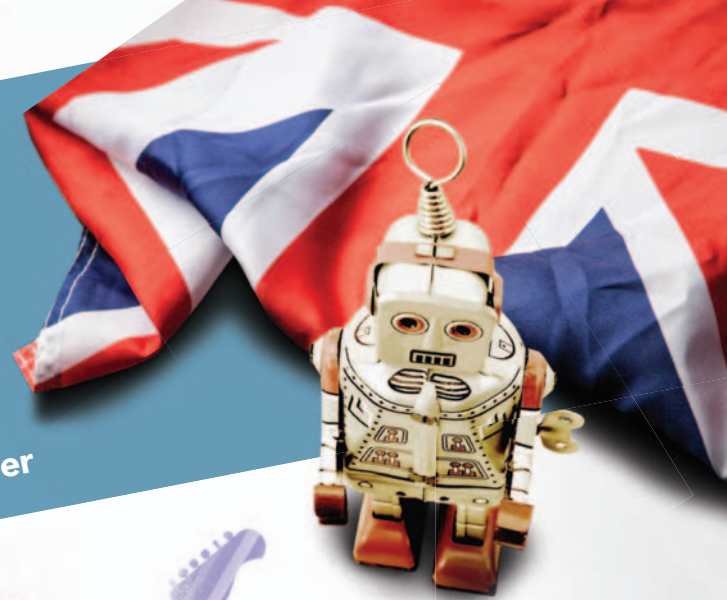
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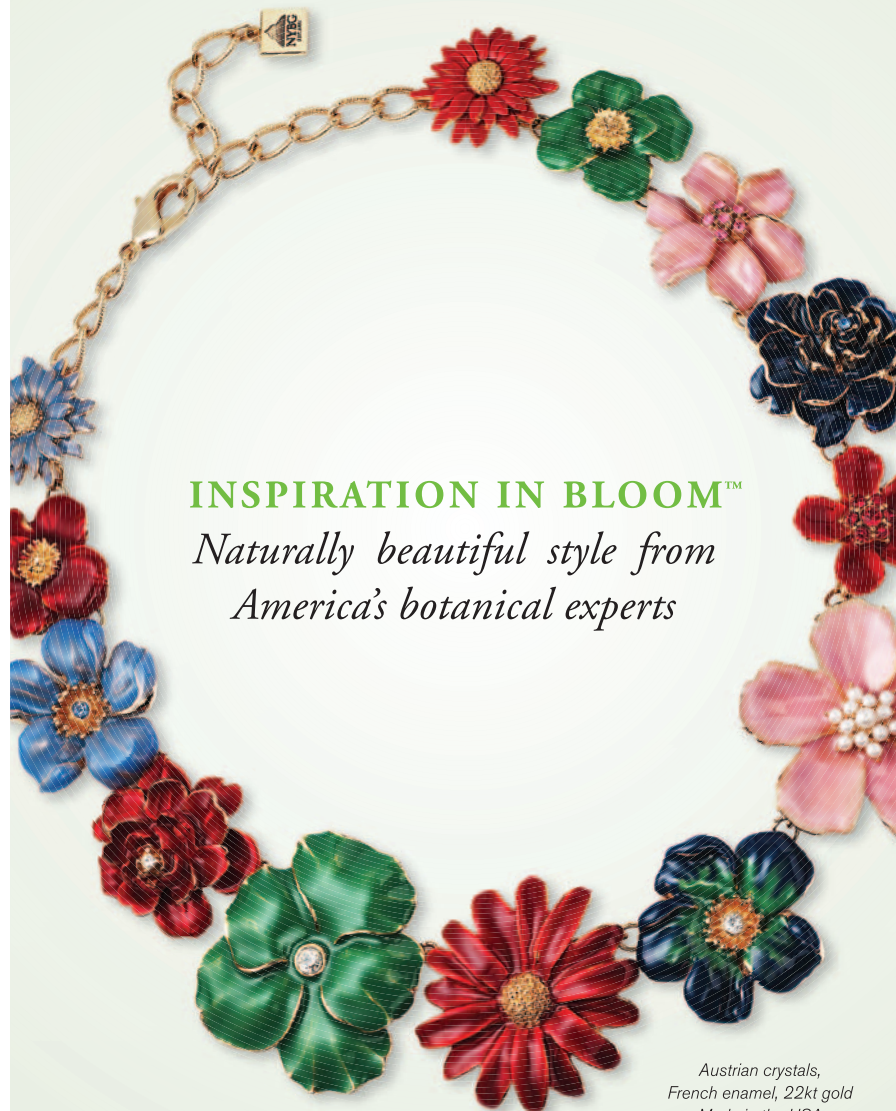
CHARACTER &  
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COMPANY NAME	BOOTH(S)	COMPANY NAME	BOOTH(S)
1st PLACE	A94	Blizzard Entertainment	A205
24IP Law Group	B115	blue whale pictures	J206
3D Light Innovations Inc.	C127	Bottled Joy Creations	G75
41 Entertainment LLC	U226	Bounce Patrol Kids	U249
4K Media Inc.	A197	Boy Scouts of America	F142
A+E Networks	Q249	Bradley Beard	G64
Aardman	G226	Brand Central LLC	D124
Act III Licensing, LLC	H94	Brand Liaison, The	E154
Activision	S214	Brand Sense Partners	C124
Agency GONET	J192	Brandgenuity LLC	A154
Akey Group	C78	Bravado International Group	Q244
Alchemy Licensing	H61	Brazilian Brands	S234
ALEGRETTO	D214	BroadTeck (Dong Guan) Co., Ltd.	A137
AliBABA GROUP	J84	Brother International Corporation	B91
All American Licensing	H74	Buffalo Works	E108
Alpha International, Inc	C113	BuyEnlarge.com	C74
Amazon Studios	H226	ByronTalbot	U249
American Greetings Entertainment	N204	C3 Entertainment, Inc	C226
American Mensa	H95	Cafe	J48
Anheuser Busch Beer Garden	B56	Candlewick Press	E105
Animal Jam	L236	CAPCOM	F62
Animasia Studio Sdn Bhd	A86	Capital One Spark Business	C71
Animation Magazine	A104	Capsubeans	B133
ANYZAC CO., LTD.	J206	CardConnect	F96
Appu Series	U249	Cartoon Network Enterprises	D170
Art 2 License	G76	Cat Create anew thing	G77
Art Brand Studios LLC	D134	Caterpillar Inc.	J76
Art in Effect	G79	CBME	B114
Art Makers International, Inc - AMI!	G87	CBS Consumer Products	S202
Art Pudong(Shanghai)		Centa IP	B204
Artwork Co.,Ltd.	J84	Character Arts	A220
Art.Peace.Imagine	H86	Character Change Room	V242
Asiana Licensing Inc	J192	Cherokee Global Brands	J140
Atlantya Entertainment	L241	China ACG Cultural Inc./ China ACG Cultural & Tourism Inc.	N236
Aurora World Corp	J192	China Art & Cultural Properties	J84
Authentic Brands Group	N254	China Pavilion/ ACG-IP Trading Centre	N236
Automobili Lamborghini S.p.A.	C118	China Pavilion/ China ACG Group	N236
BANDAI NAMCO Entertainment Inc. A204		China Toy & Juvenile Product Association	N236
BBC Worldwide	O192	Chotoonz TV	U249
bCreative, Inc.	J66	CJ E&M Corporation	B134
Beanstalk/ Tinderbox/ Blueprint	G156	ClothesEncounters	U249
Beijing Dream Castle Culture Co.,Ltd	N236	Club Santos Laguna	D214
Beijing Hutoon Animation Ltd. Company	G95	CMG Worldwide	C114
Benton Arts	J67	Contract Jewelry Manufacturer	H93
Big Blue Bubble	A100	CoolSchool	U249
Big Tent Entertainment	M228	Cosmic Kids Yoga	U249
Billboard + The Hollywood Reporter	F114	Cosmopolitan	G108
Blaylock Originals Inc.	H85	CPLG North America	O236
		Crayola Properties Inc	F53



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COMPANY NAME	BOOTH(S)	COMPANY NAME	BOOTH(S)	COMPANY NAME	BOOTH(S)	COMPANY NAME	BOOTH(S)
Creative Factory Imagine Maru	J206	Frombies	C101	Inspidea	A86	Licensing Liaison	F86
Creative Licensing Corporation	C187	Fujian Animation&Game Industry Association	E204	International Brand Management and Licensing	J110	Licensing Management Intl	E102
CrowdT	B128	Fujian International Exhibition & Commerce Co, Ltd	E204	INTERNATIONAL FREELANCE SERVICES	B104	Licensing Street, LLC / Jet Propulsion, LLC	M242
Crunchyroll, Inc.	C117	Fulanitos	D204	Intime Knits Pvt. Ltd.	J61	Licensing Works!	F124
Curtis Licensing	L214	Full Moon Features	B116	Inventor Process, Inc	F94	LIMA	C128
Daewon Media Co., Ltd.	J192	Fuller Brush Co.	H64	ITV Studios Global Entertainment	R226	LIMA Members Lounge	A103
Danita Delimont Stock Photography	F84	Gallina Pintadita	U233; U249	J Lloyd International, Inc	C115	Lingualinx, Inc.	C81
Danken Enterprise Co., Ltd.	B86	Games Workshop	B111	J'INX	J96	Lionsgate Entertainment	S242
DEKEL Brands, Inc.	B154	Garfield/Paws	B220	JAST Company Limited	M241	Lisa Frank Inc.	F61
dELiA*s	G96	Genius Brands International	A196	Jazwares	E142	Lisa Marks Associates, Inc. (LMA)	H108
DELISO SAS: SOPHIE LA GIRAFE	L230	Get Down Art	G62; H58	JD Shultz Artwork	H79	Little Baby Bum	U249
Dependable Solutions, Inc.	M236	Gici Toys	A116	JEISHA CO., LTD.	J192	LittleMissMatched	H226
Design Plus	E107	Giordano Studios, LLC	F89	JENNY FOSTER	H67	Live Nation Merchandise	K214
DESIGNSEOL	J192	Global Icons	G134	Jewel Branding & Licensing, Inc.	J101	LMCA	D146
DHX Brands	Q236	Global Rebels, Inc.	E118	Jill's Wild (Tasteful!) Women	G88	LoCoco Licensing	L198
Dimensional Branding	F134	Glory Innovations, Inc.	L242	Jim Henson Company, The	D196	Lon Chaney Estate	A125
Discovery Consumer Products	U234	GoldieBlox	G231	Jinjiang Xiexin Bags Co. Ltd.	H70	Lone Mountain Printing	E63
Distroller	C188	Good Work(s) Make a Difference	D88	Joan Marie Art	G85	LONELY DOG	H80
Dorna Sports, S.L.	D142	Green Kids Club	A92	Joester Loria Group, The	C154	Loot Crate	B99
Dr. Krinkles	M245	Grimm	H69	JoJo Siwa Entertainment	B214	Lugosi Enterprises	A123
Dr. Seuss Enterprises	K236	Grumpy Cat	A208	JPatton	J226	LUNCH MEDIA	D214
Dreamworks Animation	U200	Guangzhou Liuhua Fashion Wholesale Market	E96	JQ Licensing	F80	LyeArt Co. Ltd.	J84
drizzle studios!	G55	Gumby - Prema Toy Co.	F232	K Laser Technology	G93	Macbby11	U249
DUPONT KEVLAR	J76	Hale'iwa North Shore	F78	K9 Garage Door Kennel Net	C84	MAGIC	F93
Dynamic Drinkware	D80	Hallmark Cards, Inc.	J76	Kandee Johnson	U249	Magic Factory Limited	A134
Edge Americas Sports Inc.	D62	Happy Art	H73	Kasmanas	S234	Manu	G97
EDUWEAR	E85	HAPPYUP Co., Ltd.	J206	kathy ireland Worldwide	J132	Marjorie Sue	C95
El Reino Infantil	U249	Hasbro	F170	Keyring	J192	Marketplacer	C68
El Salvador Pavilion	B104	HashtagDécor	J68	Kidrobot	Q228	Mars Retail Group	F68
Electronic Arts	Q244	HCA	G94	Kids tv	U249	Marvelpress	G102
emoji - THE ICONIC BRAND Presented by Global Merchandising	A122	HealthyLivinG Magazine	G101	King	J236	Masha and the Bear	S226
Endemol Shine North America	Q252	Henan York Animation Studios Co., Ltd.	G81	King Features	D154	Matchmaking	A85
ENS Global Marketing Ltd	B135	Heroes of the City	U249	Knockout Licensing - A CopCorp Partnership	F108	Mattel, Inc.	R180
eone	G196	HEXBUG	F101	Kokonuzz Limited	K244	Maui and Sons	D67
Epic Rights	B170	Hi-5world	U249	Korea Creative Content Agency	J192; J206	Mauricio de Sousa Producoes Eireli	C214
Equity Management Inc.	J98	High Times	F107	Korea Pavilion	J192; J206	Maxim, Inc.	E134
Ergo Gamerz	D77	HONG DANG MOO	J206	Kratt Brothers Company Ltd. / Wild Kratts	M242	MB-Mary Beth	F102
ETERMAX	G236	Hong Kong Trade Development Council	A136	Kristina Vardazaryan	E76	McIlhenny Company	J76
EVOLUTION	C204	HooplaKidz	U249	Kung Food - Yi Animation Inc.	Q252	MDEC	A86
Expo Licencias y Marcas Mexico	E226	HOPING JONES	B86	KungFu Animation (China) Co.,Ltd.	E204	Me!Humanity	A96
FADEL	A106	Howard Robinson & Associates	G70	Kween Kwest	G68	Media Prima	A86
Famous Monsters of Filmland	A117	I.M.P.S s.a	M214	LaLune Light Studio	A86	Members Only	D114
Fantawild Animation INC.	N236	IAMERICAN LLC	H101	Larva TUBA	U249	Mercis bv	L204
Feld Entertainment	A214	Iconix Brand Group	G124	Last Frontier Outdoors	D71	Meredith Brand Licensing	E64
FICO	S234	ICONIX Co., Ltd	J192	Lawless Entertainment	L241	Merrell Twins	U249
FIEC International Exhibition & Commerce Co.,Ltd.	E204	IMG Worldwide Inc	G114	LET'S CREATE	B86	MerryMakers, Inc.	F226
Fifth Dimension	B85	Inflatable Party Masks, Visors, & More	D73	Licensing Innovations	G80	Mexican Pavilion	D214
Fingernails 2 Go	H62	Ink A/S	F204	Licensing Letter, The	D102	MEXICANITOS AL GRITO	D214
Fourideal Tech. Ltd.	B86					MGA Entertainment	R212
FremantleMedia	C196					MGL Licensing	F88
Frida Kahlo	B188					MHS Licensing	F85
						Mila Wholesale	C123

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COMPANY NAME	BOOTH(S)	COMPANY NAME	BOOTH(S)	COMPANY NAME	BOOTH(S)	COMPANY NAME	BOOTH(S)
MMA Holding Group Inc	D64	PPI Worldwide	A188	America	Q236	Consumer Products and Interactive Media South Pacific & Islander Ballroom	
MNS Creative	C103	Precious Moments, Inc.	D108	Sony Pictures Consumer Products	Q214	THE WEIRDS	A114
Mondo TV	G214	Press Office	A95	SoulPancake	U249	Timothy Raines Studios	E84
MONO PLAN	J206	PRG Enterprises	C75	SOUND TEAM ENTERPRISE CO., LTD.	B86	TIRALBA, Inc	L244
Morphle TV	U249	Princess Plie & Friends	C93	Source3	B105	Toei Animation	G230
Moxie & Company	D118	Productions on SeaSpeed LLC	C77	Spiffy Entertainment LLC / Nature Cat	M242	Toon Studio of Beverly Hills	R202
Mr. Baron Gordon	E78	PROMARCA LIMA MEXICO	D214	SPIN! Screen Play Interactive Network	B154	Topps Company, Inc., The	D74
mrpuppy.com	B103	Pulse Evolution	J174	SpiritHoods	F98	Tottenham Hotspur Football Club	C66
Multiple Link Co., Ltd	B86	Rachael Hale	H102	SPLICE Lounge	J76	TSBA Group	A170
Mundo Seedys, SAPI de C.V.	D214	RachelTalbot	U249	Sport Club Corinthians Paulista	S234	TT&F Licensing Company Ltd	B196
MyMediabox	L226	Radio Days	E196	Sports Activation Zone, presented by NFLPA	D49	TUBA n Co., Ltd	D188
Mystery Science Theater 3000	B154	Rainbow	U242	SPORTS AFIELD	E94	turmadamonicaTV	U249
National Base For International Cultural Trade(Shanghai)	J84	Red Nose	S234	Steak N Shake	E134	TuTiTuTV	U249
National Breast Cancer Foundation	H90	Redibra	S234	Striker Entertainment	H236	Twentieth Century Fox Consumer Products	O200; Q192
National Wildlife Federation	E62	Rediks Graphics	J192	Studio Pets by Myrna	D84	Ty Inc.	F214
NBCUniversal Brand Development	N214	Redrover	J192	Sunrights Inc.	L192	Tycoon Enterprises, S.A. de C.V.	D214
NECA	Q228	Retailer Lounge	J60	Super Simple Songs	U249	Ubisoft Entertainment	Q214
Nelvana Enterprises	H214	Rinaldi	S234	Susanne Kasielke	E75	UboxTherapy	U249
New Dimensions/Manic Merch	C79	RiverLights Originals	F77	Suzanne Cruise Creative Services, Inc.	E106	UDC	C102
New Taipei City Computer Association	B86	RockLove Jewelry	E98	Swagatrons	B102	Uglydoll/Pretty Ugly LLC	L218
NFLPA	C62	ROI VISUAL	J192	Swissdigital Brand	B142	UPS	C65
Nickelodeon	O180	Rosenthal Represents	H63	Synchronicity	D79	Uyoung Entertainment International, Inc.	B154
Ninja Division Publishing	E79	Rovio Entertainment Ltd	C170	Synergy Media Inc.	J192	VERSALICENSING, S.A. DE C.V.	D214
Nintendo of America Inc.	S249	RoyaltyZone	E93	Synthesis Entertainment	A119	Vidorra Group	D75
Nitro Circus	D68	RSG Media Systems	G225	Taiwan Pavilion	B86	Vistex	M198
Notion Games	A102	Russna Kaur Fine Art + Design	G86	Tak Toon Enterprise	J192	Viz International	A86
Ocon Inc	J192	Saban Brands	A159	TapuTapu the Panda	B96	VIZ Media	K226
Octane5	C134	Sales Office	A131	Techstorm Dynamics	D101	Waldoodles	K242
Oddbods	U249	Sandy Dollar and The SeaBabies	A108	Televisa Consumer Products	F196	Warner Bros. Consumer Products	N186
Okwang Studio	J206	Sanrio	A175	Tezuka Productions	C97	Wild Apple Licensing	F79
Old Guys Rule	D96	San-X Co Ltd	A142	THE Awkward Yeti	C105	Wild Wings Licensing	H87
One Entertainment	C94	Scholastic Inc.	M204	THE BRAND LICENSING ENTERTAINMENT	D214	Wildflower Group LLC	C142
ONIX	D214	Scripps National Spelling Bee & Moxie Co.	E87	The Brands Club	D106	Wildstar Tempest	E88
OpSec Security	K230	Sean Danconia	E86	The Elf on the Shelf	C220	Women In Toys	H88
ORCA	J206	SEGA of America	F188	The Fred Rogers Company / Peg + Cat	M242	WWE	J214
Out of the Blue Enterprises	H226	Seltzer Licensing Group	F134	The Henry Ford Museums	J85	XANTHUS(SHANGHAI)CULTURE MEDIA CO.,LTD	N236
PAN AM	E101	Sentai Filmworks LLC	A112	The Licensing Company, a member of Global Brands Group	G144	Xiamen Bailian Industry&Trade Co.,Ltd.	E204
PANACEA S.A.	B104	Sequential Brands	J122	The Licensing Group Ltd	F95	Xiamen Blue Bird Cartoon Co.,Ltd.	E204
Panda Kid Animation Co.,Ltd.	E204	Sesame Workshop	R242	The Moodsters	H226	Xiamen Domoko Animation Co.,Ltd.	E204
Paramount Pictures	U188	Sesame Workshop	R242	The Ohio State University	J87	Xiamen XTone Animation Co.,Ltd.	E204
Patterson International	G90	Shaftesbury	E228	The Palace Museum	J84	XrisP	J192
PBS KIDS	M242	Shanghai Happy Zone Information Technology Co.,Ltd	N236	The Sharpe Company	C80	YAH!	L246
Peanuts Worldwide	G204	Shishi Fengxiang Watch Co.,Ltd.	E204	The SockKids	C125	YG PLUS / YG USA	J192
Photo Real Embroidery	A118	Shopkins by Moose Toys	E214	The Stonebot Studio	B104	Young Toys Inc.	J192
Pierre Cardin	E124	Show Daily Office	K134	The Swan Princess	C107	YouTube	U249
Pink Light Studio	F104	Show Office	K93	The Walt Disney Company - Disney		Zag Inc.	A185
PINKFONG (Kids Songs & Stories)	U249	Sinking Ship Entertainment / Odd Squad	M242			Zeptolab	D226
Pixels.com	A143	Skechers	F154			Zolan Company, LLC	D94
Pokémon Company Int'l, The	G188	Smiley	C108			Zoonicorn	K246
Polaris Industries	C86	SNOTES	B108				
Pollywog Pond!	L245	Sony Computer Entertainment					



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# LICENSING UNIVERSITY 2016

## JUNE 22

### Roundtable–Session 1

8–9:45 a.m. – *Tradewinds F*

Speakers: Scott Sellwood, Source3; Stephanie Pottick, Pottick Law; Danny Simon, The Licensing Group; Jim Benton, Benton Arts; Sara Nemerov, Envy Branding; Stan Madaloni, Studio 2pt0; Christian Fortmann, 24IP Law Group; and Janna Markle, consultant.

### Roundtable–Session 2

10:15 a.m.–12 p.m. – *Tradewinds F*

Speakers: Andrew Koski, Miller Kaplan Arase; Joanne Loria, The Joester Loria Group; Careen Yapp, consultant; Jim Sachs, Harris Sachs; Laurie Marshall, Marshall Law Group; Ted Curtin, LMCA; Mike Slusar, Brandar Licensing; Randy Malone, MarketWise Consumer Insights; Allison Grand, Grand Communications; and Roz Nowicki, consultant.

### The Ten Most Important Do's and Don'ts of Licensing

12:30–1:45 p.m. – *Tradewinds F*

Speakers: JJ Ahearn, managing partner, Licensing Street; and Woody Browne, president, Building Q.

### Basics of Fashion Licensing

12:30–1:45 p.m. – *Islander E*

Speaker: Carolyn D'Angelo, executive vice president, brand management and marketing services, Iconix Brand Group.

### The Art and Science of Competitive Shopping

2:15–3:30 p.m. – *Tradewinds F*

Moderator: Leigh Ann Schwarzkopf, principal, Project Partners Network. Speakers: Michelle Lamb, co-founder,

Marketing Directions; Annalisa Ciganko, senior director, global retail, Iconix Brand Group; and Elisha Gordon, vice president, licensing, Jay Franco and Sons.

### The Art and Business of Licensed App Development

2:15–3:30 p.m. – *Islander E*

Moderator: Germaine Gioia, founder, PlayLife Media. Speakers: Tim Walsh, partner, Interactive Studio Management; Andy Koehler, vice president, business development and licensing, GameMill Entertainment; Josh Austin, vice president, licensing, Paramount Pictures; and Justin Berenbaum, vice president, business development and strategic relations, 505 Games.

### Protecting the Brand

4–5:15 p.m. – *Islander E*

Moderator: Pamela Deese, partner, Arent Fox.

### Strategic Stewardship: Building a Long-Term Licensing Program

4–5:15 p.m. – *Tradewinds F*

Moderator: Tamra Knepper, president, Knockout Licensing. Speakers: Dominic Burns, senior vice president, brand management and commercial, NBC Universal International Studios; Marissa Durazzo, director, partnerships and promotions, Cost Plus World Market; Veronica Hart, senior vice president, licensing, CBS Consumer Products; and Alison Wallace, vice president, licensing, Hot Topic, Torrid, Box Lunch.

## JUNE 23

### Everything You Need to Know About Royalty Rates

9–10:15 a.m. – *Tradewinds F*

Moderator: Debra Joester, president and chief executive officer, The Joester Loria Group. Speakers: Derrick Baca, executive vice president, licensing and business development, Hybrid Apparel; Paul Brachle, president, Licensing Financial Services; Ramez Toubassy, president, brands division, Gordon Brothers Group; and Cindy Levitt, senior vice president, merchandise and marketing, Hot Topic.

### Global Toy Licensing 2016 and the Star Wars Effect

9–10:15 a.m. – *Islander E*

Moderator: Matthew Hudak, research analyst, Euromonitor International.

### Planning—and Executing—Your Social Media Strategy

10:45 a.m.–12 p.m. – *Tradewinds F*

Speaker: Natalie Cupps DiBlasi, co-founder and executive director, strategy, marketing and media, Laced Agency.

### Licensing to Re-Establish a Legacy Brand

10:45 a.m.–12 p.m. – *Islander E*

Moderator: Alan Kravets, president and chief operating officer, LMCA. Speakers: Federico de Bellegarde, principal, SE&A Consulting; Michael Lee, co-founder and managing partner, JMM Lee Properties; and Mark Matheny, chief executive officer, Retail & Marketing Solutions.

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# MNS Creative is the One to Watch

MNS Creative's character brand Whatif Monster is the winner of *License Global's* One to Watch contest for new Licensing Expo exhibitors.

"*License! Global* is thrilled to award the One to Watch property at this year's Licensing Expo to Whatif Monster from MNS Creative," says Steven Ekstract, group publisher, *License! Global*. "Whatif Monster is a perfect example of creating a property that incorporates the imagination of early childhood combined with emotional storytelling to create a truly evergreen property."

The Whatif Monster is a character in the children's book

*Jonathan James and the Whatif Monster* and is a small green creature that fills Jonathan's head with worry and doubt. However, the book and the Whatif Monster aim to provide a message that will resonate with children and adults alike.

Created by author and illustrator Michelle Nelson-Schmidt, this is the company's first time exhibiting at Licensing Expo, and recently the brand launched its first licensed products that include headband headphones from Halo Acoustic Wear.

"I'm so overwhelmed right now—it took 15 years to get to this point and I couldn't be more



Whatif Monster's Michelle Nelson-Schmidt with Jessica Blue, senior vice president, licensing, UBM Americas, and Steven Ekstract, group publisher, *License! Global*.

thrilled," says Nelson-Schmidt. "I'd like to thank *License! Global* and Licensing Expo for this amazing opportunity to get my Whatif Monsters in front of as many children as possible by finding new partners to license my brand."

MNS Creative was selected

from among 45-plus submissions and four finalists for the top honor.

The other finalists include:

- The Awkward Yeti's **Heart and Brain**
- **The Weirds**
- TSBA Group's **The British Museum**

## Saban Powers Up Power Rangers

Saban Brands has announced a roster of global partners for its Power Rangers franchise across a variety of new and established categories.

New partners include Bioworld Merchandising, Blue Sky Wireless, Central Mills/Freeze, Cookies United, Dolci Preziosi Iberica, Dynacraft, Funko, H. Grossman, H.E.R. Accessories, Jada Group, Jellyfish Kids, KIDdesigns, Mad Engine, Mattel, Modacor Italiana, Mtime, nWay, Pan Oceanic Eyewear, Panini España, Pyramid International, Santex Moden, Seven, Simba Toys, Smith and Brooks, Somerbond, Trade Mark Collections, Trends International, Vandor, Whitehouse Leisure International and William Lamb Group.

"Saban's Power Rangers has been a powerhouse franchise for more than two decades with a global fan base. We're dedicated to continuously offering our fans diverse and engaging ways to interact with the brand and, through these new partnerships, are looking forward to expanding our Power Rangers licensing program with brand-new dynamic products," says Janet Hsu, chief executive officer, Saban Brands.

New products will launch beginning this fall with roll outs into spring 2017 at major retailers around the world.



## Sony Unveils Animated Line Up

Sony Pictures Animation has unveiled its slate of productions through 2018 that includes a mix of original productions and franchises.

Sony's animated theatrical line up includes the following:

- *Smurfs: The Lost Village*—In theaters April 7, 2017, this fully-animated comedy will deliver another film to the *Smurfs* franchise.
- *Emojimovie: Express Yourself*—This movie will offer a comic take on the secret world of our phones and the characters that have become daily necessities for communication—emojis. The feature is targeted to be released in August 2017.
- *The Star* (working title)—Scheduled for Dec. 8, 2017, this computer-animated feature will follow a small, but brave, donkey and his animal friends as they become the unsung heroes of the greatest story ever told, the first Christmas. Sony Pictures Animation will produce the feature in association with The Jim Henson Company.
- *Hotel Transylvania 3*—This follow-up to Sony's highest grossing film in the U.S. is scheduled to hit theaters Sept. 21, 2018, and will follow the adventures of



Dracula, his vampire daughter Mavis and her human husband Johnny.

- *Spider-Man*—This animated feature is slated to hit theaters Dec. 21, 2018, and will offer a new story surrounding the superhero.

Sony's animated lineup also includes the new animated TV series "Ghostbusters: Ecto Force," which will further expand the Ghostbusters cinematic universe. The series is slated for an early 2018 debut.

In other TV news, Sony has also unveiled "Hotel Transylvania: The Television Series" set to air next year on Disney Channel worldwide.

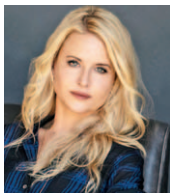
Sony will also release the TV series "Cloudy with a Chance of Meatballs" in 2017. The 2D animated series will air on Teletoon in Canada, Cartoon Network in the U.S. and on Turner channels across EMEA, APAC and Latin America.

Finally, Sony will release *Surf's Up 2: Wavemania* as a direct-to-video feature next spring that will feature WWE Superstars.



## TLC to Rep Christiane Lemieux

Licensing agency TLC, a division of Global Brands Group, has signed on to represent homewares and lifestyle designer Christiane Lemieux for licensing.



With a booming online business and in-store presence at U.K. department store House of Fraser, TLC says Lemieux's collections mix heirloom quality with modern luxury trends and take inspiration from nature, art deco and mid-century style.

"Christiane is an undisputed exceptional designer talent of our time," says Angela Farrugia, group managing director, TLC. "Her handwriting and approach speak to consumers in a way that creates excitement in the industry. It's a pleasure to work with someone who is always pushing the boundaries of success and we look forward to supporting her journey."

## 'The Simpsons' Expands in China



Twentieth Century Fox Consumer Products and HerChain Clothing Company have joined forces to open additional retail locations of "The Simpsons" store.

The first "The Simpsons" store is located in Taikooli Sanlitun in Beijing, China, and opened its doors last month.

The new store locations are scheduled to open during the second half of 2016, beginning

in Shanghai's Grand Gateway 66, Xi An Wu Huan Department Store, with a second location slated for Beijing at Joy City.

The stores will also feature more than 125 specially curated items based on the animated TV series.

"The new locations—in high traffic city centers and department stores—position 'The Simpsons' store to attract

a wide and diverse composition of consumers," says Peter Leeb, vice president, worldwide brand marketing, strategy and partnerships, Twentieth Century Fox Consumer Products.

Additionally, the new locations coincide with the unveiling of a replica "The Simpsons" store at the Twentieth Century Fox Consumer Products booth (Q192/O200) at Licensing Expo.

## Sanrio Closes Licensing Deals

Sanrio has signed a raft of new licensees for its properties at Licensing Expo.

The licensing deals span a wide range of categories, from food and beverage to apparel, sleepwear and costumes, and Sanrio has even broader plans to widen the multi-character programs in the near future.

- New licensing deals include:
- Betty Crocker for Hello Kitty Strawberry Surprise cookie mix;
- Kid Cuisine for Hello Kitty-shaped foods;
- Hallmark for greeting cards, holiday

ornaments, gifts, plush, stationery, stickers and calendars that features Sanrio characters such as Keroppi, Chococat, Badtz-Maru, My Melody, Little Twin Stars and more;

- Hybrid Apparel for assorted Hello Kitty t-shirts for the juniors;
- Leg Avenue for adult costumes and hosiery for characters Hello Kitty, Badtz-Maru, Keroppi, Chococat and Little Twin Stars; and
- Bioworld for Gudetama sleepwear, slippers and umbrellas.

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**India: Bradford Licensing**  
Chitra Johri  
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Sheraton Kalouria, Chris Van Amburg, Jessica Nubel, Katy Thompson and Christopher Lucero, Sony Pictures Television



Alibaba retail seminar



Howard Gelb, UBM Americas, and Juli Boylan, MGA Entertainment



Basketball great Shaquille O'Neal with Authentic Brands Group's Nick Woodhouse and Jamie Salter



Mark Kingston, Viacom International Media Networks



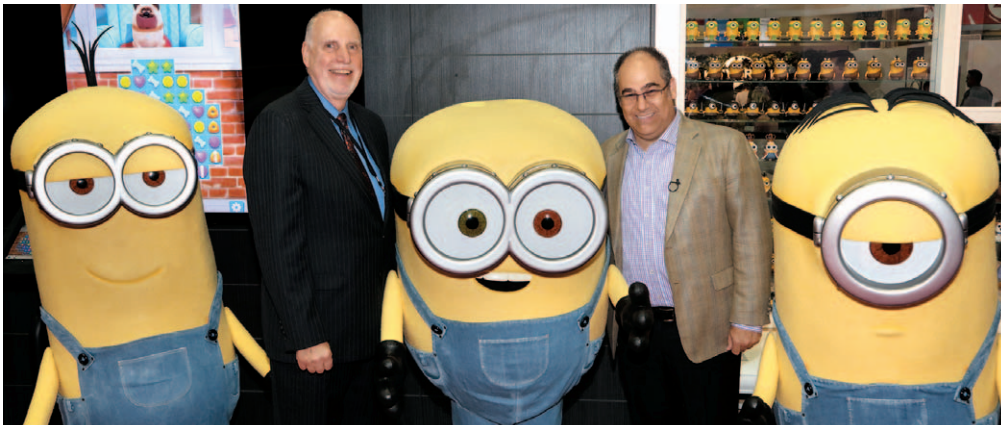
Patrice Paglia and Peggy Pack, Precious Moments



Tabatha Bundesen with Grumpy Cat



Actor Ian Ziering



Tony Lisanti, License! Global, and Manuel Torres, NBCUniversal



Steven Ekstract, License! Global, with Kathy Ireland, kathy ireland Worldwide



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Frank Caruso, Carla Silva and Rocky Shepard, King Features, with Mark Fleischer, Fleischer Studios



Vladimir Gorbulya, Animaccord and "Masha and the Bear"



Deana Duffek and Kristen Ferriere, National Wildlife Federation



Josh Silverman and Jimmy Pitaro, Disney Consumer Products & Interactive Media, with Alan Horn, The Walt Disney Studios

## WBCP Brings New Content to Expo

Warner Bros. Consumer Products will showcase a slate of franchises and properties to drive its global licensing, merchandising and retail businesses in 2016 and beyond.

First, WBCP will showcase its growing slate of DC Entertainment including *Wonder Woman's* global licensing and merchandising program, which is highlighted by fashion-focused products. WBCP will also highlight "DC Super Hero Girls," which is due to roll out its merchandising program next month, along with its DC television programming including animated shows such as "Justice League Action" and "Teen Titans Go!," as well as live action programs "Gotham" and "The Flash."

Next, the world of *Harry Potter* will expand to include new characters, creatures and locations with the debut of *Fantastic Beasts and Where to Find Them*, set to hit theaters Nov. 18. To celebrate the debut, WBCP will roll out an all-new program that extends the Wizarding World to fans through a publishing program, inspired-by apparel, toys, collectibles, housewares, stationery and more. WBCP also says it will deliver more global immersive experiences, building on its inspired theme parks in Florida, Japan and Hollywood, Calif.

WBCP and the LEGO Group will also continue to build on their partnership by offering two new movies—*The LEGO Batman Movie* and *The Ninjago Movie*. Each film will be supported by a range of key products that will bring the characters and worlds to fans throughout the world.

The company has also announced that three of its animated franchises—"Looney Tunes," "Scooby-Doo" and "Tom and Jerry"—will each see new series this year, all of which will be supported by WBCP's licensees.

Finally, WBCP will showcase properties that are new to its entertainment collection such as *Willy Wonka and The Chocolate Factory*, as well as the Stanley Kubrick collection.



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