



Robert Benjamin, Eric Lamond, Ani Khachoyan, Earl Benjamin and Andrea De Les Dernier, C3 Entertainment, with John Mueller as Buddy Holly, Ray Anthony as Ritchie Valens and Linwood Sasser as the Big Bopper, Winter Dance Party

## Disney's 'Elena' Products Debut

Disney Consumer Products and Interactive Media has launched a new product line based on the forthcoming animated series "Elena of Avalor."



The assortment includes dolls, costumes, dress up accessories, apparel, books, backpacks and home décor.

Products are available now at Disney Store, with additional items rolling out to mass retailers in July from licensees such as Hasbro, Jakks, Amscan, Disguise and many more.

The series will air beginning July 22.

## Sony Plays with Playmobil

Sony Pictures Consumer Products has tapped Playmobil to create a line of play sets for the *Ghostbusters* property. The deal marks Playmobil's first-ever foray into licensed play sets.

Playmobil's range of toys will hit retail in early 2017.

## WBCP Falls in Love and Madness

Warner Bros. Consumer Products is partnering with licensee Love and Madness for a collection of DC superhero jewelry.

The collection, which will launch this holiday season with a Wonder Woman offering, will be available across varied retailers, from specialty to department stores.

Other DC Entertainment characters planned to feature in the collection include Batgirl and Supergirl.

# Expo Rocks the Night Away

Sponsored by the International Licensing Industry Merchandisers' Association and in association with Gold Sponsor NFL Players Association, the Licensing Expo Opening Night Party took place Tuesday night at The Havana Room and Sky Beach Club at the recently

renovated Tropicana Las Vegas.

The evening networking event included entertainment by Winter Dance Party, which is a tribute to music icons Buddy Holly, The Big Bopper and Ritchie Valens, courtesy of C3 Entertainment.

For today's full Licensing University schedule, turn to Page 58.

## ABG Takes Vision to Forever 21

Vision Street Wear, a skate and streetwear apparel brand, will soon be available in fast fashion retailer Forever 21.

Authentic Brands Group, owner of the Vision Street Wear brand, will take the 17-piece capsule collection of bodysuits, bomber jackets, cropped t-shirts, shorts, tanks and loungewear for men and women to U.S. and Japan Forever 21 stores beginning this week.

"Forever 21 is renowned for connecting today's fashion trend-seeking audience, and Vision Street Wear has been associated with creating its own trends since the inception of U.S. skate culture, making the collaboration the perfect marriage," says Nick Woodhouse, president and chief marketing officer, ABG.



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A promotional image for Teletubbies featuring four characters: Tinky Winky (purple), Dipsy (green), Laa-Laa (yellow), and Po (red). They are standing in a grassy field with a tree and a blue sky. The characters are smiling and looking towards the camera. A white circular callout in the top right corner contains the text 'Visit Booth #O236'. A purple circular callout in the bottom right corner contains the text 'Boys & Girls, 6 Months - 3 Years'. A blue banner at the bottom contains contact information for Shane Mang.

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# Nine Letters Deliver Powerful Message



by **TONY LISANTI**  
global editorial director

One of the least publicized headlines over the past few days here at Licensing Expo 2016 perhaps represents one of the most important and influential news stories impacting the global brand licensing sector.

As you walk past booth #G144 in the corporate brands

section, you may have noticed the nine letters subtly identifying the company: TLC CAA GBG.

The letters represent a joint venture announced June 15 between Creative Arts Agency and Global Brands Group, which previously acquired The Licensing Company in 2014.

The mega deal creates the largest brand licensing agency and management company in the world with nearly \$11 billion in retail sales of licensed merchandise, according to *License! Global's* 2015 Top Agents report.

But the real news is the inherent potential growth opportunities for celebrity and brand licensing that this new joint venture will quickly leverage.

As CAA moves to establish an office at GBG's headquarters in New York, and GBG

sets up an office at CAA headquarters in Los Angeles, Calif., the gears are in motion for this joint venture—known as CAA-GBG—to quickly expand its IP assets.

“This strategic partnership creates exciting new possibilities. Global Brands’ established international brand management operation, understanding of a brand’s DNA and in-depth knowledge of retail will be combined with CAA’s remarkable collection of talent and brands, and media and marketing platforms in the U.S.,” says Bruce Rockowitz, chief executive officer and vice chairman, Global Brands Group Holding Limited. “This is a powerful combination, and makes CAA-GBG the undisputed leader in brand extension platforms for clients across the lifestyle, corporate, celebrity and entertainment space.”

CAA-GBG, now with 24 offices in 20 countries, creates a powerhouse with expertise in all aspects of brand extension programs, including branding strategies, market targeting, product development, retail activations, licensee acquisitions and multi-territory franchising, combined with CAA’s extensive licensing, media and entertainment platform.

CAA has developed and managed more than 100 licensing programs on behalf of its clients, from Bethenny Frankel’s *Skinnygirl* and Eva Longoria Home for J.C. Penney, to Kate Hudson’s *Fabletics* and Kelly Ripa Home for Macy’s.



Perry Wolfman, head of CAA’s licensing division, will serve as chief executive officer of CAA-GBG, and Jared Margolis, currently president of Global Brands’ brand management group, will be president of the joint venture.

“We have enjoyed a long-standing relationship with the leadership at Global Brands, having collaborated on behalf of our clients for many years,” says Wolfman. “With like-minded collaborative cultures and an innovative approach to global brand-building, the combination of these two companies, joining forces to provide best-in-class opportunities to our clients, is immensely exciting.”

The magnitude of this joint venture will have a far-reaching impact and create huge opportunities over the next several years.

So as you stroll by the stand on the last day of Licensing Expo, you now know the story behind the nine letters with a powerful meaning.

## Expo Honors Loyal Exhibitors

The Licensing Expo sales team and Jessica Blue, senior vice president, licensing, UBM Americas, recognized exhibitors that have been showcasing their brands at the show for 20 years or more with a commemorative ribbon and group picture in the lobby of the Mandalay Bay Convention Center exhibit hall. Licensing Expo is now in its 36th year.

“We are so honored to have such a large group of exhibitors who have been with Licensing Expo every year for more than 20 years,” says Blue. “It’s our constant goal to help ensure that they have a successful show year after year by keeping the Expo on the cutting edge of licensing, developing new show features and attracting the right audience, and it’s our pleasure to celebrate their tenure with the show at Licensing Expo 2016.”



Exhibitors include (not all of these were present at photo): Art Makers International-AMI!, Curtis Licensing, Authentic Brands Group, Scholastic, 4K Media, The Licensing Group, Sony Pictures Consumer Products, Mat-tel, The Joester Loria Group, Creative Licensing Corporation, Nelvana Enterprises, Rosenthal Represents, Suzanne Cruise Creative Services, Warner Bros. Consumer Products, LMCA, King Features, Beanstalk/Blueprint, Tinderbox, Benton Arts, Nickelodeon, Hasbro, Giordano Studios, Wild Wings, WWE, Sesame Workshop, Paramount Pictures, Patterson International, LoCoco Licensing, Vistex, I.M.P.S. and BBC Worldwide Americas



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# Licensing Expo Opening Night Party



Ninel Nazarian and Tom Nazarian, NKSFB, with Edward Rashba and Roberto Salem, Fadel



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Julian Collins, Matt Faggi, Bryan Cleary and Cullen Sweet, Jlnx



Joester Loria Group and Constellation Brands/Corona



Nina Adams, LMI, and Anthony Cisneros, SEGA



Nicole Ducleroir, Nathalie Delin, Eric Rennagel, Leady Bjerregaard and Emilee Feldman, My MediaBox



Jim Benton and Kristin Le Clerc, Jim Benton



Sharon Weisman, License! Global, and Samira Ali, Jewel Branding and Licesning



Eric LaMonde, C3 Entertainment, Howard Gelb, UBM Americas



Nancy Van Dunk and Salha Latif, Crayola, with Ted Larkins, CPLG



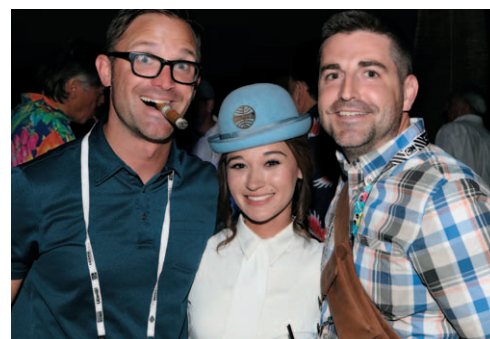
Charles Riotto, LIMA, and Karen Raugust, Raugust Reports



Paul Flett, Prominent Brand + Talent, and David Chu, DMR



John Anthony, Leo Valencia, Liza Acuna and Daniela Torman, Radio Days



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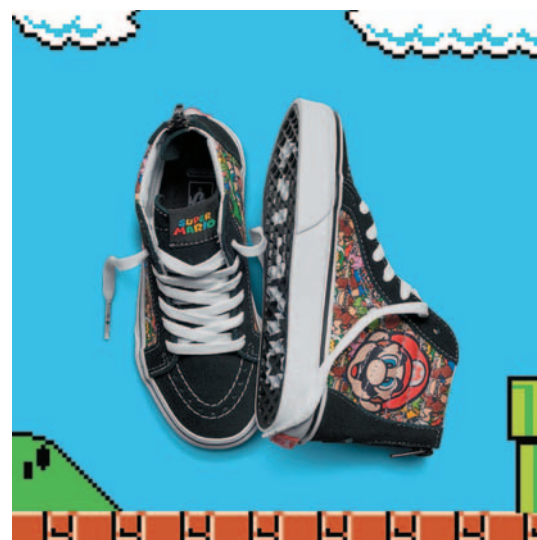
# Vans Showcases Nintendo Kicks

Nintendo and Vans have joined forces to create an extensive collection of footwear, apparel and accessories celebrating the early days of video games.

The Vans x Nintendo footwear collection will feature graphic prints using 8-bit inspired artwork and characters from video games such as "Super Mario Bros.," "Duck Hunt," "Donkey Kong" and "The Legend of Zelda," as well as graphics inspired by Nintendo's first console.

Meanwhile, the apparel and accessories collection will feature prints that tie back to the footwear and will include co-branded t-shirts, backpacks, bags, socks and hats.

The Vans x Nintendo collection is currently available in the U.S. and will roll out at international retailers throughout the month. It will also be available at Vans.com/Nintendo.



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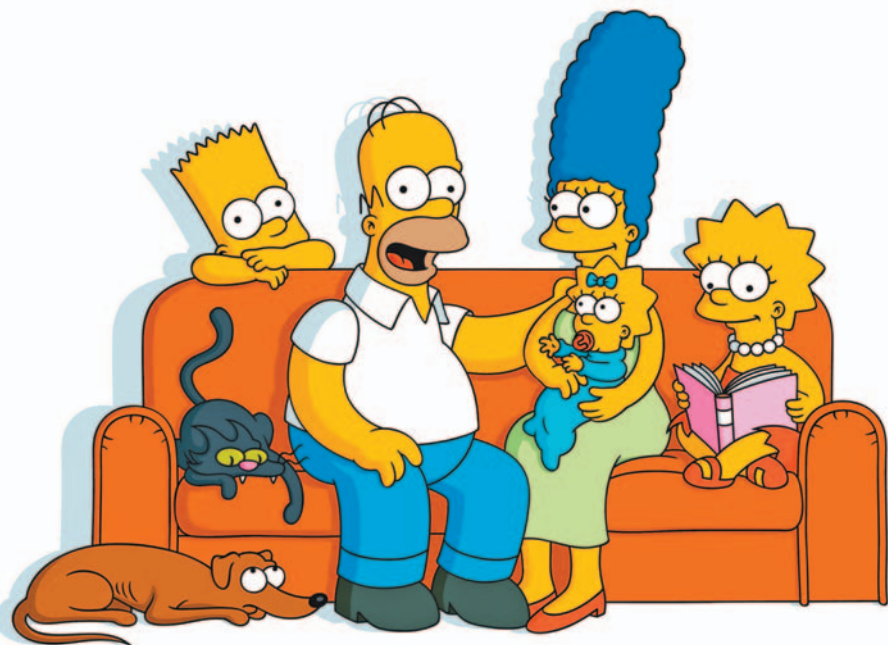
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## ‘Simpsons’ Flagship Opens in Beijing

The first-ever store dedicated to Twentieth Century Fox’s classic television series “The Simpsons” opened in Beijing, China, last month.

Featuring more than 125 specially curated items, the new ‘The Simpsons’ store offers never-before-available apparel, bags, headwear and accessories invoking the distinctive style and spirit of animated series.

“The Simpsons’ store will offer a diversified range of smartly designed products. The store possesses the fully-owned licensing rights to co-produce all ranges of products. It



is targeted to meet the intense demand among consumers and ‘The Simpsons’ fans. ‘The Simpsons’ store will continue to provide the infinite surprises and fashionable merchandise iconic to the brand,” says Yoyo You, general manager, Her-Chain, retail partner for the brick-and-mortar.

The retail environment showcases the brand with visual highlights throughout the store. Customers enter through a Bart Simpson silhouette and, at the center of the store, shoppers are greeted with a customized art installation celebrating ‘The Simpsons’ through sophisticated design, says Fox. There’s also a minimalist color block breakdown of the characters that complement each of the dressing rooms, and attention-to-detail execution of lighting elements brings the characters to life.

Reflecting the mid-to high-range merchandise for sale, the store is located within the fashionable Taikoo Sanlitun shopping center, which features high-end international retailers, art galleries, theatres, restaurants and a boutique hotel.

## ‘Warhammer’ Swarms Licensing Expo

For the first time in the company’s 40-year history, Games Workshop is bringing its fantasy and science fiction brands to Licensing Expo.

The manufacturer and retailer of hobby miniatures is showcasing the dark and gothic worlds of “Warhammer” and “Warhammer 40,000,” along with “Blood Bowl,” the game that puts the fantasy into fantasy football.

Notable licensed franchises include the “Warhammer 40,000: Dawn of War” series, which boasts more than 7 million units sold and the No. 1 blockbuster “Total War: Warhammer.”

With more than 65 merchandise and video game licenses in place, selling \$32 million of product at retail last year, Games Workshop is looking to expand its licensing program across all sectors with partners from around the globe.



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# ‘Yo-Kai Watch’ a Hot Property for Level-5

Level-5 abby, a multi-media, cross-platform global entertainment company that creates, produces and distributes content for children, adults and game/anime fans worldwide, is bringing universally themed game and animation content from Japan to fans globally, including its up-and-coming properties such as “Yo-Kai Watch.”

“Yo-Kai Watch,” dubbed “the new Pokémon” by *Forbes* in 2015 due to its \$2 billion in licensed retail merchandise sales in less than two years, continues to have broad appeal, says Level-5.

The “Yo-Kai Watch” series, which has been the top-rated animated show for kids, ages 4 to 12, on TV Tokyo, follows the misadventures of Nate, an average boy,

and his involvement with the mischievous Yo-Kai characters—invisible beings that cause life’s daily annoyances. Nate’s special watch empowers him to discover and summon the Yo-Kai characters, befriend them and work with them to solve everyday problems

The series occupies a distinct niche in the anime market due to its use of humor as its innovative licensed consumer product offerings, says Level-5.

Fans can currently follow Nate and his Yo-Kai companions in the television series, on a Nintendo 3DS video game, in comics, toys and on video-on-demand and YouTube.

“Yo-Kai Watch” and Level-5’s other tentpole property, “Little Battler’s eXperience,” a series of action role-playing video games created by Level-5 involving small plastic model robots known as LBX, is debuting for Western audiences via multiple touch points including animation, toys, manga/comics, music and live entertainment.

As the company expands, Level-5 will also develop original entertainment content designed specifically for Western and global markets.

The company is also developing a new property, “Snack World.”



## Manu Grows Lil' Ledy

Manu Creative is adding new content and products for its contemporary women’s lifestyle brand Lil’ Ledy, winner of last year’s *License! Global* “One to Watch” award.

Manu is exclusively launching three new collections for the growing brand this week, each one covering a theme and target audience in the female market: Lil’ Rabbit is cute and whimsical, Pineapple Glamour is vintage and chic and Flower Garden is sensual and saturated.

Manu is also developing the first line of Lil’ Ledy picture books, which will play up the storytelling potential and female empowerment themes of the brand.

The first book, *Grow Positive Thoughts*, teaches readers how to maintain a good attitude about life and is aimed at young girls and their moms. Manu is looking for publishing partners for the book, and two more books will follow by the end of the year.

Elsewhere in the publishing space, Manu is taking Lil’ Ledy into greeting cards and adult coloring books.

The cards celebrate several popular holidays and occasions including Christmas, Easter, birthdays and encouragement, and feature characters from existing collections as well as special editions.

The coloring books have black-and-white line art in the brand’s sophisticated yet cute style with many intricate details and promote the brand’s message about expressing individuality through coloring.



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# Rovio Unveils Expansive *Angry Birds* Book Plans

Rovio Entertainment, via its publishing arm Kaiken Publishing, has partnered with more than 20 publishers worldwide to expand the *Angry Birds Movie* universe.

"It's always been our aim to offer stories to *Angry Birds* fans in their native languages," says Laura Nevanlinna, chief executive officer and publisher, Kaiken Publishing. "Language truly builds a connection between the reader and the storyworld. We're incredibly proud to have such an amazing group of partners on board and quite thrilled to be the first Finnish brand to create such a massive, global and simultaneously launched publishing program."

Several of *Angry Birds'* new publishing partners include:

- HarperCollins Children's Books for an extensive publishing program in the U.S. and Canada, including *The Angry Birds Movie: The Junior Novel*, which retells the entire story of the movie.
- Centum Books for a line of books that will expand the storyworld of the film for British, Australian and U.S. readers.
- Panini for a worldwide sticker collection program, as well as magazines and comics in Europe and Mexico.
- Penguin Random House Grupo Editorial for a range of story and activity books in Spain.
- Hachette Livre in France for a range of story and activity books.
- Editions Larousse for special book formats including *The Angry Birds Personality Test Book*.
- Le Lombard for comic books in France.
- IDW Publishing for comic books and an illustrated behind-the-scenes book in the U.S.
- Shanghai 99 for comic books in China.
- Gramedia Pustaka Utama for story, activity and comic books in Indonesia.
- BPlus Mongolia for titles in the Mongolian language.

"The amazing box office success of *The Angry Birds Movie* has fueled an incredible interest in books based on the characters and the film," says David Linker, executive editor, HarperCollins. "We've seen a growing swell of interest and strong sales across all seven titles in

our *Angry Birds Movie* program. It's really remarkable to see how the property has evolved and tremendously satisfying to see the enthusiastic reception our books are having."



## Sunrights Taps m4e for 'Beyblade Burst'

Sunrights has appointed m4e to represent the "Beyblade Burst" property across broadcast, home entertainment and merchandising in the G/A/S region.

The new series, which debuted in Japan on TV Tokyo in April, is the first step in a reboot for the "Beyblade" brand.

The new animated series "Beyblade Burst" features a new storyline and new characters incorporated into a theme of real sports that is targeted to boys, ages 6 to 11.

m4e will now seek a German

broadcasting partner for the series in order to start developing a broad licensing program across toys, apparel and more.

Sunrights handles the distribution of all rights for "Beyblade Burst" outside of Asia.

"We are very proud of our trustful and long-lasting partnership with d-rights and Sunrights," says Peter Kleinschmidt, senior vice president, marketing and brand management, m4e. "We know the brand and all involved partners very well and can't wait to breathe new life into this cult franchise."





LAS VEGAS

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# Four New Animated Series from Ink Global

Brand licensing agency Ink Global is presenting a host of original and fresh shows that offer unique franchising opportunities at Licensing Expo.

“The mission of Ink Global is to scour the world for projects that combine distinct originality with a really strong story,” says Claus Tømming, director, Ink Global. “What we are bringing to Las Vegas are the fruits of this search—four innovative and original animations, each with the potential to drive incredible story-driven programs, and each with the potential to become major franchises.”

“Masha and the Bear,” the story of a little girl and the bear who becomes her reluctant playmate from production house Animaccord, is broadcast in nearly every country in the world on pay and free-to-air channels including France TV, KiKa in Germany, Rai YoYo in Italy, Turner Cartoonito in the U.K. and Latin America, Turner Boing in Spain, ABC in Australia, Canal Panda in Spain and Portugal, Minimax in Central Europe, Russia 1 in Russia, SIC in Portugal and Portuguese-speaking Africa and SpaceToon in the Middle East, North Africa and Malaysia.

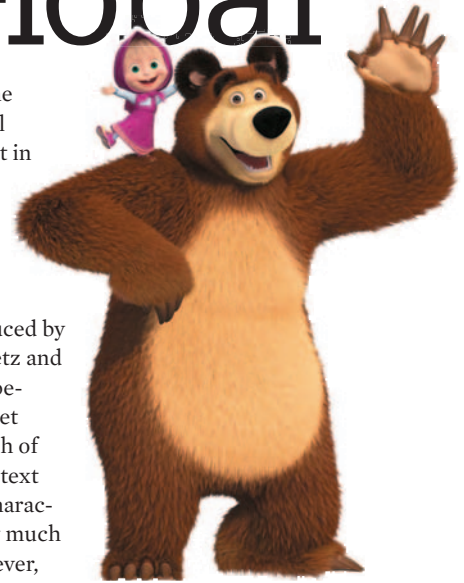
The brand’s newly released third series has boosted the show’s popularity, says Ink. “Masha” has also become a huge YouTube hit, with the “Masha and the Porridge” episode recently reaching 1 billion views, making it one of only 20 videos ever to achieve the feat.

Another propoerty for Ink is “Zafari,” a new animation from David Doretz, which tells the story of a group of friends who inhabit a land where all the resident animals are born with an amalgamation of varying skins, patterns and characteristics that make each truly unique. France TV, Lagardere TIIJ, SRC Radio Canada and SpaceToon are on board to broadcast the show,

and NBC Universal has picked up the global distribution rights. Additional broadcasters have expressed interest in the project on a pre-buy level.

Two other properties in development will offer manufacturer partners the opportunity to get involved with the brands on the ground floor. “The Mojicons,” produced by Russian creators Alexander Romanetz and Viacheslav Marchenko, reveals the behind-the-scenes world of the Internet through the stories of the zany bunch of emoticons that populate emails and text messages. Although the Mojicons characters live in the web, they don’t know much about how the Internet works, however, when a mysterious digital villain steals the @ symbol and all electronic correspondence grinds to a halt, they are tasked with restoring the worldwide web.

“The Fixies” is a new animated series that follows the adventures of the little creatures who, unbeknownst to humans, live inside machines, appliances and devices. The Fixies characters are the opposite of gremlins since they conscientiously maintain and repair our equipment with the aid of their tool-filled pack-o-mats. Plans for this series are in development.



## Jewel Introduces Home Décor Licensees

Four licensees represented by Jewel Branding will be showcasing at this year’s Licensing Expo.

Clairebella is synonymous with personalized style that includes bold, graphic patterns in fresh colors and has grown into a stylish lifestyle brand that includes bedding, rugs and paint. Clairebella bedding is available through Bed, Bath & Beyond, At Home and other retailers. This year, the brand welcomed the launch of Clairebella rugs, pillows and poufs from licensee Surya.

Launched in 1995, Rachael Hale is truly a global success story, says Jewel. While earning sales in excess of \$900 million, it has continued to grow its base of 125 licensees in more

than 60 countries. The brand and animal photography continue to delight consumers year after year in the U.S. with products including back-to-school, cards, calendars, stationery and luggage.

Shell Rummel is a watercolor painter known for her designs that are inspired by organic lines, authentic materials and the fluidity of nature.

This has been an exciting year for Rummel, says Jewel, as it has evolved into a true lifestyle brand with the introductions of bedding by Westpoint Home, bath by Popular Home, rugs and pillows by Surya and fabrics by Westminster. Categories available for licensing include furniture, home décor, apparel,

accessories, stationery and baby.

Chalk art designer Valerie McKeehan creates each of her designs entirely by hand, from sketch to slate. She has become the authority on chalk and hand lettering as demonstrated by her highly successful book, *The Complete Book of Chalk Lettering* which is in its second printing, and her recent article in *Martha Stewart Living* about hand lettering.

Her Lily & Val brand is having success at retail through licensing partnerships for home and wall décor, stationery, greeting cards, calendars, rugs and mats, storage products and more. Categories available for licensing include kitchen textiles, housewares, tabletop and stationery.

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# Jim Benton Announces New Licensee, Pub Deals

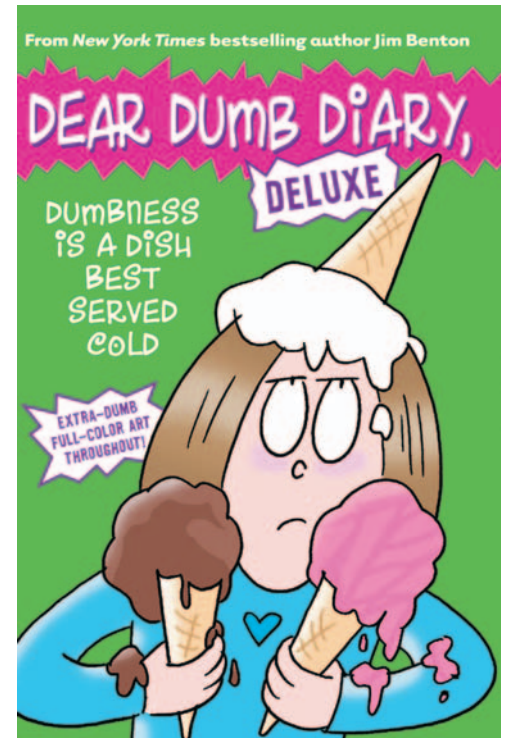
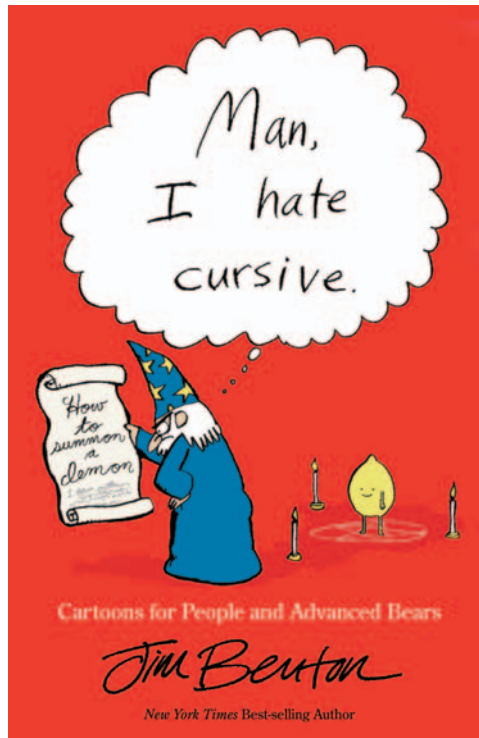
Happy Bunny creator and author Jim Benton has announced a new licensee and several publishing deals.

Benton is partnering up again with one of his first licensees, Ripple Junction, for It's Happy Bunny pins, stickers and buttons in a deal facilitated by Striker Entertainment.

Benton is also continuing his Dear Dumb Diary kids' series with *Dumbness is a Dish Best Served Cold*, a deluxe, four-color special edition book from Scholastic, which is being supported with in-store displays, YouTube advertising, social media and placement on kids' reading websites.

Also coming from Scholastic is *Where Did All The Dino's Go?*, Benton's latest search-and-find board book, and Victor Shmud, a new illustrated kids series.

In addition, Benton is working on *Man, I Hate Cursive*, the sequel to his Eisner-nominated cartoon book, *Dog Butts and Love. And Stuff like That. And Cats.*, which is being published by Andrews McMeel due this fall.



# Rainbow Arcs Across Brazil with 'Winx,' More

Rainbow has entered an ongoing agreement with TV Cultura, one of Brazil's leading free-to-air channels.

Under the terms of the deal, TV Cultura will broadcast season five and six of "Winx Club," which will air during prime time every weekday.

"Winx Club" follows the adventures of a group of young fairies and combines action and adventure with comedy, appealing to girls ages

4 to 10. In total, "Winx Club" boasts more than 15 million viewers every day through 150 broadcasters worldwide.

The success of "Winx Club" led TV Cultura to snap up two of Rainbow's new properties—"Regal Academy" and "Maggie & Bianca: Fashion Friends."

"Regal Academy" is an animation send-up on traditional fairy tales and follows the fortunes of the grandchildren of famous fairy

tale characters as they attend their new school.

"Maggie & Bianca: Fashion Friends" is Rainbow's first full live-action production, and is about two girls (American Maggie and Italian Bianca) who attend the Milan Fashion Academy.

Both shows are scheduled for prime-time slots after "Winx Club" on TV Cultura. "Maggie & Bianca Fashion Friends" will air in December, followed by "Regal Academy" in February 2017.



Pororo Store



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# MAGICAL BRANDS



Come and Visit Rainbow **LICENSING EXPO LAS VEGAS Booth U242**

# Moodsters are the Latest Jam



Jelly Jam Entertainment is introducing The Moodsters, a character-based brand created to educate, entertain and enhance the social and emotional development of children.

Poised to be the first in creating a new emotional intelligence and wellness category for children, The Moodsters, a team of five detectives, help their friends solve mood mysteries, ultimately helping preschoolers learn about feelings and simple strategies to handle the everyday challenges of growing up.

“We are excited to present The Moodsters at Licensing Expo 2016 and have the opportunity to meet new partners that will develop Moodsters products and content designed to help kids build a lifetime of healthy habits,” says Maureen Taxter, executive vice president, Jelly Jam Entertainment.



Toy partner Kids Preferred launched a line of interactive toys—Moodster Mirror, Moodster Meter and Feelings Flashlight—last year, and new toy SKUs are debuting this year, including a Moodsters Feelings Notebook and Feelings Crayons—creative tools to help kids express themselves—and The Moodsters Talking Plush Assortment. Jelly Jam is also working to expand its retail distribution channels as well as move into digital with an app.

The company is looking to further grow its consumer products offerings and is seeking licensing partners in media, publishing, apps, toys and games and yoga mats.

Created by Denise Daniels, a noted child development and parenting expert, The Moodsters

products incorporate an emotional intelligence curriculum developed by Dr. Marc Brackett of The Yale Center for Emotional

Intelligence and are designed to help preschoolers learn to recognize, understand and manage their emotions.

## Creative Licensing Gets *Wet Hot*

Creative Licensing has signed on as the worldwide merchandise licensing agent for the cult classic film *Wet Hot American Summer*.

The partnership expands the 2001 film’s current licensing program, with the goal of moving into categories such as apparel, art posters, summertime accessories, board games, publishing, promotional tie-ins, specialty gifts and live action entertainment.

“*Wet Hot* has amassed a huge cult following thanks to its iconic scenes, unforgettable oddball quotes and star-studded cast, with names like Paul Rudd, Bradley Cooper and Amy Poehler anchoring the film. We are looking forward to finding those partners who are devoted to producing fan-first products,” says Stephanie Marlis, director, Creative Licensing.

“We look forward to collaborating with

Creative Licensing to provide unique and creative products and opportunities for the fans, who have been so great in supporting *Wet Hot* for so many years,” says Howard Bernstein, producer, *Wet Hot American Summer*.

Current licensees include Mondo, Ripple Junction and Rusted Wave, with apparel merchandise available at Urban Outfitters, Kohl’s, Spencer’s and Hot Topic.





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

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# Mondo and Aurora World Partner on 'YooHoo & Friends'

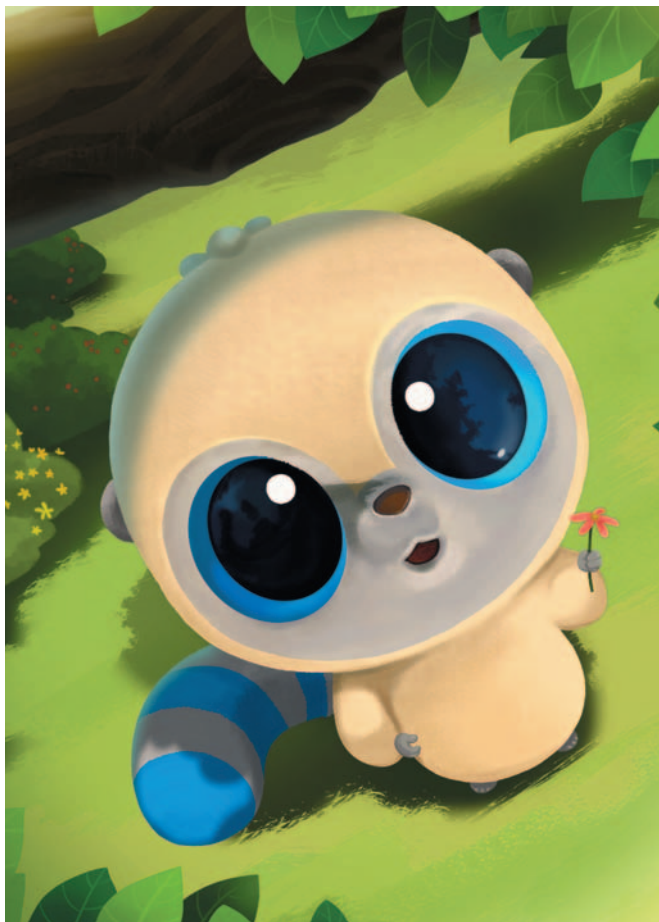
Mondo TV has partnered with Aurora World, creator of affordable, high-quality plush toys and gifts, to produce a new animated series, "YooHoo & Friends," based on Aurora's plush line of endangered animals.

Aurora's YooHoo & Friends plush line has sold more than 40 million toys globally in over 60 countries since its launch in 2007 and was named "Best Asian Property" in 2012. The line was featured in a McDonald's Happy Meal Promotion in Europe in 2013, and was re-run in 2015.

The new animated series was made by the Italy-based cartoon producer using 3D-CGI full HD technology. It offers an educational component and seeks to teach children about conservation of the natural world while also focusing on values such as friendship, adventure, exploration and respect for different forms of life.

Characterized by their big eyes, bushy tails and colorful soft fabrics, the series focuses on five main characters: YooHoo, Pamme, Lemmee, Roodee and Chewoo, who are joined by more than 70 additional characters representing endangered, extinct and extraordinary animals.

Mondo TV and Aurora are seeking potential partners for the new series, which is



due to release in fall 2017. Aurora will directly manage plush. Key categories already in motion include a master toy license, publishing, collectibles, food and personal care.

# Brother to print On-Demand Tees on Show Floor

Brother International is sponsoring a t-shirt giveaway, featuring the art of four select exhibitors, during Licensing Expo,

The four participating exhibitors—Wildstar Tempest, Big Blue Bubble, Grumpy Cat and Avanti—submitted an exclusive graphic to Brother, and will have a kiosk in their booth where Expo attendees can order their tee.

The giveaway is happening throughout Licensing Expo. Shirts will be custom-printed to order and Expo attendees can select their t-shirt size and color (black or white) on the spot.

The t-shirt can be picked up at the Brother International booth #B91.



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# CPLG Takes on Billboard in EMEA

*Billboard* magazine has appointed CPLG to represent its licensing initiatives for products and retail across the EMEA region. CPLG will now work to secure a wide array of licensees in categories including apparel and accessories, audio and electronics, stationery, food and beverage, toys, games and music compilations, among others.

The new partnership highlights the magazine's growing international presence through retail, media content and licensing. Earlier this year, the brand appointed IMG as its agent in Asia, debuted its first-ever apparel collection in the Philippines and launched Billboard Thailand.

"Working with CPLG will allow *Billboard* to not only further expand our branded consumer products and retail initiatives into new territories, but also accelerate our international growth with a known industry leader," says Francisco Arenas, senior vice president, business development and licensing, *Billboard* and *The Hollywood Reporter*. "With our aggressive expansion agenda into new businesses, CPLG will complement our strategy with local knowledge, which will allow us to partner with best-in-class licensees and retailers in the region."



CONCEPT ONLY



CONCEPT ONLY

## MGL Signs Valentina Harper

MGL Licensing is now representing the work of artist Valentina Harper in North America.

Harper's style of inspirational messages and intricate details enjoys a licensing program that includes bedding, toys, coloring books, calendars and stationery.



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# Beanstalk Adds New Items, Licensees

Beanstalk has added four new licensees to the U.S. Army's fast-growing licensing program, including RMS International, DecoPac, PPI Apparel and Isaac Morris Limited. These partners support the brand's values of pride, performance and personal development to build positive brand awareness and expand American consumer touch points.

RMS International is drawing on the U.S. Army's equities of performance and pride to create a new line of branded hard-sided luggage, briefcases and premium duffel bags. These products will target avid travelers looking to stay stylish yet secure while also showing their support for the U.S. Army.

DecoPac, a leader in the cake bakery and food decoration space, is launching a series of branded edible cake images that consumers can use to decorate sweet treats. The images are being sold online and in supermarkets.

In an effort to expand product offerings to the female market, the U.S. Army is working with PPI Apparel for U.S. Army loungewear and sleepwear for women and Isaac Morris Limited for a line of juniors' apparel.

The U.S. Army Trademark Licensing program is also looking to expand into exercise equipment, office supplies, party supplies, sporting goods, swimwear and the digital and interactive space.

Over the last two decades, Beanstalk has been steadily growing its program for the U.S. motor oil brand Pennzoil.

Reflecting Pennzoil's brand equities of innovation, quality, performance and durability in the automotive arena, licensees Navajo and Custom Accessories are refreshing their auto electrical and oil-changing accessories offerings with the introduction of new products, such as

the LED Magnetic Emergency Road Light from Navajo that launched earlier this year. In addition to automotive accessories, Open Road Brands offers novelty and collectible products, while Dynasty Apparel does clothing.

Beanstalk is continuing to grow the Pennzoil brand into categories that include die-cast, garage storage and organizers, shop vacs and batteries, shop towels, degreasers, hand cleaners, work benches, creepers, mechanics seats and engine and diagnostic tools.

Next, Beanstalk has added more than a dozen licensees to its roster for energy company Energizer, which has grown the brand's licensed retail sales 40 percent since 2014.

Solar-based battery back-up products are performing extremely well for the brand, driven by the Energizer solar landscape lighting, which was a hit on QVC for two consecutive years. Battery-operated specialty lights, pet lighting accessories and electrical accessories are also carrying the Energizer brand to new channels and segments.

Beanstalk is also expanding Energizer's consumer electronic accessories line to include universal USB chargers and power banks, and new partners are keeping the Energizer Bunny icon program hopping with bunny slippers, plush toys and portable power tubes.

In addition, current and new Energizer licensees have been granted expanded rights to the 100-year-old Eveready brand as well as sub-brands such as Energizer Hard Case.

Meanwhile, the Energizer program is experiencing significant international growth. In EMEA and Australia, Beanstalk has added partners in photographic accessories and seasonal, Christmas and solar lighting; in the

U.K., the company has expanded the Energizer direct-to-retail program with B&M stores; and in Latin America, it has added two new licensees for LED lighting, generators, pressure washers, welders and automotive products.

Energizer's automotive accessories licensee, Custom Accessories Europe, was also a finalist in the inaugural Brand and Lifestyle Licensing Awards this year, and was nominated for its Energizer lithium polymer jump starter.

Energizer Brands' licensed products are featured in thousands of retailers across 70 channels, and Beanstalk is seeking new partners in home automation, household and specialty lighting, digital health and fitness devices, consumer electronics globally and portable audio and photographic accessories in Europe.

Additionally, Beanstalk is adding to its product program for consumer electronics and accessories company Coby with a line of licensed products including on-trend consumer electronics and accessories, cases and computer equipment, health, fitness, men's grooming and personal care products later this year.

They are also unveiling a new Coby style guide that serves as inspiration for potential partners and is continuing to grow the licensing program of Coby's sub-brands Kyros and Jammerz.

Beanstalk is also exploring opportunities with partners to build upon this foundation by expanding the program into categories such as small appliances, monitors and TVs, electrical accessories, automotive accessories, DIY safety and security products, lighting, home automated systems, power inverters and generators, travel accessories and emergency products.

The Coby brand is currently distributed through retailers including Best Buy, KMart, Walmart, BrandsMart, Burlington, Ross, Spencer's, Beall's Outlet, B&H Photo, CNBC Airport Stores, Fred Meyer, Kroger, Kohl's, Amazon.com and Famsa.





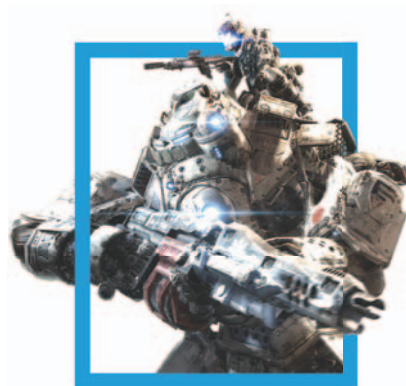
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Or visit us at Licensing Expo: Booth 0244

# Kathy Ireland Adds to Home Goods Offerings

Floor covering and home accents manufacturer Nourison and kathy ireland Worldwide are extending their partnership with an expansion of the kathy ireland Home by Nourison collection of rugs, decorative pillows and poufs.

“Nourison’s partnership with kathy ireland Worldwide continues to strengthen and grow. Kathy’s vision comes to life through these new inspirations and timeless designs, which add depth to the collection and extend the brand story to our customers,” says Alex Peykar, principal, Nourison.

“It is a great joy to extend our relationship with Alex and our incredible team at Nourison. Julie Rosenblum is a steward who sets the bar for managing licensing agreements. Everyone at Nourison has elevated our brand presence in powerful and creative ways. Our fashion forward steps, are beyond our imagination. We will always be grateful for this realization of our design and retail dreams. They are exquisite partners,” says Kathy Ireland.

Appealing to the fashion-forward consumer and carrying a classic, timeless feel, the kathy ireland Home by Nourison collaboration supports Ireland’s core mission statement of “solutions for families, especially busy moms.”

The new area rug collections include Seascape, Yummy Shag and Illusion. Seascape is a boucle wool and sisal bordered rug that takes inspiration from the Aloha Style Guide, capturing the royal spirit of Hawaii and the warm climate of island living. Yummy Shag has a plush look and feel in an array of neutral shades. Illusion embraces casual living through modern and contemporary designs in a rich color palette of warm and cool neutrals.

Bengal is the latest addition to the kathy ireland by Nourison Jardin Rug Collection. The world-famous garden designer Nicholas Walker brings the eco-friendly jute rug to life in neutral hues.

Inspired by kathy ireland Weddings, the Bliss Collection focuses on “solutions for the people in love” through individual bridal pillows including Mr. & Mrs.; Faith, Love and Trust; and complementing ring pillows with a removable satin ribbon.



## Sophie la Girafe Turns 55

Deliso’s Sophie la Girafe is celebrating her 55th birthday this year with several new partners and product expansions.

Ergobaby Company is on board for a line of baby carriers for active parents who love to be outside in almost any climate and live healthy lifestyles; Kissy Kissy is developing layette collections featuring Sophie, which are set to hit store shelves in August; French chocolate maker Alain Batt is creating a line of Sophie chocolate; and a new partner will be announced for baby sunglasses.

These partners join new projects from existing licensees including baby and kids’ home linens from Poree Havlik, music boxes and night lights from Trousselier, gift sets from Alva Organics and baby clothes from Milli (Narumya) and Mayo Parasol.

Launched in 2011, Sophie la Girafe now boasts more than 30 licensees and is represented in nearly all primary categories including publishing (more than 2 million books sold), baby clothing, baby bedding and furniture and baby skincare products.

Deliso is seeking new opportunities for Sophie in baby bedding, diaper bags and accessories and footwear.



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# Greg Giordano Serves Up New Designs

Artist Greg Giordano is offering his new collections for licensing under his business Greg & Company.

The latest designs feature a multitude of styles and subjects including patriotic, retro, nostalgia and vintage farm themes, along with his well-known adaptations of garden birds, wildlife, puppies and kittens and holiday images.

Giordano is also expanding his collection “Nostalgic America” with four new images.

To date, Giordano boasts 40 licensees worldwide and has licensed more than 500 images to 600 manufacturers.

“I really enjoy working with licensors to develop products that reach their target audience. I welcome the opportunity to create new lines, work in new categories and experiment with new subject matter,” says Giordano.

In addition to his own art, Giordano also

represents artist J. Charles, whose work is licensed to more than 12 partners worldwide, including many co-branded licensing programs.

Charles’ licensed products include jigsaw puzzles, garden flags, floor mats, coasters, blankets, tapestry products, calendars and greeting cards.

Giordano also continues to represent his family’s company, Giordano Studios, which has been licensing successfully since 1980.

# Moxie & Co. Unveils Eight New Properties

Independent brand management and licensing agency Moxie & Company will debut a slate of new properties at this year’s Licensing Expo.

The new Moxie lineup includes literary classics *The Pout Pout Fish*, *Tractor Mac*, the PEAS series and the best-selling picture book titles by Leo Lionni, artist Patti Sokol, designer Jonesworks Studio, as well as social

expression superstars Hello!Lucky and zen lifestyle brand Find Your Happy Pose.

The newcomers will be included with Moxie’s flagship brands the Metropolitan Transit Authority, *Nancy Drew and The Hardy Boys*, Molly Hatch, Caskata, British Motor Heritage, The Scripps National Spelling Bee, Barry Rosenthal and the Van Gogh Museum.

“We are thrilled to have the opportunity



to partner with such a diverse and talented range of licensors,” says Arlene Scanlan, Moxie principal and co-founder, Moxie & Company. “No two properties are alike, but all are unique and remarkable.”

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## CJ E&M Touts Animated Series

Asian content and media company CJ E&M is presenting its top animated kids' properties "Super Wings," "Rainbow Ruby" and "Robot Trains" for licensing opportunities.

The 3D, CGI preschool series "Super Wings" follows a plane named Jett who travels the world delivering packages to children. The show focuses on issues of creative problem solving and cultural diversity as the characters visit 52 cities in 45 countries over the course of the series. CJ E&M is looking for event promotion partners for mall, theme park and ticketed shows.

"Rainbow Ruby," another 3D, CGI preschool series, centers on 6-year-old Ruby as she transports to Rainbow Village where her toys come alive. Throughout the series, Ruby experiences different professions, which introduces preschool girls to the concept of a dream job and letting them imagine how their jobs can improve their lives in the future.

"Robot Trains," for viewers ages 4 to 7, revolves around Train World, which is fighting evil to save their village. As a coming-of-age story, the main character displays courage and an adventurous streak toward a new, exciting world.

CJ E&M is open to discussing all potential partners for these series.



## Waldoodles Inspire Kids to Express Creativity

Canadian-based illustrator and designer Walter Sayers is launching a character lifestyle brand, Waldoodles, at Licensing Expo. Sayers is seeking partners to license Waldoodles across publishing, apparel, stationery and more.

The Waldoodles brand inspires children to express their own creativity beginning with a scribble—even a single line drawing—and to build a character from a burst of imagination. Sayers hopes the method inspires kids to create their own Waldoodle monsters, invent character profiles, and write stories about them.

Sayers has worked as an illustrator and graphic designer with a specialty in art for children and children's organizations.

The collection of Sayers' Waldoodles are fun and whimsical characters that live in the World of Oodle and have individual skills and artistic styles, as well unique and colorful personalities.

"People love the range, variety, color and the 'anything is possible' approach," says Sayers. "Waldoodles are fun, funky and whimsical. They're easy to create and they help unleash the creative spark inside everyone."

Sayers has produced Waldoodle paintings as well as a book, buttons, t-shirts, greeting cards and prints and will now partner with manufacturers across a variety of consumer product categories on new programs.



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# MHS Licensing Intros New Artists

MHS Licensing is introducing artists Darren Gygi and Rebecca Stoner for licensing opportunities.

“Both Darren and Rebecca have extensive success and experience in their respective fields, but they are an untapped resource in licensing,” says Marty Segelbaum, president, MHS Licensing. “They each represent big opportunities for our manufacturing partners.”

Darren Gygi began his career as a freelance illustrator, creating award-winning artwork and expanding his fine art offerings to include a wide scope of subjects, styles, and markets. His paintings have emerged as fine artwork filled with boldness, flair and vivid expression. Today, Gygi owns and operates his own production company specializing in high-quality yet affordable canvas wrap wall decor as part of the Darren Gygi Home Collection. His entire portfolio of unique, recognizable artwork is now available for licensing on additional home décor products as well as giftables, stationery, kitchen textiles, bedding and bath.

U.K.-based artist Rebecca Stoner has been working professionally as a designer since 2005, creating patterns, illustrations and artwork for a wide variety of products such as fabric, homewares, stationery and laser cut metal sold throughout the U.K. Stoner’s work lends itself to products ranging from stationery and giftables to wall covering and home décor.

MHS is also showcasing new images from its existing art properties, which collectively generate more than \$121 million in annual sales through their licensee partners.



# Artist Susanne Kasielke Debuts Her Designs at Expo

German artist, illustrator and surface pattern designer Susanne Kasielke is debuting her designs at Licensing Expo. Kasielke combines multiple mediums and techniques to create her vintage-inspired digital collages.

Characterized by dramatic flower portraits, ethnic inspired art, elegant geometrics, modern abstracts and delicate illustrations, her collections integrate multiple mediums and techniques from photographic elements to abstract

texture. Kasielke specializes in powerful nature-inspired art which also integrates photography in the designs. A big part of her work are realistic pencil illustrations, especially drawings of city attractions and animals.

“All of my work is composed of multiple layers. I love the unexpected and often coincidental effect and depth created with layering, while every single layer is essential for the finished piece,” she says. “The same thought applies to all of us: I believe that the past always plays an important part in our lives. Past experiences shape who we become, they help us grow, and they’ll always leave something traceable behind.”

Kasielke says her target audience is modern, self-confident women ages 25 to 60 who pursue their dreams to live life to its fullest. “From fashion to accessories to home decor she expresses her love of life with bold statement pieces,” says Kasielke.

After exhibiting with a collective at the Surtex show in New York, Kasielke feels ready for a solo exhibition of her designs to potential licensees across multiple categories. The artist is interested in pursuing home décor, stationery, lifestyle and other licensing opportunities with potential partners at Licensing Expo. “I can’t wait for the opportunity to meet with a global audience and show the world how my art and my vision might fit into their lives and brands,” she says.







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# Synchronicity Joins Forces with SupaPop, Other Key Brands

Synchronicity, the boutique licensing agency founded by Cynthia Hall Domine, has big plans for its Sean Danconia's SupaPop, Tootsie Roll, the New Jersey Turnpike and Garden State Parkway brands.

Synchronicity has joined forces with Al Kahn, of Pokémon, "Yu-Gi-Oh!" and Cabbage Patch fame, to bring Danconia's SupaPop universe and cult cinema-inspired Super-Pulp properties to animation, gaming, manga and merchandise.

"Not only was I captivated by the visual splendor of SupaPop and Super-Pulp, I was blown away by the universe Sean has created," says Kahn of Crane Kahn, his newly announced company.

"The premise of the SupaPop universe is brilliant,"

The team just returned from AnimeJapan 2016 in Tokyo and MIPCOM in Cannes where they introduced SupaPop and Super-Pulp to top animation studios and producers. New announcements on Danconia-created media deals will be coming in the weeks and months ahead.

In the U.S., SupaPop and Super-Pulp recently launched at retailer FYE with SupaPop and Super-Pulp apparel produced by Mighty Fine and art by Danconia, with bags and accessories by Loungefly to be added soon. SupaPop and Super-Pulp chocolate bars, apparel and prints are now at retailer Sweet! on Hollywood Boulevard, which has also provided a permanent exhibition space for SupaPop and Danconia's fine art. Danconia's art will also be launched over the summer at a soon-to-be-announced gallery at Caesar's Palace in Las Vegas. SupaPop licensees include Mighty Fine for apparel, Loungefly for bags and accessories, BareTree Media

and Swyft Media for emojis and digital stickers, Facer for smartwatch apps, NeonMob for digital trading cards, Modify for watches, Floor 84 for apps, Eye5 Toys for collector figures and The Mutiny for a variety of Made in London accessories including phone cases, pillow, towels, mugs and wallets.

Just in time for summer, New Jersey Turnpike and Garden State Parkway shirts, mugs, magnets, totes, key chains and more bearing the NJT and GSP roadway and exit signs are available at HMS Host rest stops on both highways. The merchandise is also available at TransitGifts.com, the official web retailer for the roadways.

"New Jerseyans and the millions of people from around the U.S. and the world who vacation in the Garden State are loyal to their exit, their town and their beach. Both roadways elicit visceral and fond memories of growing up and living in New Jersey and vacationing down the shore," says Cynthia Hall Domine, president, Synchronicity.

The Garden State Parkway is known for its wildflowers. Now, everyone can have Garden State Parkway wildflower beds with licensed Triumph Plant's Garden State Parkway wildflower seed mix packets available at GSPWildflowers.com. Other New Jersey Turnpike and Garden State Parkway licensees include Changes and New York Popular for apparel; TransitGifts.com for a web store, mugs, magnets, key chains, totes, messenger bags and posters; Brand Jose for lip balm and sunscreen; and Underground Signs for replica exit signs and decals. More deals to come in the upcoming months include beach towels, amusement park plush and phone cases.

Synchronicity and Tootsie Roll Candy Brands (Tootsie Roll, Tootsie Pop, Sugar Daddy, Sugar Babies, Dots, Junior Mints, Blow Pops, Charms, Charleston Chew, Andes Mints, Fluffy Stuff, Cellas and Mr. Owl) have expanded the iconic candy brands to other food products and beyond. Licensed Tootsie Roll Candy Brands hot chocolate, Tootsie Roll Junior Mints and Sugar Babies coffee by Two

Rivers have been very successful, says Synchronicity. The K-cups rolled out to additional Walmart stores this year, and cocoas sold out at every retail channel, including Stop & Shop, Acme, Lucky, Krogers and Groupon.

This spring the Tootsie brands were introduced in Fisher Price's

Thomas the Tank Engine mini blind packs, with Thomas as a box of Dots, Percy as a Tootsie Roll, Toby as a Sugar Daddy, Henry as a Fruit Chew, James as a

BlowPop and Emily as a box of Junior Mints. Other licensed products include a Tootsie sock assortment by Planet Sox at Macy's and JC Penney, Rasta Imposta Tootsie Roll Halloween bunting at Walmart, Tootsie Roll girls at Chasing Fireflies, the introduction of vintage tin canisters by Big Mouth Toys, and Tootsie Christmas

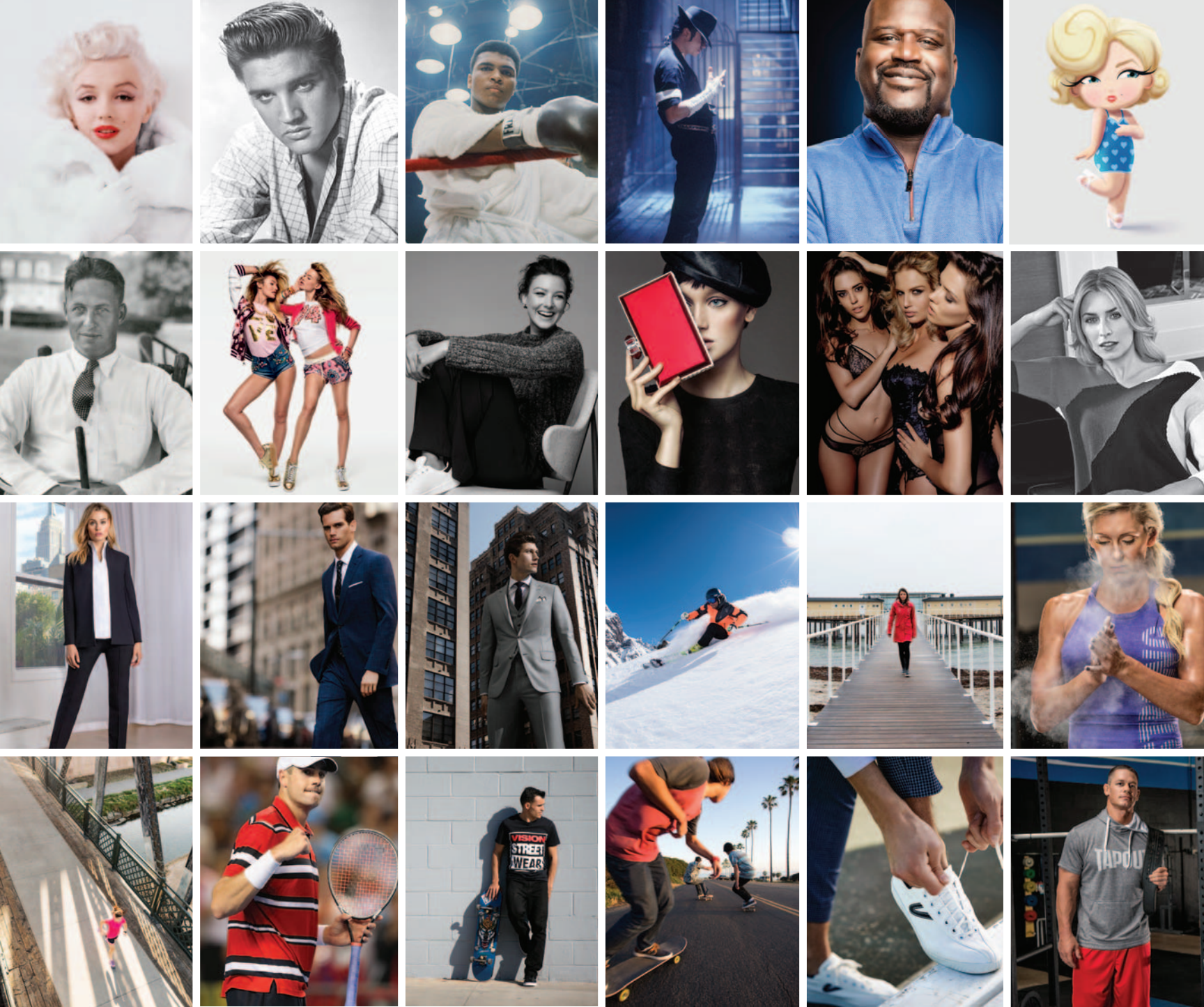
ornaments and decorations by Christmas Central.

Wham-O Toy Brands has partnered with Precious Tails on a Wham-O Pets line of dog-friendly Frisbees as well as other rope and ball toys, Innovative Concepts in Entertainment recently introduced Wham-O SuperDuperBall coin-operated redemption amusement machines and Lucky Brands will feature surf brands Morey Boogie and Boogie Board apparel at all of its stores this fall.

Synchronicity is representing Holly Ross Art at Licensing Expo. "Holly's art is bold, bright, a little folksy and a little nostalgic and is ideal for products such as calendars, pads, note cards, mugs, salt and pepper shakers, vases, dessert plates, acrylic dinnerware, pillows and bedding for children and adults, cocktail napkins and fine linens, fabric by the yard and wallpaper," says Domine.

Finally, the licensing agency also plans to license the Erhard Retro Holiday Collection for home décor including pillows, wallpaper, fabric-by-the-yard, giftware and collectibles, party and barware, holiday décor and more. A textile designer for Vera Scarves by day, Erhard produced his own line of holiday cards and note cards for more than a decade. His collection captures the look and feel of the late '50s and '60s in its whimsy, color palette and design style.





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## UYoung Launches New 'P. King Duck' Series

Chinese entertainment company UYoung Entertainment International, which is gearing up to produce global kids' brands, is introducing its new animated property, "P. King Duckling" to the global licensing market at Licensing Expo.

Launched in 2000 and headquartered in Beijing, China, UYoung's parent company, UYoung Culture & Media, is a China-based kids' and family entertainment company. Focusing on kids aged newborn to 10, UYoung produces, distributes and licenses animated kids' content across all platforms including TV, film and online. UYoung also creates its own preschool consumer products lines and runs strategic media operations across a number of Chinese kids' channels.

The company's long-term strategy is designed to combine top-quality production resources from around the world with the talents of UYoung's own creative teams in China to develop, produce and distribute world-class brands that appeal to both Chinese and international markets. The company recently opened an office in Los Angeles, Calif.

"P. King Duckling," an

irreverent comedy that follows the feathery adventures of an extremely intrepid, but slightly hapless, young duck and his two best friends, Chumpkins and Wombat, is the first animated TV series from China to be licensed for broadcast by Disney Junior. The preschool series, aimed at kids ages 2 to 7, will premiere on Disney Junior in the U.S., Latin America, India, Korea and Southeast Asia later this year. The series is executive produced by James Chen Gu and Josh Selig.

Entertainment and licensing industry veterans Sander Schwartz and Elie Dekel have come on board to support UYoung's launch of the series, and will work to build the brand and its profile in the U.S. and international markets. Schwartz and Dekel will also advise UYoung on its international expansion plans and growth strategies. Schwartz will also seek future co-production and content distribution opportunities for UYoung to create a distinctive portfolio of content offerings, while Dekel will oversee global branding and consumer products licensing strategies designed to reach children across multiple touchpoints.

## TSBA Group Partners with The British Museum on Licensing Program

The British Museum, one of the U.K.'s most visited attractions, has appointed TSBA Group to build a global licensing program based on its brand.

Founded in 1753, the British Museum is the oldest national public museum in the world and houses a unique collection of over 8 million cultural objects and artworks from more than 2 million years of human history across the world.

The museum's licensing campaign has three goals: to introduce the museum to a wider audience, to promote the museum's role in telling the story of cultural achievement throughout the world and to raise awareness of the British Museum as a museum for the world.

Along with its permanent exhibits, the museum regularly holds specially curated exhibitions and displays on a wide variety of cultural themes. Today the Museum is among the most popular visitor attractions in the U.K., receiving more than 6.8 million visitors from across the world every year.

"With the British Museum licensing program firmly established and already attracting strong interest, now is an ideal time to present it at one of the world's most important licensing shows. We are looking forward enormously to discussing the licensing potential of the British Museum and its collection with the global licensing community," says Craig Bendle, manager, merchandise licensing, British Museum.

Ian Mallalue, chief executive officer, TSBA Group, says the British Museum's extensive collection offers varied opportunities to potential licensing partners.





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# Lingerie Brands, New Design Collection from The Brand Liaison



The Brand Liaison, the exclusive licensing agency for intimate apparel brands Felina and Jezebel, continues to expand the product matrix for the leading lingerie brands. Recent licensing deals include activewear, socks and hosiery with Just One and swimwear with Bentex Group.

The Brand Liaison will feature both brands, along with the new plus-size brand Paramour, at Licensing Expo.

“Based on the success of our brands over the years, we have repeatedly been asked by our customers and retailers for a greater product assortment,” says Robert Zarabi, president, Piege. “We believe that swimwear and activewear, as well as socks and hosiery, are natural product extensions for our brands Felina, Jezebel and Paramour.”

Each brand has its own distinct character: Felina is classic and romantic with European inspired design elements; Jezebel is playful, provocative and trendy; and Paramour is designed for contemporary, plus-size women seeking luxurious fashion.

The licensing agency has also created a fresh collection of designs called Absolutely Wow! from The Brand Liaison’s Marcy Silverman and designer Edith Jackson, which will debut at Licensing Expo. The fresh collection launched in January and has quickly attracted over a dozen licensing partners.



# Lonely Dog Barks into Expo

Created by New Zealand artist Ivan Clarke, Lonely Dog, an art-based character brand set in Alveridgea, the nostalgic, fantasy world of hounds and felines, is making its debut at Licensing Expo.

Lonely Dog began when Clarke went on vacation with this family and looked back at his dog watching him leave. He thought the dog was lonely, so upon their return, Clarke painted a picture capturing the dog’s loneliness that day. Today, the Lonely Dog Legacy Collection includes more than 200 pieces housed online and in Ivan Clarke’s gallery in Queenstown, New Zealand. The art is also featured in the novel *Alveridgea and the Legend of the Lonely Dog*.

Warner Bros. and *The Lord of the Rings* trilogy artist Sir Richard Taylor have acquired the screen rights to produce a Lonely Dog film.

Brand development firm Intelligent Brand Extension represents Lonely Dog and will be positioning this unique art property for licensing opportunities.





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# Zoonicorn Brand Widens Appeal with New Stories, Apps

Zoonicorn, which has been building momentum by developing new products, recently launched three new interactive stories, three downloadable game apps and a new interactive website with parent portal.

Launched in 2015 with an original hardcover book and plush toys available on Amazon, the Zoonicorn brand has become a favorite of kids and moms.

Zoonicorns, which are a magical cross between a zebra and a unicorn, share fantastic and encouraging adventures while teaching cherished animal friends important lessons.

Zoonicorn, targeted to children ages 3 to 8, is a character-based, family entertainment property in which the Zoonicorns come to young animals in their dreams to help them feel safe and learn important lessons.

The soft and cuddly Zoonicorn family includes Valeo, the leader of the herd; Promitheia, who is fun and friendly; Aliel, fast and frenzied; and Ene, the playful and mischievous Zoonicorn.

This spring the Zoonicorn brand has launched new stories on its enriched family-friendly website. Kids can read along or listen to stories, which have three to five interactive elements on every page and come with lessons designed to share with parents, from problem solving and taking directions to helping friends. The stories are downloadable on Android and iOS.

Kids can also download and print mazes, word finds, coloring pages, connect-the-dots and other activities on the website. The website's Parent Zone will offer an "education corner" and "family ideas" blogs for parents.

Each story on the site is paired with a mobile game, which is available for download on iOS supported devices. "Valeo's Adventure" encourages kids to help Valeo navigate through the world of dreams, collect stars and avoid danger. With "Aliel's Hidden Objects" and "Ene's Matching Pairs" kids help their friends discover hidden treasures as they journey through the paths of the Zoonicorn maze.



"I am excited to be working with All Art Licensing and ThinkTank Emporium at this year's Expo to expand the Zoonicorns brand," says Mark Lubratt, founder and creator, Zoonicorn. "The interest in these unique and lovable creatures has reinforced for us that the market is ready, and we look forward to finding the right partners to make the world of Zoonicorns come alive for every child."



## Ergo in Prime Position with Kit

Featured exhibitor Ergo Gamerz is showcasing its patented Computer Chair Kit, an apparatus that attaches to the armrests of most computer chairs to provide ergonomic platforms for the mouse and keyboard. It also provides holsters to store a wireless mouse and keyboard for quick access and less desktop clutter.

Designed for PC gamers, online poker players or for anyone that uses a computer at home or in the office, the Ergo Gamerz Computer Chair Kit will transform a user's computer experience by providing an ergonomic, zero-gravity feel.



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# Finding Dory Swims into Target

Disney has partnered with Target to unveil a raft of exclusive new products inspired by *Finding Dory*, in theaters June 17.

The new products cover categories ranging from swimwear to gardening and will feature Dory and other characters from the film such as Nemo, Hank the octopus, Bailey the whale and Destiny the whale shark.

Highlights from Target's *Finding Dory* collection include apparel items such as t-shirts, tank tops, a maxi dress, swimsuits, swim trunks and towels. The collection also includes bedding products such as blankets, sheets, throws and more, as well as gardening supplies like gardening gloves, a watering can and a tool set.

Additionally, Target will feature an array of action figures and plush dolls of Dory, Nemo and Hank.

The *Finding Dory* products are now available at Target and on Target.com.



# Mattel Reveals 'Star Trek' Anniversary Collection

Mattel and CBS Consumer Products have unveiled the 50th anniversary "Star Trek" Barbie Collection featuring characters Captain Kirk, Mr. Spock and Uhura dolls dressed in their respective uniforms from the original TV series.

Each doll is sculpted in the actors' likeness and has a fully articulated body. The dolls are sold separately and subject to availability. The collection will hit retail this month.



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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 comprehensive of their industry. 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, Autentico!, L'Oréal, Omega, Puma, Sanyo, Disney, DreamWorks Animation, FIFA, Huggies, Microsoft/Parsons, TomTom, The National History Museum, SEGA, Sony, Jim Henson and Warner Bros. Consumer Products.  
In addition, the year's BLE boasts 10 new exhibits, 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 Brachio, event director, Brand Licensing Europe**  
Welcome to the 17th annual Brand Licensing Europe, which is officially the biggest ever and sure to be the most exciting yet.  
With more than 300 exhibitors and a staggering 3,000 brands, exhibitors and visitors on display, there is more to do and see than ever before. BLE is also designed to welcome more than 20 new exhibitors to the show's brand.  
In addition to the huge range of properties on the show floor, there are more than 100 additional 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 UBM U.K. is a must-attend event. And don't miss the keynote seminar today hosted by The Future that features personally Cathy Ho at 1:30 p.m.  
Here are some pointers for BLE's official show mascot, Barbiebie Dope & Cat: 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 awards.  
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, has teamed up with Watson's newspaper, 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: Cathy Ho and Benjamin Grubbs, YouTube**  
For the complete licensing schedule, visit [www.licenseeurope.com](http://www.licenseeurope.com), page 10.

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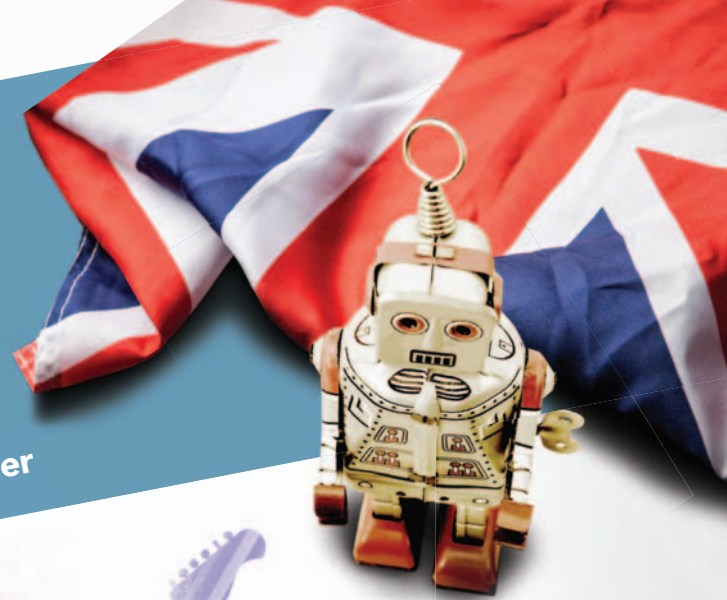
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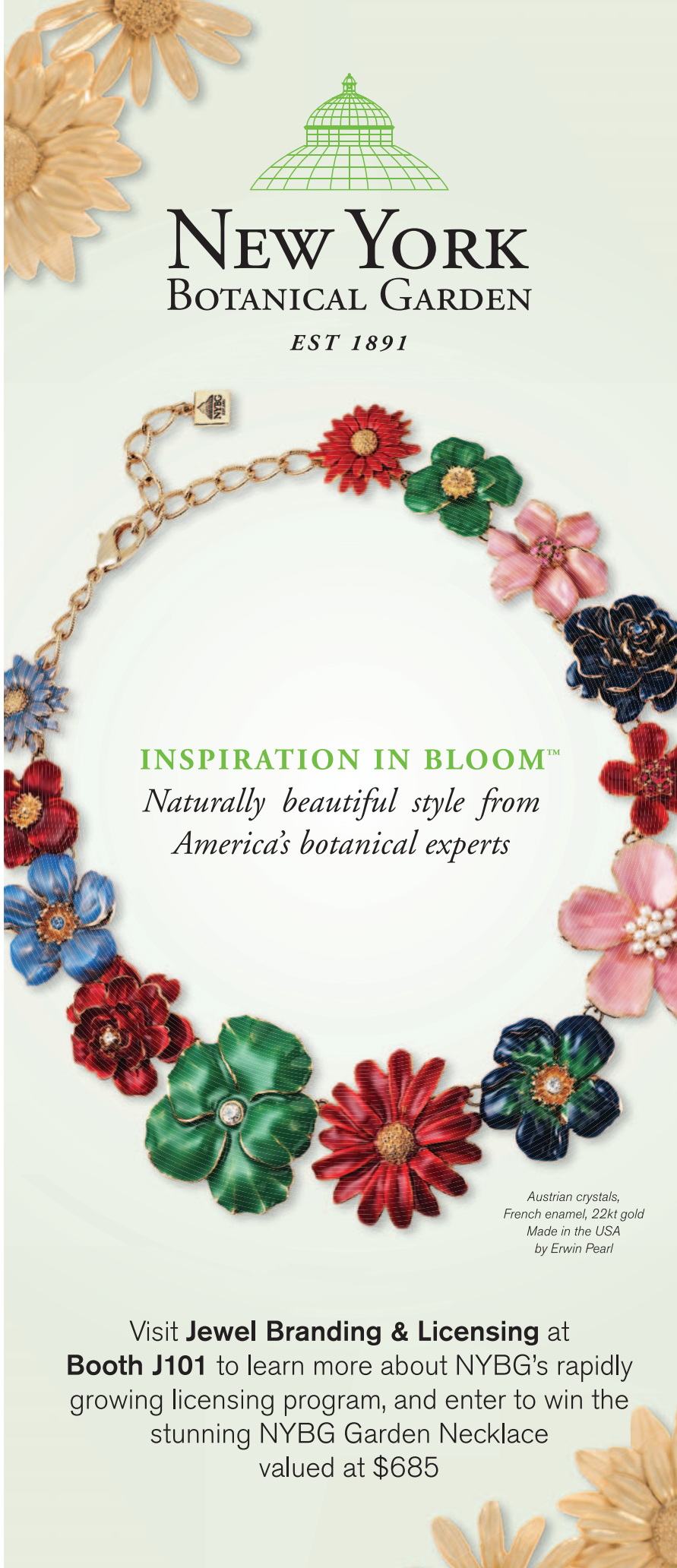


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COMPANY NAME	BOOTH(S)	COMPANY NAME	BOOTH(S)
1st PLACE	A94	Blizzard Entertainment	A205
24IP Law Group	B115	blue whale pictures	J206
3D Light Innovations Inc.	C127	Bottled Joy Creations	G75
41 Entertainment LLC	U226	Bounce Patrol Kids	U249
4K Media Inc.	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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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
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MMA Holding Group Inc	D64	PPI Worldwide	A188	America	Q236	Consumer Products and Interactive Media	
MNS Creative	C103	Precious Moments, Inc.	D108	Sony Pictures Consumer Products	Q214	South Pacific & Islander Ballroom	
Mondo TV	G214	Press Office	A95	SoulPancake	U249	THE WEIRDS	A114
MONO PLAN	J206	PRG Enterprises	C75	SOUND TEAM ENTERPRISE		Timothy Raines Studios	E84
Morphle TV	U249	Princess Plie & Friends	C93	CO., LTD.	B86	TIRALBA, Inc	L244
Moxie & Company	D118	Productions on SeaSpeed LLC	C77	Source3	B105	Toei Animation	G230
Mr. Baron Gordon	E78	PROMARCA LIMA MEXICO	D214	Spiffy Entertainment LLC /		Toon Studio of Beverly Hills	R202
mrpuppy.com	B103	Pulse Evolution	J174	Nature Cat	M242	Topps Company, Inc., The	D74
Multiple Link Co., Ltd	B86	Rachael Hale	H102	SPIN! Screen Play Interactive		Tottenham Hotspur Football Club	C66
Mundo Seedys, SAPI de C.V.	D214	Rachel Talbott	U249	Network	B154	TSBA Group	A170
MyMediabox	L226	Radio Days	E196	SpiritHoods	F98	TT&F Licensing Company Ltd	B196
Mystery Science Theater 3000	B154	Rainbow	U242	SPLICE Lounge	J76	TUBA n Co., Ltd	D188
National Base For International		Red Nose	S234	Sport Club Corinthians Paulista	S234	turmadamonicaTV	U249
Cultural Trade(Shanghai)	J84	Redibra	S234	Sports Activation Zone, presented		TuTiTuTV	U249
National Breast Cancer Foundation	H90	Rediks Graphics	J192	by NFLPA	D49	Twentieth Century Fox Consumer	
National Wildlife Federation	E62	Redrover	J192	SPORTS AFIELD	E94	Products	O200; Q192
NBCUniversal Brand Development	N214	Retailer Lounge	J60	Steak N Shake	E134	Ty Inc.	F214
NECA	Q228	Rinaldi	S234	Striker Entertainment	H236	Tycoon Enterprises, S.A. de C.V.	D214
Nelvana Enterprises	H214	RiverLights Originals	F77	Studio Pets by Myrna	D84	Ubisoft Entertainment	Q214
New Dimensions/Manic Merch	C79	RockLove Jewelry	E98	Sunrights Inc.	L192	UboxTherapy	U249
New Taipei City Computer		ROI VISUAL	J192	Super Simple Songs	U249	UDC	C102
Association	B86	Rosenthal Represents	H63	Susanne Kasielke	E75	Uglydoll/Pretty Ugly LLC	L218
NFLPA	C62	Rovio Entertainment Ltd	C170	Suzanne Cruise Creative		UPS	C65
Nickelodeon	O180	RoyaltyZone	E93	Services, Inc.	E106	Uyoung Entertainment	
Ninja Division Publishing	E79	RSG Media Systems	G225	Swagatrons	B102	International, Inc.	B154
Nintendo of America Inc.	S249	Russna Kaur Fine Art + Design	G86	Swissdigital Brand	B142	VERSALICENSING, S.A. DE C.V.	D214
Nitro Circus	D68	Saban Brands	A159	Synchronicity	D79	Vidorra Group	D75
Notion Games	A102	Sales Office	A131	Synergy Media Inc.	J192	Vistex	M198
Ocon Inc	J192	Sandy Dollar and The SeaBabies	A108	Synthesis Entertainment	A119	Viz International	A86
Octane5	C134	Sanrio	A175	Taiwan Pavilion	B86	VIZ Media	K226
Oddbods	U249	San-X Co Ltd	A142	Tak Toon Enterprise	J192	Waldoodles	K242
Okwang Studio	J206	Scholastic Inc.	M204	TapuTapu the Panda	B96	Warner Bros. Consumer Products	N186
Old Guys Rule	D96	Scripps National Spelling Bee &		Techstorm Dynamics	D101	Wild Apple Licensing	F79
One Entertainment	C94	Moxie Co.	E87	Televisa Consumer Products	F196	Wild Wings Licensing	H87
ONIX	D214	Sean Danconia	E86	Tezuka Productions	C97	Wildflower Group LLC	C142
OpSec Security	K230	SEGA of America	F188	The Awkward Yeti	C105	Wildstar Tempest	E88
ORCA	J206	Seltzer Licensing Group	F134	THE BRAND LICENSING		Women In Toys	H88
Out of the Blue Enterprises	H226	Sentai Filmworks LLC	A112	ENTERTAINMENT	D214	WWE	J214
PAN AM	E101	Sequential Brands	J122	The Brands Club	D106	XANTHUS(SHANGHAI)CULTURE	
PANACEA S.A.	B104	Sesame Workshop	R242	The Elf on the Shelf	C220	MEDIA CO.,LTD	N236
Panda Kid Animation Co.,Ltd.	E204	Shaftesbury	E228	The Fred Rogers Company /		Xiamen Bailian Industry&Trade	
Paramount Pictures	U188	Shanghai Happy Zone Information		Peg + Cat	M242	Co.,Ltd.	E204
Patterson International	G90	Technology Co.,Ltd	N236	The Henry Ford Museums	J85	Xiamen Blue Bird Cartoon Co.,Ltd.	E204
PBS KIDS	M242	Shishi Fengxiang Watch Co.,Ltd.	E204	The Licensing Company, a member		Xiamen Domoko Animation Co.,Ltd.	E204
Peanuts Worldwide	G204	Shopkins by Moose Toys	E214	of Global Brands Group	G144	Xiamen XTone Animation Co.,Ltd.	E204
Photo Real Embroidery	A118	Show Daily Office	K134	The Licensing Group Ltd	F95	XrisP	J192
Pierre Cardin	E124	Show Office	K93	The Moodsters	H226	YAH!	L246
Pink Light Studio	F104	Sinking Ship Entertainment /		The Ohio State University	J87	YG PLUS / YG USA	J192
PINKFONG (Kids Songs & Stories)	U249	Odd Squad	M242	The Palace Museum	J84	Young Toys Inc.	J192
Pixels.com	A143	Skechers	F154	The Sharpe Company	C80	YouTube	U249
Pokémon Company Int'l, The	G188	Smiley	C108	The SockKids	C125	Zag Inc.	A185
Polaris Industries	C86	SNOTES	B108	The Stonebot Studio	B104	Zeptolab	D226
Pollywog Pond!	L245	Sony Computer Entertainment		The Swan Princess	C107	Zolan Company, LLC	D94
				The Walt Disney Company - Disney		Zoonicorn	K246



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# LICENSING UNIVERSITY 2016

**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.

## Licensing Expo is Booking for 2017

Licensing Expo held its annual booth space selection program recently, allowing exhibitors to secure locations for the following show year.

With more than 150,000-square-feet of booth space already secured for 2017, exhibitors and potential exhibitors are invited to visit the sales office in booth #A131 to discuss options with a Licensing Expo team member and to review available options.



**LICENSING  
EXPO LAS VEGAS**

## Pulse Aims to Expand Entertainment Licensing



Pulse Evolution, a technology and IP company, will aim to expand entertainment licensing through the creation of realistic digital humans.

Founded in 2013, the company produces and presents realistic digital humans and, most notably, created the virtual Michael Jackson from the 2014 Billboard Music awards.

Leveraging its partnership with Authentic Brands Group and three late celebrity estates—Michael Jackson, Elvis Presley and Marilyn Monroe—Pulse is able to create licensing opportunities for brands in all media, including virtual reality, augmented reality and artificial intelligence.

“Think of a brand like Marilyn Monroe—there are only a number of photos of her that brand’s don’t want to keep using, so they’re looking for new ways to leverage the brand,” says Frank Patterson, chief creative officer and co-founder, Pulse. “Now, through our technology, I can put

Marilyn Monroe sitting anywhere, standing, doing anything that’s appropriate for the brand with any product and engaging in any behavior that’s appropriate. So, Coca-Cola, for example, can have their own set of Marilyn Monroe images, videos and assets that’s completely unique to their company. It makes the possibilities of those kinds of media assets unlimited.”

Another bonus: the company can utilize any celebrity’s brand to engage with fans, advertising and various media through these human assets. And, according to Patterson, the technology will give celebrities the opportunity to expand their brands in ways that have never existed before.

The company has also partnered with Simon Fuller’s XIX Entertainment to produce immersive content for the stage, virtual reality, augmented reality and artificial intelligence. More details about the partnership will be released at a later date.

Additionally, the company is looking to expand past entertainment brands to allow other companies to utilize its technology for consumers to interact with sports players, brand ambassadors and more in ways that were unavailable previously.

Pulse Evolution will be exhibiting at this year’s Licensing Expo at booth #J174. Visitors to the Pulse booth will experience the creation of digital humans and learn how its technology can be used to affect future growth of licensing opportunities for all types of products.

“We are excited to present at the Expo how digital humans will extend the reach and value of celebrities, characters, intellectual property, brand messages and brand life,” says John Textor, chief executive officer, Pulse. “Our technology is creating new and engaging digital experiences for advertising, fan interaction and the development of a broader brand portfolio.”

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# LIMA International Licensing Awards



**Publishing/Social Expression/Back-to-School:** Igor Salmi, Moleskine, and Stefano Salis, Warner Bros.



**Appliances/Automotive/Electronics/Hardware/Housewares/Paint:** Charles Riotta, LIMA, and Rachel Terrace, Beanstalk



**Health & Beauty Aids:** Barry Drinkwater and Mary Kean, Global Merchandising Services



**Digital-Product:** Gavin Barrett, StoryToys; Motoko Inove, The World of Eric Carle; and Debra Joester, Joester Loria Group



**Food/Beverage-Product:** Tamra Knepper and Carole Postal, Knockout Licensing, with Todd Rubin, The Republic of Tea



**Apparel/Footwear/Accessories:** Gisela Abrams, Sesame Workshop, and Yvonne King, Haven Licensing



**Sports:** NFL Players Association



**Celebrity/Fashion:** Erika Meltzer, Ross Misher and Lexi De Forest, Brand Central



**Digital-Program:** Marc Mostman and Russell Binder, Striker Entertainment



**Home Decor:** Gina Dean and Paul Guzzetta, Pottery Barn

# LIMA International Licensing Awards



**Film/TV/Entertainment–Animated:** Joan Grasso, Andrew Carley and Hannah Mungo, Entertainment One



**Food & Beverage/Restaurant–Program:** Debra Joester and Joanne Loria, Joester Loria Group, with Jenny Calcara, Corona, Constellation Brands



**Corporate Brand:** Brian Crawford, Girl Scouts of the U.S.A., and Michael Carlisle, The Wildflower Group



**Art/Design:** Motoko Inove, The World of Eric Carle, with Debra Joester and Joanne Loria, Joester Loria Group



**Character/Toy Brand:** Nicole Hardiman and Brent Bell, Moose Toys



**Licensed Promotion:** Charles Riotto, LIMA, Derek Stothard, Disney Consumer Products and Interactive Media



**Retailer:** Andrea Lewis and Ed LaBay, Hot Topic



**Film/TV/Entertainment–Live Action:** Derek Stothard, Disney Consumer Products and Interactive Media



**Location-Based or Experiential Initiative:** Marc Mostman and Russell Binder, Striker Entertainment, with Kristen Chung and Theresa Beyer, AMC

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Francisco Arenas, **SVP Licensing & Business Development** | [francisco.arenas@billboard.com](mailto:francisco.arenas@billboard.com)

**Asia: IMG**  
Miki Yamamoto  
[miki.yamamoto@img.com](mailto:miki.yamamoto@img.com)

**Korea: Infiniss**  
Jason Lee  
[jason.lee@infiniss.com](mailto:jason.lee@infiniss.com)

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Jeffrey Katzenberg, DreamWorks Animation



Jim Fielding, DreamWorks Animation, and Justin Timberlake, actor and singer



Federico San Martin, The Jim Henson Company, and Randi Zuckerberg, Zuckerberg Media



Bruno Magliano and Drew Sheinman, WME/IMG, with Pia Wurtzbach, Miss Universe 2015



Crystal Flynn and Bryony Bouyer, Hasbro



James Silfer and Debra Joester, Joester Loria Group



Ron Johnson, Viacom International Media Networks, and Pam Kaufman, Nickelodeon, with Tim G. Lopez and Tom Higgenson, band, Plain White T's



Stone Newman, Genius Brands International



Sashim Parmanand and Bettina Koeckler, One Animation



Robert Holton, Drizzle Studios



# Masha and The Bear

- New episodes to be delivered by Mid 2018

- Kidscreen Awards Winner 2015



- Best event of alternative content in cinema (Italy)

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[www.mashabear.com](http://www.mashabear.com)

## Striker Inks 'FNAF' Pub Deal

Scottgames has partnered with Scholastic to develop a range of books based on the "Five Nights at Freddy's" game franchise.

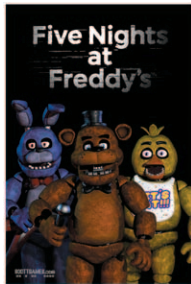
Striker Entertainment, Scottgames' worldwide licensing agent, brokered the deal.

As part of the agreement, *Five Nights at Freddy's: The Silver Eyes*, a novel that was self-published last year, will be published by Scholastic in paperback this October.

"We are thrilled to be publishing the 'Five Nights at Freddy's' young adult book series and to partner with creator Scott Cawthon," says Debra Dorfman, vice president and publisher, global licensing, and media consumer products, Scholastic. "This spine-chilling series will expand upon unsolved mysteries of the game's lore as well as bring new fans unfamiliar with the games to new, hair-raising series to read."

Additionally, Scholastic will launch a second and third title based on the game franchise in 2017 and 2018 respectively.

"I can't think of a better marketing and publishing partner for 'Five Nights at Freddy's' than Scholastic," says Scott Cawthon, creator, "Five Nights at Freddy's." "Their passion and commitment, coupled with their proven track record with franchise in the YA space, made them a natural choice for me."



Leigh Anne Brodsky and Robert Marick, Discovery Communications



Mike Bowling, inventor of Pound Puppies, and Ryan St. Peters, Shaftsbury



Francisco Arenas and Erica Daul, Billboard/The Hollywood Reporter



Liz Kalodner, CBS Consumer Products

## Fremantle Deals for 'Baywatch' Merch

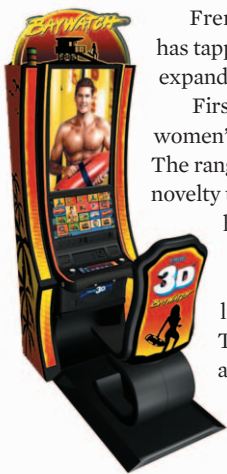
FremantleMedia North America has tapped a number of licensees to expand the "Baywatch" brand.

First, Hybrid Apparel will create a line of men's, women's and junior's apparel and accessories. The range will include t-shirts, tank tops, fleece, novelty tops, lounge pants, shorts, sweaters, hats, outerwear/jackets, socks, fanny packs, beach towels and swim suits.

American Classics will also create a line of graphic tees inspired by the classic TV series; while Funko has been tapped for a line of stylized vinyl figures. Smiffys will create "Baywatch" Halloween costumes.

Finally, IGT will launch a "Baywatch" 3D video slot machine that will transport players to some of the most iconic "Baywatch" beach scenes.

"Few brands have stood the test of time like 'Baywatch,'" says Andrea Brent, senior vice president, licensing and franchise management, FremantleMedia North America. "The epic storyline set on the beaches of Malibu provides the perfect backdrop for a host of licensed products."



Ashley Maidy, Activision



Caren Chacko and Lisa Reiner, Beanstalk



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