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LICENSEMAG.COM GLOBAL

May 23, 2017 | Day 1

LAS VEGAS LICENSING EXPO 2017

## Licensing Week is Open for Business

The 37th Licensing Expo has opened its doors, this year as part of Licensing Week, which extends the annual event to four full days of deal-making, networking, seminars, entertainment showcases and more.

Licensing Expo is the third stop in 2017 on UBM Global

Licensing Group's worldwide tour. Other global industry events include Licensing Expo China, Brand Licensing Europe, the NYC Summit and Licensing Expo Japan.

Sponsored by the International Licensing Industry Merchandisers' Association, Licensing Expo is the pinnacle of Licensing Week and kicks off today with a keynote address by Cole Gahagan, chief commercial officer, Fanatics, in a presentation titled "Licensing in the On-Demand Economy."

As you walk the show floor, take note of the more than 5,000 brands from all

categories and dozens of countries around the world, including new exhibitors such as BuzzFeed, San Diego Zoo, Caterpillar, Scott Living, Amazon Studios, John Wayne Enterprises, Coca-Cola Licensing and many more, alongside Expo veterans ranging from

Nickelodeon, Mattel, BBC Worldwide and Warner Bros. Consumer Products to Beanstalk, Sanrio, Saban Brands and others.

And don't miss the Opening Night Party tonight, co-

hosted by Sony Music. Head over to the Tropicana for an evening of even more networking and entertainment, featuring an appearance by Cirque du Soleil and headlined by Epic recording artist Jessie James Decker. The show starts at 8:30 p.m., and complimentary shuttle service will be provided from Mandalay Bay to the Tropicana from 8:15 p.m. to 12:30 a.m.



### Breaking News

#### Activision is on 'Watch'

Activision Blizzard is showcasing the breadth of its gaming brand "Overwatch" and the opportunities it has for products and more.



Page 36

### Today's Events

- **8-9 a.m. Keynote: Cole Gahagan, Fanatics** (Islander Ballroom)
- **10:30 a.m. Character Parade** (Main Entrance, Red Carpet)
- **1-3 p.m. Kurt Angle, WWE** (Booth #J214)
- **2 p.m. Drew and Jonathan Scott, Scott Living** (Booth #J96)
- **2-4 p.m. Simon Tofield, Simon's Cat/ Endemol Shine North America** (Booth #O252)
- **4 p.m. Julius "Dr. J" Erving, ABG** (Booth #N214)
- **5:30 p.m. LIMA International Licensing Awards Ceremony** (Islander Ballroom)
- **8:30 p.m. Opening Night Party** (Tropicana's The Havana Room and Sky Beach Club)

For today's full Licensing University schedule, turn to page 62.

### WBCP's Epic Lineup

Warner Bros. Consumer Products will premiere its new film *Wonder Woman* next month. Find out what that product program will look like, along with *Justice League*, *Fantastic Beasts* and more. **Page 12**

### Energizer Powers Up

Energizer Brands, which is represented by agency Beanstalk for brand licensing extensions, is heading into new categories with licensees on board for home, car and pet. **Page 16**

Time Between Meetings?

Tune in to **LICENSE TV**

Featuring exclusive insights from licensing's top execs

In Registration & the Retail Lounge

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**Boys & girls  
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# Sanrio Expands Hello Kitty Property, Adds Characters

Sanrio continues to drive programs for Hello Kitty, as well as Mr. Men Little Miss, and programs for two new characters.

Hello Kitty will move into experiential markets, including food, with the Hello Kitty Café truck and the Hello Kitty Café pop-up container. Plans for expansion of the Café concept include additional locations and formats. Sanrio is also exploring additional opportunities in the world of food, food service and consumer packaged goods. This also includes new restaurant promotions and the expansion of character-themed treats from the Hello Kitty Shop at Universal Studios in Orlando, Fla. Sanrio will work with Universal Studios Orlando to expand its merchandise at retail and include designs with classic Universal titles.

Sanrio and Snapchat will continue to collaborate on themed lenses for both Hello Kitty and Little Twin Stars this year; while existing digital partners Budge Studios and Swyft Media will develop digital offerings for a younger demographic, as well as teens and young adults.

More partnerships are in the works for Hello Kitty, including programs with clothing label Lazy Oaf, Stance socks, hats from New Era, Nylon magazine, LootCrate subscription box service, JuJuBe bags and sunglasses from Crap

Eyewear, among others. Sanrio will also host several major league sports promotions this year.

Launched during holiday 2016, Hello Sanrio, the company's lifestyle brand, continues to bring multiple characters to its fans through products and digital content. Additional retail programs, promotions and digital partnerships will launch for the brand throughout the year.

Sanrio also introduced two new characters to its roster this year. Aggretsuko is a red panda who is an office associate in the accounting department of a highly respected trading company by day and who hits the karaoke bar after hours to take her frustrations out through heavy metal. New programs for Aggretsuko are in the works.

Sanrio also introduced Gudetama, the lazy egg, and will launch new programs and partnerships this year. Successful promotions with Korean cosmetics retailer Holika Holika and a collection of cosmetics at CVS stores have already debuted.

Mr. Men Little Miss is set to introduce new retail programs, collaborations and promotions this year, including with LeSportsac and Subway restaurants. A Mr. Men Little Miss feature film is also in development in partnership with Fox Animation.

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## GOOD YEAR



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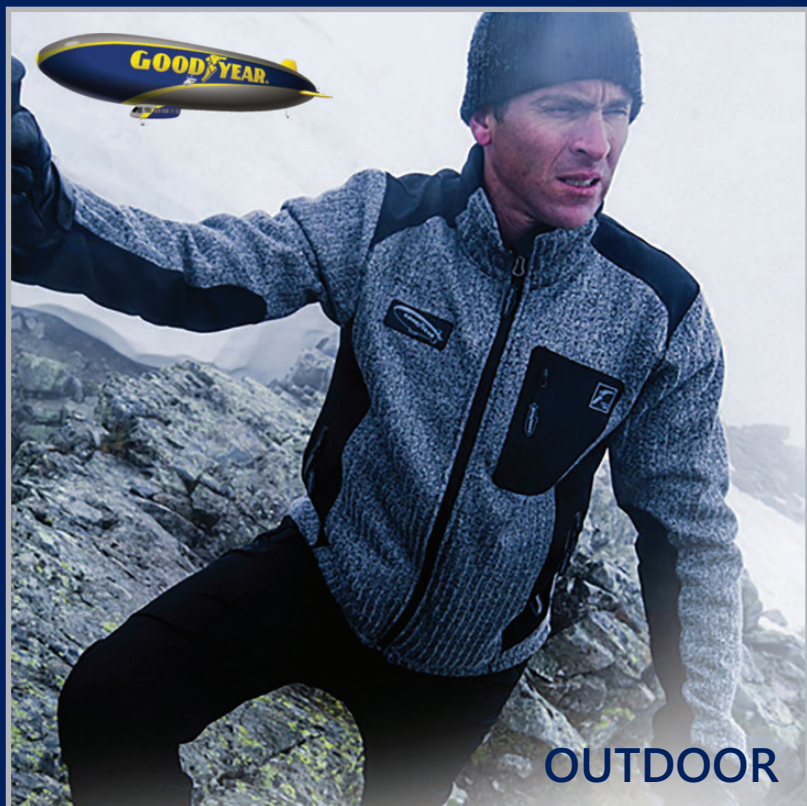


FASHION



# IMG

# Lifestyle Collections



# Universal Adds *Fast and the Furious*, *Despicable* Licensees

Universal is bringing its portfolio of brands to Licensing Expo.

Universal Brand Development, which includes creative partners Universal Pictures, Illumination Entertainment, DreamWorks Animation and NBCUniversal's television and cable properties, is globally driving the expansion of the company's intellectual properties, franchises, characters and stories



through innovative physical and digital products, content and consumer experiences.

Along with franchise brand management, Universal Brand Development's core businesses include consumer products, games and digital platforms and live entertainment.

*The Fate of the Furious*, the eighth chapter in *The Fast and the Furious* franchise, signed Mattel as its global master toy licensee. *The Fast and the Furious* franchise will be highlighted by key partnerships with Jada Toys and lifestyle brand Affliction, among others.

Premiering in theaters June 30, Illumination Entertainment and Universal Pictures are also bringing *Despicable Me 3* to Licensing Expo this year. Anchored by Thinkway Toys, *Despicable Me 3* is supported by a broad category toy and lifestyle program that includes partnerships with Mega Bloks, Puma, Moose Toys,

WowWee, Hasbro Games and more.

DreamWorks Animation's *Trolls 2* is scheduled for release in 2020. Universal and master toy partner Hasbro will continue to expand the breadth and scope of its consumer products program with more hair, more music and more characters to engage fans. New content across multiple media platforms is also planned through 2019.

From the DreamWorks Animation Television portfolio comes Universal's "Spirit Riding Free," a Netflix original series that premiered May 5. Based on 2002's *Spirit: Stallion of the Cimarron*, the show has inspired a new story set to enchant a whole new generation. Master toy licensee Just Play, specialty partner Breyer and book publishing partner Little, Brown Books will be among the key programs supporting the upcoming launch of "Spirit Riding Free."

## IMG to Rep Caesars and CrossFit

This year, IMG is representing two bold-name brands for licensing opportunities at Licensing Expo.

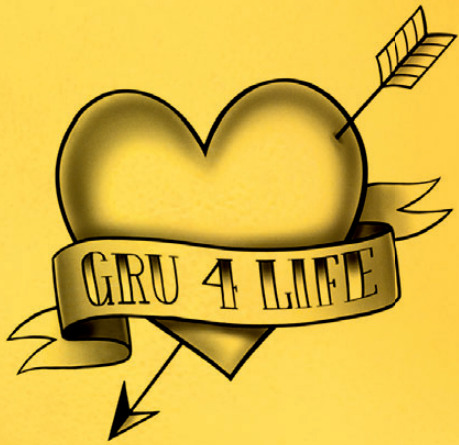
Caesars Entertainment, the casino entertainment provider, has appointed IMG as its worldwide licensing representative in a multi-year agreement. Licensing categories will include home goods, apparel and footwear, wine and spirits, fragrance and beauty products, fashion accessories, travel goods and recreational gaming-themed products.

CrossFit has signed with WME|IMG to represent the global gym organization for content, marketing and live events.

WME will expand CrossFit's global presence through content opportunities, and IMG will be working to promote the CrossFit brand through its event management, licensing and sponsorship divisions.







ILLUMINATION PRESENTS  
**DESPICABLE  
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## 'Halo' Enters Boys' Apparel Market

Developer 343 Industries has announced a new brand expansion for the "Halo" franchise to the boys' apparel space.

Boys' apparel is a first for the "Halo" franchise, and 343 Industries will partner with Hybrid Apparel for North America, Blues for the U.K. and Union Kids for Mexico. Product started hitting retail this spring and will continue to ramp up through the rest of the year.

In addition, expanded toy lines are coming from global licensing partner Mattel, with new MEGA Construx, 6-inch and 12-inch action figures, BOOMco Blasters, Hot Wheels and RC Cars.

343 Industries is also expanding its collectibles line with returning partner Funko, who joins existing "Halo" partners Dark Horse, Jada Toys, Triforce, Square Enix, Wicked Replicas, Just Toys and Loot Crate for a wide range of collectibles.

"Halo" has also seen success with its line costumes by Disguise for both kids and adults. The Master Chief costume for boys was one of the top-performing costumes at retail in 2015 and 2016, says 343 Industries.

The brand's entrance into the boys' apparel market and re-signing of Funko, bring "Halo's" total global licensees to 75, with novels, soundtracks, electronics and more.



## Sesame Workshop Launches Free Live Show

Sesame Workshop, "Sesame Street" and HBO, in partnership with local public television stations, launched the "Sesame Street: K is for Kindness" tour, a free, experiential tour, in support of the show's 47th season.

Attendees of "The K is for Kindness" tour enjoy hands-on digital learning, bilingual English/Spanish activities and a 15-minute interactive live stage show that starred Elmo and Abby Cadabby. Sesame Workshop has teamed up with Feld Entertainment to develop other new touring "Sesame Street" live shows, with the first production slated to launch in October.

Sesame Workshop has also finalized renewals with three of its longest partners—American Greetings, Hain Celestial and Procter and Gamble. The company additionally inked deals with Build-a-Bear Workshop, Globe International, Land of Nod and Lauren Moshi, and renewed a three-year global deal with H&M. And Hasbro will re-launch the Tickle Me Elmo toy for a new generation of fans.

The "Sesame Street" x Puma global collaboration, which includes apparel, accessories and footwear for kids and adults, continues to be a huge success, says Sesame Workshop, and was supported by in-store POS, marketing and social media campaigns this year. New toy licensees Headstart in Australia and New Zealand, Sambro across European

territories, Sungup in Korea and Nici Toys in Germany, Austria and Switzerland will work with Sesame Workshop on new products.

In Latin America, "Sesame Street," called "Sésamo" locally, focuses on early childhood learning, from breakfast to bath time. Beyond the flagship TV shows, several spin-off series have also launched including "Listos a Jugar," which is focused on nutritional habits, and the digital "Pequeñas Aventureras" starring Abby Cadabby, who teaches girls STEM skills. The region is supported with many new partners including new licensing agents in Mexico, Brazil and the rest of Latin America.

In the digital world, more than 1 million Cookie Monster stickers were downloaded and featured in Apple's TV campaign. Sesame Workshop also premiered e-books and video content on Hoopla.

Beyond "Sesame Street," Sesame Workshop is building its development slate with a new series, "Esme and Roy." The series, which targets older preschoolers, will air on HBO in 2018 and is a co-venture with Canadian media company Corus Entertainment. The brand will begin exploring key category extensions.

Sesame Workshop will also explore numerous category collaborations for its core demographic as well as its adult fan base as the brand gears up for its 50th anniversary in 2019.





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# WBCP Brings Superheroes to Licensing Expo 2017

Warner Bros. Consumer Products is building a robust series of licensing programs for its top brands and franchises including DC Entertainment, J.K. Rowling's *Wizarding World*, "Looney Tunes" and *Hanna-Barbera*.

This summer, *Wonder Woman* stars in her first-ever solo feature film, hitting theaters June 2. WBCP will bring the pop culture icon closer to fans with a large licensing program that includes partners from around the world.

Also on the horizon is *Justice League*, and WBCP will roll out a massive merchandise program worldwide, featuring DC superheroes on a range of products and programs that will help bring the film to life.

Introduced to moviegoers in *Batman v Superman: Dawn of Justice* and soon in *Justice League*, Aquaman gets a feature film with a release date in 2018, giving licensees and partners a glimpse of the half-man, half-Atlantean DC superhero.

WBCP and The LEGO Group continue to create collectible products for *The LEGO Ninjago Movie*, from Warner Bros.

Pictures, Warner Animation Group and LEGO System, hitting theaters Sept. 22. Inspired by the LEGO line of toys, *The LEGO Ninjago Movie* will be supported by a global licensing and merchandising program highlighted by toys, collectibles, apparel, accessories, publishing and more.

As an anchor franchise for WBCP, J.K. Rowling's *Wizarding World*, which encompasses the *Harry Potter* and *Fantastic Beasts* franchises, will get themed entertainment and magical product offerings. The second installment of the *Fantastic Beasts* film series, from

Warner Bros. Pictures, hits theaters in 2018.

"DC Super Hero Girls" brings the immersive world that encourages kids to play, watch, read and be inspired to discover their own superhero potential. The merchandising program for the brand spans a wide range of products, including toys, costumes, apparel, accessories, publishing, digital games and much more. WBCP is expanding the global reach of the brand with new categories, product and content offerings, including animated shorts, online activities, apps, social media platform engagements and more.

DC superheroes and supervillains featured in the animated series "Teen Titans Go!" and "Justice League Action," as well as TV programming like "The Flash," "Arrow," "Supergirl" and "Gotham," in addition to

the comedy series "The Big Bang Theory," all continue to

inspire products, promotions and partnerships globally as well.

"Looney Tunes," WBCP's animation franchise will feature products that span numerous categories

from global high-end fashion collaborations to toys. The *Hanna-Barbera* franchises also continues to capture the attention of licensees around the world with properties such as "Scooby-Doo" and "Tom and Jerry."

WBCP will also continue to bolster its seasonal and horror portfolio offerings of must-have products and experiences inspired by its properties; as well as its entertainment collection of classics, including *Willy Wonka and The Chocolate Factory*, the Stanley Kubrick collection and more.



# Meredith Models Shape Sunglasses with Foster Grant

Meredith Corporation, the world's No. 2 licensor according to *License Global's* exclusive annual Top 150 Licensors report, has partnered with FGX International to produce a co-branded eyewear collection, titled Foster Grant for *Shape*.

The new line of athleisure eyewear, which takes inspiration from Meredith's *Shape* media brand, will aim to combine product performance features with various fashion stylings. The Foster Grant for *Shape* collection will also include such benefits as soft-flex frames, scratch- and impact-resistant lenses and anti-slip nose pads on select styles.

"Today's announcement builds on the momentum of the *Shape* media brand and the successful launch of *Shape's* first licensing program for women's athleisure apparel," says Elise Contarsy, vice president, brand licensing, Meredith. "Sunglasses and their accessories are a natural adjacency to our clothing program, and we look to add more adjacent product categories to extend the *Shape* brand reach."

According to Meredith, *Shape* is the U.S.'s No. 1 healthy lifestyle magazine, and its websites and social platforms attract millions more every month for inspiring stories, exercise how-to's and personal health and beauty tips.

The Foster Grant for *Shape* eyewear collaboration is slated to launch across mass retailers and drug stores, as well as online, in select locations this summer, with a full product line available by summer 2018.



SUMMER 2018

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## Peanuts Reveals New Licensing Programs

Peanuts Worldwide is launching a number of new programs in key licensing categories for its classic brand.

In the U.S., 104 seven-minute episodes of all-new animation of “Peanuts” will air on major networks across the globe, including Cartoon Network and Boomerang.

Fashionistas can take in the “Snoopy & Belle in Fashion” exhibit, which features 10-inch vinyl Snoopy and Belle dolls bedecked in mini-couture designs by more than 40 fashion designers such as Diane Von Furstenberg, Isabel Marant, Betsey Johnson and Zac Posen. Making stops at malls in Los Angeles, Denver

and Nashville, the tour will soon head to Washington, D.C., before its final stop at New York City’s Brookfield Place in September. Other fashion collaborations with Gucci, Coach and Vans maintain Peanuts’ global reach.

Amusement park company Cedar Fair will join the Race for Your Life, Charlie Brown campaign this summer, which is expected to draw thousands of runners from all over the country to compete in one mile, 5K, 10K and half-marathon competitions. The races will end near a theater where families can then view the *Race for Your Life, Charlie Brown* full-length feature film. The campaign features Charlie Brown’s signature zig-zag t-shirt.



## ‘Odd Squad’ Plays Up Games, Puzzles

Sinking Ship Entertainment and The Fred Rogers Company’s “Odd Squad” is teaming up with North American company Outset Media for board games and puzzles based on the Emmy Award-winning kids’ series.

The board games and puzzles are a natural extension for the live-action CG television series, which already has a movie and a live tour on its resume.

“We are happy to be working with Outset Media on a new line of games and puzzles for ‘Odd Squad,’” says Kate Sanagan, head of sales and distribution at Sinking Ship Entertainment. “It’s wonderful to see the ‘Odd Squad’ brand continue to grow and expand across North America, and we are confident that Outset’s high-quality products will be an excellent fit with the show.”

“Odd Squad,” which follows

young agents as they solve unusual problems using their math and collaboration skills, currently airs on PBS Kids in the U.S. and on TVOKids and Radio-Canada in Canada. The show is designed to help kids, ages 5 through 8, build math, problem-solving and collaboration skills. A math concept is embedded in each of the cases, and the kids must work together to problem solve and set things right. The series earned four Daytime Emmy Awards in 2016, including Outstanding Writing in a Children’s Series and Outstanding Direction in a Children’s Series. The program was also awarded a Daytime Emmy in 2015 for Best Direction in a Children’s Series.

“Odd Squad” products are scheduled to hit retail shelves in spring 2018.





DREAMWORKS

Trolls

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## Saban Showcases Evergreen and New Properties

Saban Brands is prepping for a big “Power Rangers” milestone and unveiling new plans for other brands in its portfolio.

The “Power Rangers” franchise will celebrate its 25th anniversary in 2018 following new content launches this year.

The 24th season of the TV series, “Power Rangers Ninja Steel,” premiered in January on Nickelodeon and is now rolling out globally. The Lionsgate feature film *Saban’s Power Rangers* debuted this spring.

Saban Brands partnered with Cirque du Soleil Media in 2016 for the Netflix original preschool series “Cirque du Soleil Junior–Luna Patrol” based on the theatrical-style circus.

For the Paul Frank brand, Saban is taking an elevated approach to evergreen lifestyle products, as well as creating impactful brand collaborations.

Saban Brands is also bringing new brands to Licensing Expo. Rainbow Butterfly, Unicorn Kitty is a new property that features a spirited, colorful kitty who is also part butterfly and part unicorn and has special powers.



## Energizer Powers Up with New Licensees

Energizer Brands has partnered with three new licensees to create products in the home, auto and pet categories.

Simple Home will create smart home products that will launch in the

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U.S., Canada and Mexico, and will introduce the Energizer brand to the smart home space. The line will include cameras, plugs, bulbs, door locks, sensors, outlets and speakers, and is expected to launch later this year.

iKeyless will produce an Energizer-branded universal car remote control that is compatible with 70 million vehicles. The remotes are expected to launch in the U.S. and Canada this year.

International Pet Group was selected as the official licensee of Energizer in the pet industry for the U.S. and Canada. Energizer-branded LED pet collars, leashes, harnesses and toys will be sold at PetSmart starting in October, and are scheduled to roll out internationally for next year.

Energizer is represented by licensing agency Beanstalk.





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# Rainbow's 'Regal Academy' Visits Gradara Castle



Rainbow and the Gradara Castle, which is located in the Marche region of Italy, will co-host "The Regal Academy Fairytale Party" next month.

During one weekend in June, Rainbow will transform the medieval fortress of Gradara into Regal Academy, where fans can enter the school, take part in workshops and activities and watch live performances featuring the series' characters.

"Regal Academy" follows the adventures of young Rose Cinderella, an earthly girl who one day is shocked and amazed to discover that the famous fairy tale Cinderella is her granny. At Regal Academy, a school run by her grandmother and a host of other characters, fairy tale icons pass on their magic secrets to the next generation. Her new classmates include Hawk SnowWhite, Travis Beast, Joy LeFrog, Astoria Rapunzel and LingLing Iron Fan, all grandchildren of famous fairy tale families.

Season one of "Regal Academy" has already been released in more than 100 countries over the past 10 months and has gained a huge following across the U.S., Italy, Russia, Turkey, Brazil and France, says Rainbow. Season two is currently in production.

## 'Sunny Bunnies' Names North American Agent

Evolution USA has signed on to represent the children's series "Sunny Bunnies" for licensing, merchandising and promotional opportunities in the U.S. and Canada.

The agency will launch a consumer products program for the CGI-animated TV series and is seeking key partners in toys and novelty, apparel and accessories, publishing, back-to-school, home and housewares categories, with the first products slated to roll out in spring 2018.

"Sunny Bunnies," aimed at children ages 2 to 6, currently airs on The Disney Channel's preschool block and Disney Junior, as well as its own branded channel on YouTube, which has garnered nearly 100 million views since its debut.

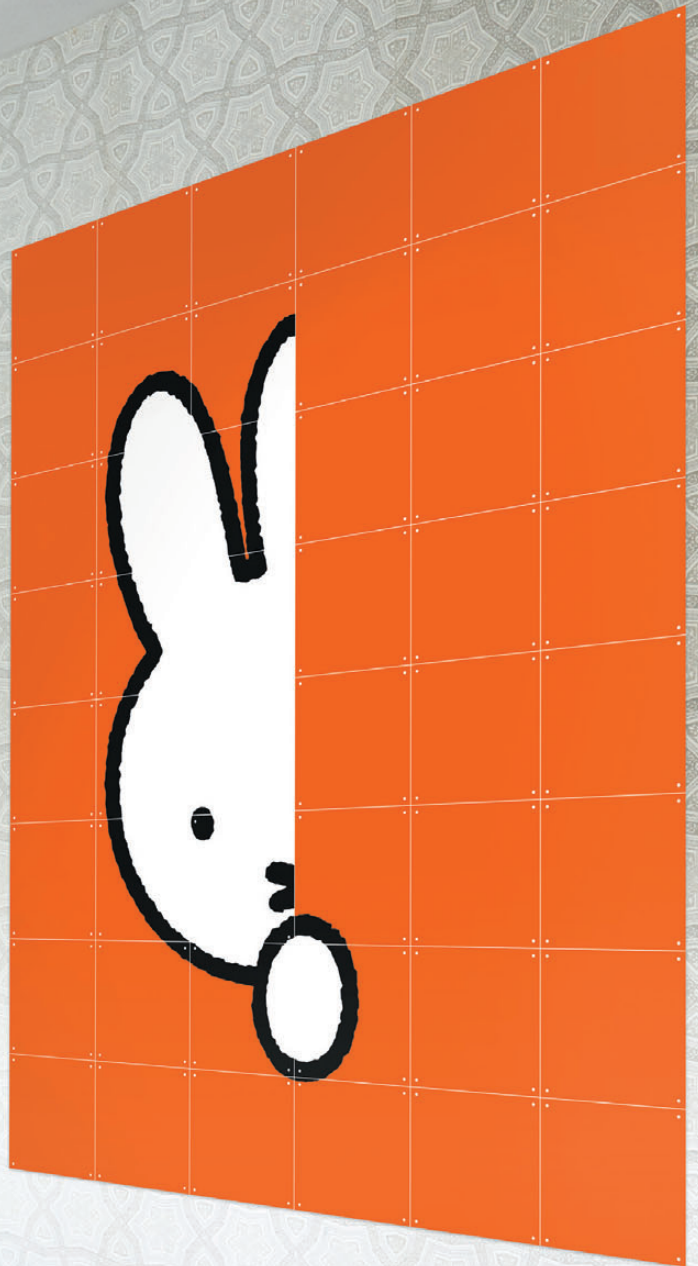


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## MGA Reveals Global Licensing for L.O.L. Surprise!

MGA Entertainment will unwrap details of its global licensing program for the doll line L.O.L. Surprise! this week at Licensing Expo.

Slated to begin rolling out next spring, the first part of L.O.L. Surprise! global licensing program will include fashion apparel, sleepwear and accessories. The second part will include health and beauty, gift and novelty, stationery, party goods and crafts and activities. The third phase covers publishing, back-to-school, games, electronics and home décor; while the last phase will address food and beverage, seasonal and sporting goods categories.

The launch will be supported by an influencer campaign, promotional partnerships and advertising.

“We are delighted by the public’s passionate response to these amazingly engaging dolls,” says Juli Boylan, head of global licensing, MGA Entertainment. “In developing the global licensing program, we have a seemingly limitless opportunity to engage potential partners in every key product category—from apparel and accessories to publishing and stationery—buoyed by the phenomenal consumer response to L.O.L. Surprise! and the continuing success with major retailers including Toys ‘R’ Us, Walmart, Target and Amazon. L.O.L. Surprise! is a truly innovative toy, and we have an equally impressive licensing program.”

## NFLPA Names Licensee Award Winners

The NFL Players Association has announced six licensees as category winners of the third annual NFLPA Licensee of the Year Awards.

The NFLPA, via its licensing and marketing arm NFL Players Inc., launched the awards to honor the NFLPA licensees that have demonstrated the most successful and creative use of group player rights within the past year.

This year’s winners include:

- Best Breakout Product (Digital): SportsManias emoji keyboard
- Best Breakout Product (Apparel/Hard lines): Fanatics emoji tees
- Best Player Activation (Large): Topps Huddle and AMC “Walking Dead” cross-promotion
- Best Player Activation (Mid to Small): Team Spirit store Phoenix program
- Best Product Featuring More than 100 Players (Large Business): EA Sports
- Best Product Featuring More than 100 Players (Midsize to Small Business): Forever Collectibles

“It’s great to shine a light on the outstanding efforts by our licensees to integrate a growing number of players into the marketing of NFLPA licensed products,” says Steve Scabelo, vice president of licensing and business development, NFL Players, Inc. “This year’s winners, representing companies big and small in categories ranging from apparel and hard lines to digital, have gone above and beyond, and the results speak for themselves.”

“We could highlight any number of our more than 80 licensees, but the winning companies this year put such great effort into creatively marketing their products to fans,” says Karen Austin, assistant vice president of licensing, NFLPA. “Our players certainly take notice and appreciate any partner that goes deep into rosters to provide opportunities for more players to connect with fans.”

A panel of NFLPA executives judged this year’s entrants on five criteria:

- Number of unique players featured within the licensees’ product line;
- Marketing and promotional activations that featured players throughout the year;
- Creativity and innovation in product development;
- Businesses’ positive development of the players’ intellectual property; and
- Range of distribution and growth in annual financial performance.

“This is an exciting time to be involved with marketing athletes across the digital and virtual space,” says Amanda Shank, senior manager of digital and unconventional licensing, NFLPA. “This year’s winning licensees are incorporating more players into products in truly innovative ways to engage with their fans.”

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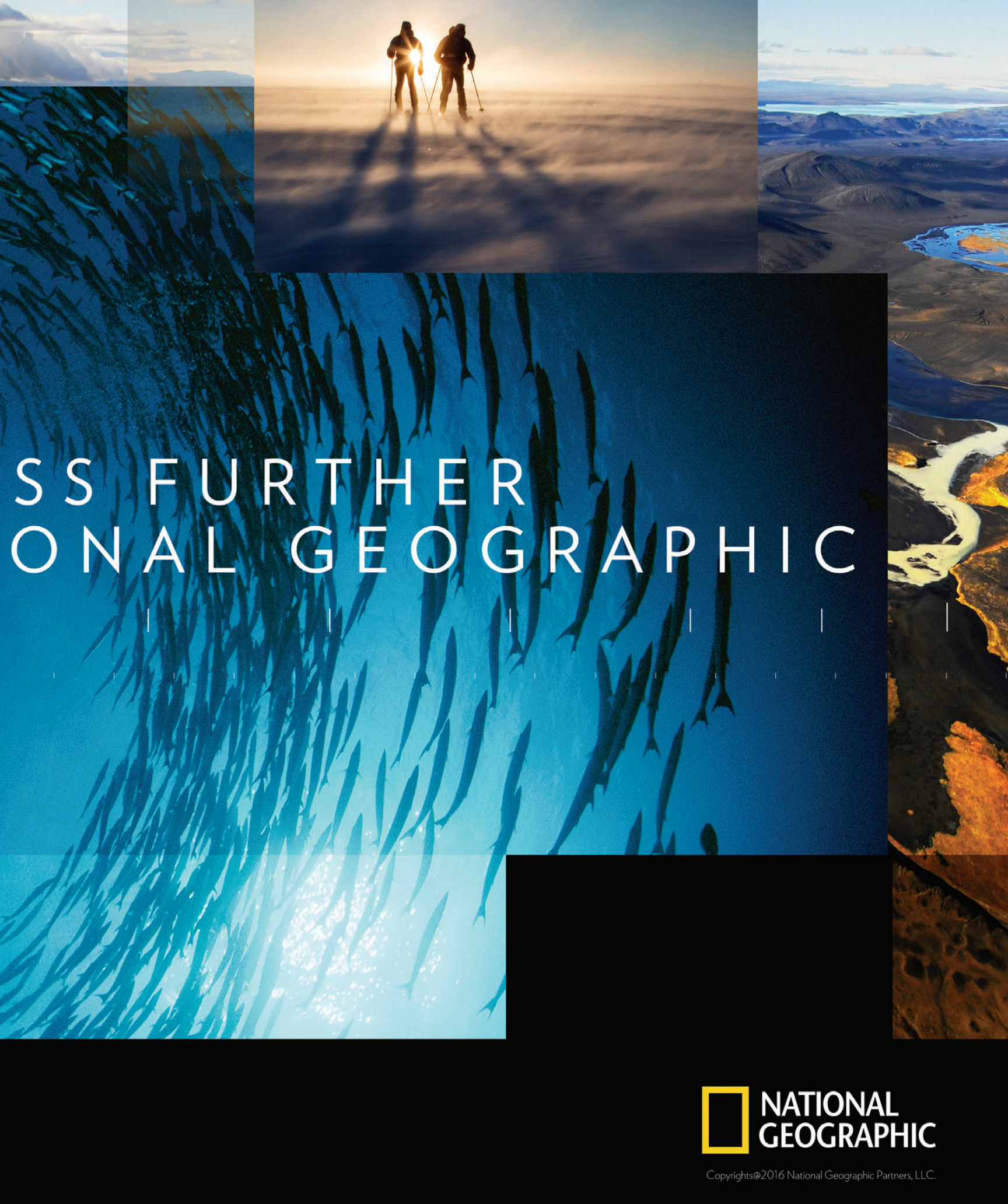
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## 'PJ Masks' Gets New Soft Lines Partners

Entertainment One continues to expand its consumer products line for the Disney Junior animated series "PJ Masks" in soft lines categories, including domestics, home furnishings, wall coverings, bolt fabric and more.

The new merchandise began arriving at national mass retailers across the U.S. this spring, with more coming out in fall, in time for the back-to-school season.

New "PJ Masks" licensees for the U.S. are:

- Baby Boom for toddler bedding;
- Delta for upholstered furniture and storage organization;
- FAB for piggy banks and mugs;
- Franco for juvenile bedding;
- Idea Nuova for slumber sets, furniture, storage, novelty lighting and wall décor;
- Springs Creative for fabric by the yard;
- York Wallcoverings for wall decals;
- Zak for drinkware and feeding; and
- Nuk for toddler sippy cups.

"Consumer demand for 'PJ Masks' product continues to soar across all relevant categories," says Joan Grasso, vice president, licensing, North America, eOne Family. "We're thrilled to be working with such a broad range of best-in-class partners to give fans so many wonderful opportunities to immerse themselves in the action-packed series."

## A+E Plans Products for New Series, History Channel

A+E Networks Brand Licensing has announced new properties and brand licensing opportunities, including the launch of merchandise for History's newest series "Six" and the upcoming drama series "Knightfall."

A+E Networks will also introduce cross-category licensing programs for the History Channel brand that allows licensing partners to create culturally relevant brand extensions modeled after History's storytelling.

Lyons Press is currently developing a line of illustrated book titles based on History's "Breaking History" programming block. The first of four hardcover titles will debut this October with *Breaking History: Vanished! America's Most Mysterious Kidnappings*, *Castaways* and *The Forever Lost*, followed by *Breaking History: Lost*

*America!* in spring 2018. A+E Network's packaged media partner, Lionsgate, is also collaborating with Lyons Press to release a "Breaking History"-branded DVD set timed to the books' debut.

New partners and categories are also on board for A+E Networks' established properties including "Ancient Aliens" and "Duck Dynasty," plus popular franchises "Bring It!," "The Curse of Oak Island," "American Pickers," "Pawn Stars," "The Rap Game" and "Forged in Fire."

Additionally, A+E Networks will further expand its live events and experiential business, which launched last year with the summer tour "Bring It! Live," based on the original Lifetime series "Bring It!" Miss D and her Dancing Dolls are returning to the stage again as part of the "Bring It! Live" 40-city tour, kicking off June 24 in Baton Rouge, La.





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## Toei's 'Sailor Moon', *Digimon* Secure New Licensees

Toei Animation has added a slate of new licensees for its franchises “Sailor Moon” and *Digimon* targeted to teens and young adults.

Licensees for the classic version of “Sailor Moon” include Hybrid Apparel and Great Eastern for apparel; Funko and Zag Toys for figures; Everything Legwear for socks; Calendar Holdings for calendars; Accutime for watches; E-pop for beauty mirrors; SCS Direct for kitchen items; Great Eastern, Just Toys and Monogram for keychains; and Fun.com for costumes.

For “Sailor Moon Crystal,” Hybrid Apparel

will also make clothing for the graphic novel version of the series, Infinifan is on board for watches, Dyskami Publishing has been tapped for game boards, Mimoco for cell phone chargers and Just Funky for drinkware.

The six-part film *Digimon Adventure* will release its newest installment in the U.S., and Toei has added to its merchandising campaign.

Bioworld will develop *Digimon* apparel; Zag Toys, Tech 4 Kids and Just Toys are signed on for collectible toys; and Squishible will create plush dolls.

“We are delighted to welcome aboard top

licensees across all categories for our properties and open up new opportunities at Licensing Expo 2017,” says Masayuki Endo, president, Toei Animation. “While physical products remain crucial for our branding, we are also excited to put an expanded emphasis on our digital efforts by seeking partnerships with licensees focusing on emojis, stickers, gifs and other forms of digital communication. Toei’s brands and characters are already integrated into the dialogue of dedicated fans, and we hope to give them the opportunity to further use their fandom for daily fun with friends.”

## Modelo Collabs with Supra, Black Scale

Licensing agency The Joester Loria Group has brokered collaborations for beverage property Modelo with skate brand Supra and high-end streetwear brand Black Scale, both scheduled to debut in October at specialty stores and the partners’ respective stores in honor of the Dia de los Muertos holiday.

Modelo and Supra are collaborating for a Dia de los Muertos release of two co-branded

limited edition sneakers that use the company’s silhouettes, The Vaider and The Skytop.

Supra will support the collaboration via its store in Los Angeles, Calif., its website, on social media and via influencers.

The Modelo x Black Scale collaboration coincides with Black Scale’s 10th anniversary this year, as well as Dia de los Muertos. The collection includes headwear, t-shirts, a

soccer-inspired jersey and a zip-up track jacket that incorporates Modelo-inspired graphics.

Black Scale will support the branded line at its store in San Francisco, Calif., and on its website, through social media and via influencers.

The collabs will be further supported by social, digital and event marketing.



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## Wildflower Reveals New Fantasy Life Partners

Licensing and branding agency The Wildflower Group has a growing and diverse portfolio of brands that it will be presenting at Licensing Expo.

Fantasy Life is a lifestyle brand with a wide range of merchandise and memorabilia designed to appeal to the multi-billion-dollar fantasy sports industry.

Thumbs Up is partnering with Fantasy Life for an extensive line of branded novelty products, which will launch in time for Father's Day. The brand is also teaming up with Canvas, which has created a Fantasy Life line of short- and long-sleeved t-shirts, sweatshirts and sticker packs to be sold exclusively in the ESPN Marketplace. The collection launched during the 2016 fantasy football season and will continue to roll out throughout the year.

Extreme Concepts will produce a line of Fantasy Life-branded t-shirts, bottoms and sweatshirts for men, women and children. The program, slated to launch this year, will be distributed across all retail channels. Further expanding Fantasy Life's apparel presence, Original Retro Brand has developed a line of shirts, caps and hats for men, women and children. The program, which launched during fantasy football season in 2016,

will continue to be rolled out across mass, mid and specialty retail as well as e-Commerce.

Another recent addition to the Fantasy Life family of licensees is Coyote Promotions for a line of t-shirts, jerseys, headwear, drinkware and novelty products. The collection will be available during the 2017 fantasy football season and sold exclusively through e-Commerce channels.

In the novelties space, Fantasy Losers will be launching a full line of Fantasy Life temporary tattoos through e-Commerce platforms for the upcoming fantasy football season.

Other partnerships include IPG Global for wooden corn hole boards, games and

accessories; Acco for calendars; and Whalerock Industries for emoji packs, stickers and thought bubbles available for online downloads in time for fantasy football season.

TWG has also teamed with the publishing house Rodale and Romega for a line of women's health omega3 fish oils available at retailers such as GNC, Vitamin World, Vitamin Shoppes and online; Organic India USA for a line of health teas under the *Prevention* magazine brand; and Box Out Group for a *Runner's World* subscription box program that will join the company's *Men's Health* subscription box program.

And there's more.

The Rapala brand, a fishing lure since 1936, is teaming up with 540 Brands for a line of graphic t-shirts, hooded sweatshirts, baseball caps and knit hats, and with Fencepost for an apparel program featuring t-shirts, vests, water shorts, fleece and light outerwear.

Campari is partnering with IPG for a line of wooden outdoor games and accessories including corn hole boards and Adirondack chairs featuring the Wild Turkey brand. Ripple Junction will launch a line of Wild Turkey-branded men's and women's apparel that will include t-shirts, tanks, fleece, jackets, hats and buttons.



## Aardman Speaks Kids' Language

Aardman Animations and the British Council, the U.K.'s international organization for cultural relations and educational opportunities, is expanding the "Learning Time with Shaun & Timmy" brand into a new online series that delivers English language learning to young children.

The "Learning Time with Timmy" series, which will launch on its own dedicated YouTube channel this summer with 26 episodes airing weekly, stars Timmy, the youngest character in Aardman's "Shaun the Sheep" franchise, and is the latest addition to the "Learning Time with Shaun & Timmy" portfolio. The show is aimed at

children, ages 2 to 6, and follows curriculum developed by the British Council, which can be optimized based on the specific learning requirements in different territories.

Aardman and the British Council are also offering three "Learning Time with Timmy" apps designed to develop cognitive skills and English language development in children, as well as an online course for parents and educators to support language learning. They are also developing an international publishing and licensing program to further extend the "Learning Time with Shaun & Timmy" brand.

"Learning Time with Shaun & Timmy" began in 2014 with courses taught at centers in Singapore, Chile and Mexico, and later expanded into pop-up centers in additional venues around the world by 2016.

Aardman and the British Council aim to have centers and pop-ups in additional countries, including Egypt, Spain, Bahrain, Morocco, the U.A.E. and Ukraine by the end of the year.





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# Lawless Reps Biff the Dog Worldwide

Lawless Entertainment has been appointed as worldwide representative for the licensing, merchandising and publishing of children's property Biff the Dog. Lawless will also seek co-production financing for the property, as well.

Biff creator Tracy Calvert Ambrose, has brought together a team of industry professionals to develop an animated series targeted at children, ages 5 to 7. The series features Biff as a mighty mutt on a mission to help his fellow creatures when they are in need. His adventures take place in San Francisco, Calif., where the dog, along with his friends Tammy, a Tiger, Rollo, the street-smart hound, and Bella, the pampered pooch, follow Biff to help those in need.

Two Biff books written by Robert Chiappetta—*Biff and the Magic Collar* and *Biff Learns a Lesson*—have already been

completed, and a third book, written by writer/producer Michael Maurer, is in progress.

The team has just finalized an animated series based on Biff that is also available in Italian, with a Japanese version in progress. The adventures are illustrated by Ambrose, along with artistic contributions from her husband, Roland, and art-school colleague Chuck Zarbaugh.

"Biff the Dog and his friends are sure to be a worldwide success," says Cathy Malatesta, president, Lawless Entertainment.

"We are ecstatic to have Lawless Entertainment representing Biff the Dog in a worldwide exclusive partnership. We look forward to expanding the character property and brand while bringing Biff's positive messages to children around the globe," says Ambrose.

## New Park, Display for 'Robocar Poli'

The animated TV show "Robocar Poli" closed new deals in Russia and Korea this spring.

To mark the passage of spring in Russia, Hamley's Toy Shop and Gulliver & Co—the series' master toy distributor in Russia/CIS—decorated the store's main window. Characters from "Robocar Poli" that were featured in the display will remain in the shop's window through May.

Additionally, the "Robocar Poli" Children's Safety Park was opened in Gong-ju City, Korea, in March. The park features activities and classes that allow children to experience and learn traffic safety rules. Classes are operated through reservations.

## 4K Media to Showcase Diverse Brands

At this year's Licensing Expo, 4K Media is showcasing its Japanese manga and anime brand, "Yu-Gi-Oh!," and girls' fashion brand Rebecca Bonbon, as well as key Konami Digital Entertainment gaming properties such as "Bomberman," "Castelvania," "Contra" and "Silent Hill."

three feature films, consumer products, the recently launched mobile game "Yu-Gi-Oh! Duel Links," as well as its trading card game.

Rebecca Bonbon is the French bulldog character drawn by Yuko Shimizu, the original creator of Hello Kitty. 4K Media is excited to re-launch the Rebecca Bonbon

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This year, the "Yu-Gi-Oh!" anime brand celebrates its 16th anniversary in the United States and globally (outside of Asia) through its TV series (which includes more than 800 episodes),

brand into the marketplace with a fresh licensing program, that spans such product categories as apparel, accessories, cosmetics, home décor, plush and pet products.

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# ABG

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## Zolan Plans Social Licensing Campaign

This year, children's heritage brand Zolan Kids is celebrating its 40th anniversary by expanding Zolan's co-branded partnerships with various U.S. brands and through social licensing.

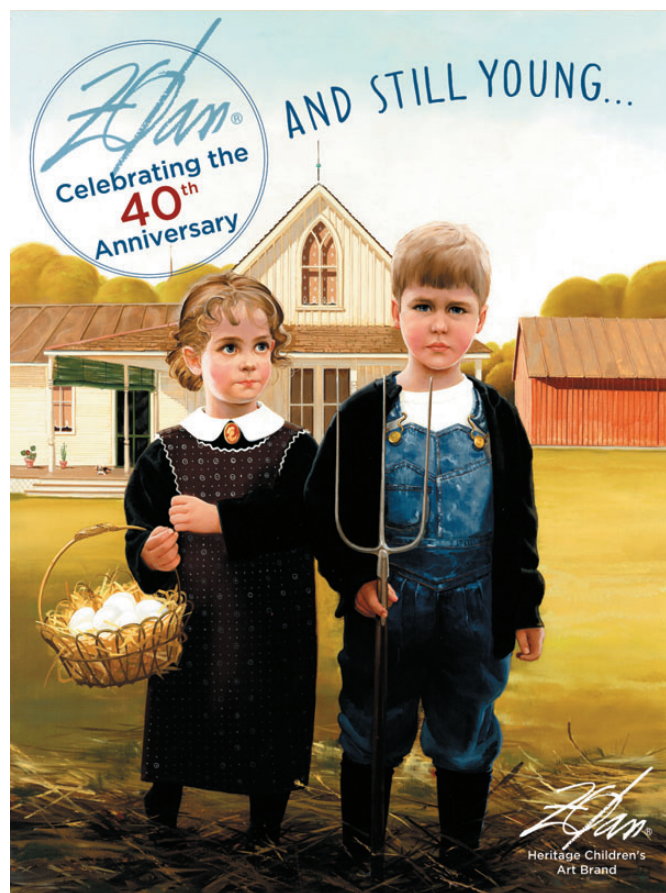
Zolan's Heartland America painting was chosen to represent the brand's 40 years in licensing. It embodies the brand's stability, and captures artist Donald Zolan's spirituality, says the company.

Also this year, through the support of Dr. Luisella Magnani, Zolan created art in hospital rooms at the Varese Pediatric Hospital in Italy. The project will also expand to the Pediatric Intensive care unit in Padua, Italy.

With the success of these hospital projects, the Zolan Company hopes to open doors to other social licensing projects and to generate social fundraising through its new initiative, FashionZ, a program that will launch soon.

Plans are also being made for Go Zolan America, a program that will share the artwork of Zolan via a traveling museum throughout the U.S. The program will launch in 2018.

"I wish that all children could live the kind of joyous, secure and happy childhood that I capture in my paintings," says Donald Zolan. "I think we owe that to the children of the world, and each step we take to get us closer to these goals makes us better people."



## Activision Blizzard Plays on 'Overwatch' Franchise

Activision Blizzard launched a new consumer products division this year fronted by veteran Mattel and Disney



executive Tim Kilpin, chief executive officer and president, and under the unified company banner (that also includes King, which Activision Blizzard purchased in 2016) it is bringing its "franchises of the future" to the Licensing Expo show floor.

Blizzard's "Overwatch" gaming franchise is an emphasis for the company and will be front-and-center at this year's event.

Launched only a year ago, "Overwatch" reaches more than 30 million players globally, making it the company's eighth billion-dollar franchise, says Activision Blizzard.

"Overwatch" is a highly-stylized team-based shooter game set on a near future Earth. The game features 24 unique heroes that players can switch among mid-match.

Licensing activity for the brand stays true to the property's iconic voices, styles and stories, capitalizing on its artists' and developers' ability to work closely with licensees to develop products.

A recent partnership includes with Good Smile Company for premium figures, as part of the licensee's Nendoroid and Figma line ups.

Another emphasis for Activision Blizzard at Licensing Expo 2017 is for "Overwatch" in the eSports arena.

This year, Activision Blizzard is working to establish professional teams and commercialize media rights for the upcoming "Overwatch" league.

According to Activision Blizzard, the eSports category represents a rapidly emerging merchandising opportunity by offering its fans fresh ways to experience games.

Activision Blizzard will also be highlighting its other gaming properties at Licensing Expo, combining for the first time ever Activision, Blizzard and King into one booth. To show off the properties, Activision Blizzard Consumer Products will feature gameplay stations to allow attendees to experience its games such as "Call of Duty," "Destiny" and "Crash Bandicoot N. Sane Trilogy," in addition to "Overwatch."



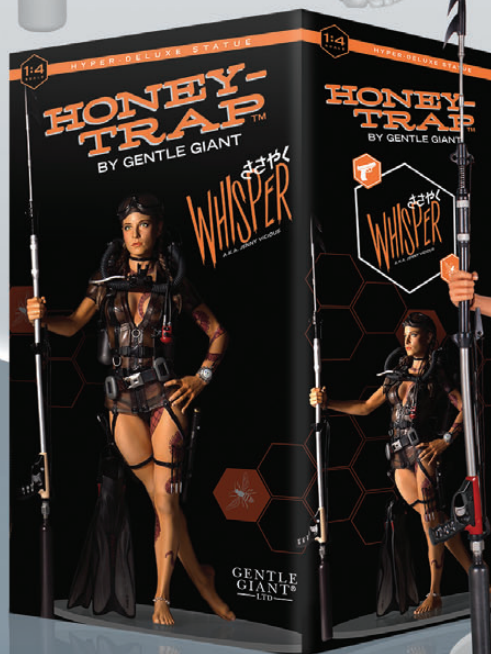
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## 'Masha and the Bear' Makes Stops Around the World



Animaccord has partnered with the France-based communications agency Evasion Communication to design in-store and meet-and-greet events for the animated series "Masha and the Bear" across France and Switzerland.

The partnership was brokered by Ink Group and Biplano Licensing.

Produced by Slovakian company Comunique since 2015, "Masha and the Bear on Ice" has been seen by 7,000 people in Ljubljana and 12,000 people in Zagreb before the live show moved to Slovakia and the Czech Republic. The tour will end in Belgrade, but Comunique is currently preparing performances in Tallinn, Estonia, for December. The tour is scheduled to visit Poland in March 2018.

Animaccord also recently teamed up with Liverpool, one of the largest stores in Mexico City, for a special campaign dedicated to Children's Day. The retail campaign was activated in 20 stores and featured painting and coloring activities, as well as a "Masha and the Bear" coloring book and crayons gift with purchase.

## JAM Presents New Jenny Foster Designs

JAM Brands, the licensing consultancy for designer and artist Jenny Foster, will present her new designs at this year's Licensing Expo.

Foster's career spans more than 30 years with a dedicated following of art collectors from around the world. Her Kool Kats designs have appeared on a range of cotton-printed fabrics by Northcott for the quilting, craft and home décor industries. Foster also partnered with Westland Giftware for a line of mugs, tiles, salt and pepper shakers, tea pots, cookie jars, tote bags, cosmetic bags and canvas wall art.

Recently, Foster worked with OmNom Arts on a line of products featuring the

OmNom character from the mobile app "Cut the Rope" that included flip-flops, cellphone cases, bedding, skateboards and apparel.

Foster and JAM continue to look for licensing opportunities in home décor, bath, giftware, stationery, party goods, apparel and accessories, infants and kid's products and pet accessories, among others.

"My style is primitive and contemporary, embellished with joyful colors and abstract forms and symbols," says Foster. "People

smile when they see my work. It is simply meant to bring a bit of joy to the observer's life, a kind of childlike happiness we all once knew. If I can evoke that happiness in my work, I feel I have succeeded."



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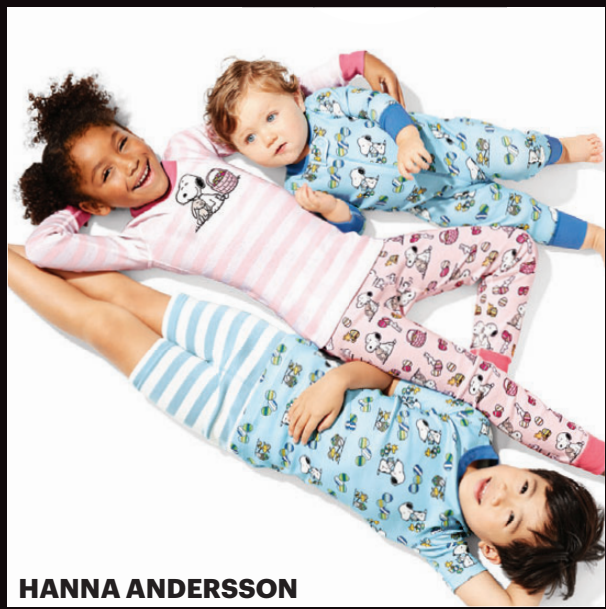
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BOOTH # G204

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# We BARE BEARS

## Cartoon Network Expands ‘We Bare Bears’

Cartoon Network Enterprises has announced the addition of several new partners for its “We Bare Bears” animated series, which is currently in its third season.

Hot Topic is on board as Cartoon Network’s exclusive “We Bare Bears” soft lines retail partner from June through November with an apparel and accessories collection inspired by the series.

Additional “We Bare Bears” licensee partners, including those participating in the Hot Topic exclusive, are planning to launch product across a range of categories, such as apparel, toys and publishing. The deals include:

- Mighty Fine for an assortment of t-shirts and tops for junior’s, which will hit retailers beginning in June;
- Changes for a line of young men’s t-shirts and tops, which will also hit retailers in June;
- Gund for a variety of plush for fans of the series, which will be available in July;
- Penguin for a list of new children’s book titles;
- Kalan LP for small accessory items including buttons, lanyards, key rings and stickers, which will debut this fall; and
- Hypnotic Hats for hosiery and Just Funky for beverage ware, both of which will launch this fall.

Created by Daniel Chong and produced by Cartoon Network Studios, “We Bare Bears” follows three brothers trying to fit in and make friends in their Bay Area community.



## Sony/ATV Signs Epic Rights for Lennon/McCartney Catalog

Sony/ATV Music Publishing has named branding, licensing and rights management company Epic Rights as the global licensing agent for the Lennon/McCartney song catalog, which contains more than 180 The Beatles songs.

“Dell Furano and the Epic Rights team understand the importance of these lyrics, lyrics that live well beyond the songs that first delivered them, and we trust him to develop an appropriate licensing program that respects John Lennon and Paul McCartney’s treasured lyrics,” says Rod Kotler, vice president of merchandise and consumer products at Sony/ATV Music Publishing.

“We envision a broad licensed products campaign that encompasses everything from apparel, accessories and wall art to home electronics, gifts,

stationery and more. From ‘All You Need is Love’ to ‘Hey Jude,’ the opportunities to develop high-quality merchandise that incorporates the words and sentiments of Paul McCartney and John Lennon’s lyrics are limitless,” says Lisa Streff, executive vice president of global licensing at Epic Rights.

From the time of their U.S. television debut in 1964 until their split in 1970, The Beatles topped the *Billboard* Hot 100 chart a record-setting 20 times. Those chart toppers, mostly written by John Lennon and Paul McCartney, are among the more than 180 songs that comprise the Lennon/McCartney music catalog. Among the most popular, according to *Rolling Stone*, are “Come Together,” “Hey Jude,” “Let it Be,” “In My Life,” “Strawberry Fields Forever,” “A Day in the Life” and “Yesterday.”





# 'Property Brothers' Stars Make Licensing Expo Debut

TV personalities, entrepreneurs, authors and recording artists Jonathan and Drew Scott are making their Licensing Expo debut.

The brothers are attending Licensing Expo to promote their homewares brand Scott Living, which launched in 2014. Scott Living's current consumer goods collections include indoor and outdoor furniture, décor and bedding, with many more lines in the works. They also have plans to expand into a wide variety of product categories that will roll out over the next few years.

Drew and Jonathan will be making an appearance in their booth (J96) all day today, with a special meet-and-greet planned at 2 p.m.

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## Smiley Inks Deals with Terrier, TodoModa

Smiley is showcasing new opportunities this week at Licensing Expo for its brand SmileyWorld, as it expands its toy business and looks to leverage the property with new partnerships.

Egg-Moji, a new venture with Terrier Worldwide, is an interchangeable figurine with collectible accessories that can be customized. Packed in a plastic egg blind pack, Egg-Moji is filled with colored dough that contains a plastic “yolk” that has a Smiley figurine and two accessories.

The range, which features a selection of 100 icons and accessories, will be in stores this summer, and supported by a YouTube unboxing campaign. The range will also have a tabletop point-of-sale display for retailers.

Accessories retailer TodoModa will release a line of Smiley-influenced “emoti-mania” fashion accessories. With more than 500 stores in several Latin American countries, the new deal will expand SmileyWorld’s presence in South America.

The new collection with TodaModa showcases SmileyWorld’s brand while incorporating the latest fashion trends with an extensive range of accessories like backpacks featuring unicorns and rainbows, as well as emoticon bags that sit alongside Smiley eye muffs, emoticon-inspired watches, earrings, hats, stationery and cosmetic bags.

“Twenty years after the birth of our Smileys we have finally found a partner who understands how to leverage our wide variety of icons in a playful way,” says Nicolas Loufrani, chief executive officer, Smiley. “This is really important for us, because we need consumers to understand the depth of the Smiley brand’s creativity. With 20 categories and more than 3000 individual Smiley-based icons, we offer the best collectible experience in the licensing industry.”

## DHX Buys Peanuts, Strawberry Shortcake from Iconix

DHX Media has signed a definitive agreement to acquire the entertainment division of Iconix Brand Group, including an 80 percent controlling interest in the Peanuts brand and 100 percent of the Strawberry Shortcake brand, for \$345 million.

The remaining 20 percent interest in Peanuts will continue to be held by members of the family of the brand’s creator Charles M. Schulz.

The transaction is expected to close on or around June 30.

The addition of Peanuts to DHX’s global brand portfolio will lead to an increase in the scale and breadth of the company’s consumer products business from 19 percent to an estimated 44 percent of total annual revenue, on a pro forma basis.

Both Iconix and DHX Media are among the top licensors in the world, according to *License Global’s* annual Top 150 Global Licensors report. Iconix is the fourth largest licensor in the world, reporting \$12 billion in retail sales of licensed merchandise in 2016; while DHX Brands is the No. 60 licensor, with \$700 million in retail sales of licensed merchandise in 2016.

“Peanuts is one of the world’s greatest entertainment brands, with a tremendous global legacy of comics, animated content and consumer products reaching back almost 70 years,” says Dana Landry, chief executive officer, DHX Media. “We are thrilled by the opportunity to welcome Charlie Brown, Snoopy, Lucy, Linus and the entire Peanuts gang into our family of leading kids’ properties, including ‘Teletubbies,’ ‘Inspector Gadget,’ ‘Caillou,’ ‘Degraasi’ and others.”

Iconix acquired the Peanuts brand in April 2010 for \$175 million from United Features Syndicate and E.W. Scripps (along with other assets of what was then called United Media Licensing), and Strawberry Shortcake in February 2015 from American Greetings for \$105 million.

As a result of the acquisition, DHX Media revenue will grow 52 percent to approximately \$443 million (Canadian), on a pro forma basis.

The deal will add 340-plus half-hours of

proprietary content to DHX Media’s library, which the company will also use to feed potential new productions, including new digital content for YouTube, mobile and video-on-demand services. DHX also plans to mine what it calls “an underexploited library” for global distribution and expansion into new territories and channels, including its WildBrain network on YouTube.

DHX reports that a new “Strawberry Shortcake” series is currently in development. The brand already boasts 148 half-hours of content distributed in more than 120 countries and a comic book series that was launched in May 2016. The brand has 305-plus licensees in 90 countries across the world bringing in \$4 billion at retail globally since its launch.

The Peanuts brand is the eighth largest character brand at retail in the world, according to DHX, and has 14 million fans on social media. With 195 half-hours of content including 42 Peanuts specials, the brand is well-positioned in the family entertainment marketplace. Peanuts has more than 1,100 licensees in 100 territories worldwide and brought in \$1.3 billion at retail in 2015 alone.

“Over the past 10 years, DHX Media has become a global leader in children’s entertainment content, building scale across production, distribution and consumer products and is perfectly positioned to benefit from the incredible growth of streaming services, worldwide,” Landry added. “Peanuts and Strawberry Shortcake have widespread, evergreen appeal that make them ideal for layering onto this platform, complementing our 450-title library, and significantly increasing our scale in consumer products. These brands are expected to drive meaningful growth across multiple revenue streams, and

we look forward to extending their reach to new generations of kids worldwide.”





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## CAA-GBG Adds Sweet Partners for Hershey's Kisses

Brand management company CAA-GBG Global Brand Management Group, a subsidiary of Global Brands Group, has announced a new line of consumer products featuring Hershey's Kisses.

"Hershey's Kisses is a not only an iconic brand, but an indelible piece of American heritage. We are thrilled to partner with best-in-class companies, including Hershey, to develop must-have products that create emotional connections with consumers," says Robert Schwartz, vice president of sales and new business development at CAA-GBG, which has worked with The Hershey Company since 2013 on brand licensing offerings.

Following the launch of Hershey's Kisses-shaped lip balms during the 2016 holiday season, licensee GBG Beauty is introducing new seasonal designs this holiday season at major retailers, in addition to new scents, flavors and designs currently on store shelves.

Meanwhile, loungewear partner MJC's

Hershey's Kisses-themed men's boxer briefs were a hit for Valentine's Day, says CAA-GBG.

CAA-GBG is also introducing a new partnership with Jay Franco on behalf of The Hershey Company. Jay Franco is extending the Hershey's Kisses brand further into consumer lifestyles with a full line of bed, bath and beach products. The assortment will highlight Hershey's Kisses, with additional programs around the Hershey's, Reese's, Twizzlers and Jolly Rancher brands.

"Hershey's Kisses chocolates spark happy moments every day. It is a symbol of affection, connection and appreciation. We've taken these attributes and used them as inspiration for a refreshed product assortment," says Ernie Savo, director, global licensing, The Hershey Company. "We look forward to continuing to honor these traits when innovating gift-able items that come from the heart."



## National Gallery Expands Around the World



U.K. licensing agency JELC is looking to build the licensing program for the National Gallery Company in both North America and The Far East this year at Licensing Expo.

The Gallery houses the English national collection of Western European art with 2,300 paintings from the 13th century to the early 20th century, and includes work from artists Vincent Van Gogh, Claude Monet and Leonardo da Vinci.

The museum launched its licensing program in 2014 and now boasts 38 licensees in categories including stationery, soft furnishings, and wall coverings, apparel, wine and art materials. Licensed products are sold at retailers John Lewis, WH Smith, Waterstones and Sainsbury's in the U.K.

For the Christmas 2016 season, the National Gallery Company teamed up with British retailer Boots to launch a collection of seven food gift sets under the National Gallery Delicious Art brand in 300 stores and online at Boots.com. The gift sets, which included a tea tray set, coffee cups and ground coffee, biscuits in a tin, marmalade and a preserve selection, featured some of the best-known paintings from the National Gallery collection including Van Gogh's Sunflowers and Monet's Water Lily Pond. The Boots/National Gallery collaboration reached an average sell-through of 90 percent.

The National Gallery is the world's third most-visited museum with more than 6 million visitors per year. Sixty percent of those visits are made by tourists from other countries.

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## Mondo TV Brings Full Portfolio

Mondo TV, one of the largest European producers and distributors of animated content, will be at Licensing Expo showcasing its large selection of brands from its portfolio that target a wide range of demographics, from kids to teenagers.

The Mondo TV catalog includes series such as “YooHoo & Friends” and “Cuby Zoo” (both co-producers with Aurora World) and “Heidi: Bienvenida a Casa,” Mondo’s first live-action show, produced by Mondo TV Iberoamerica along with Alianzas Producciones. Its other series, “Sissi the Young Empress,” will return to TV for a second season this year.

Mondo TV is also the distributor and licensing agent in several territories for the animated series “Robot Trains,” which is produced by CJ E&M. The comedy-action series “Invention Story,” “Adventures in Duckport,” “The Treasure Island,” “Eddie is a Yeti,” “Bug Rangers,” “Nori-Rollercoaster Boy,” “Super Wings” and “Beast Keeper” are also all series available for licensing partnerships.

## Exim Live Shows in the Works

Exim Entertainment is currently working with Animaccord to create and produce three live events aimed at children.

The company is working on the creation and production of “Masha and the Bear: Rescue at the Circus.”

Also in production is a second edition of a “Peppa Pig” live show, and a “PJ Masks” live event, both in partnership with Entertainment One.

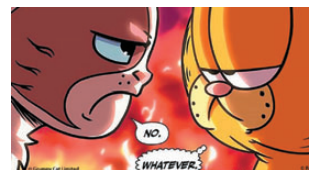


## Grumpy Cat Gets Ready to Meet Garfield in New Comic Series

An exclusive partnership between comic book publishers Dynamite Entertainment and Boom! Studios’ imprint, KaBoom!, will bring Jim Davis’ iconic comic strip cat Garfield together with Internet sensation Grumpy Cat.

The new project will feature Grumpy Cat face-to-face with Garfield in a limited series written by “Garfield” creator Jim Davis, scheduled for debut this summer.

“Jim Davis approached us years ago asking us to publish the Garfield comic books, and it’s been a tremendous honor to work with



one of the greatest cartoonists of all time and the entire team at Paws,” says Ross Richie, founder and chief executive officer, Boom! Studios. “When I met with him at San Diego’s International Comic-Con this year to discuss this cross-over, he was brimming with delight at the idea of these two felines getting together. His enthusiasm and

affection for this cross-over is infectious! This is going to be terrific fun!”

“Working with the fine folks at Grumpy Cat has been wonderful,” says Nick Barrucci, chief executive officer and publisher, Dynamite. “We’ve had tremendous success bringing Grumpy to our fans and helped to grow the comics market with record-breaking sales through the direct market, book stores and

Scholastic. Our Free Comic Book Day giveaways drew thousands of new fans to comic stores for the first time. Working with [Davis]

and everyone at Boom! Studios to bring her into the world of Jim Davis’ beloved comic strip is a once-in-a-lifetime opportunity. These are the two most famous felines in the world. I can’t wait to see what trouble these two get into.”

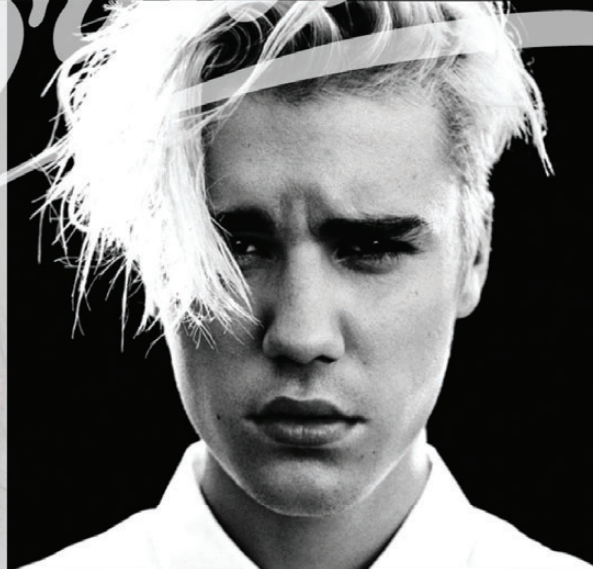
“Teaming up with Garfield for a comic series is a real honor,” says Grumpy Cat. “I hate it.”



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# Discovery Showcases ‘Shark Week’

Discovery Consumer Products is highlighting licensing programs from Discovery Networks’ entire portfolio, with a special focus on the 30th anniversary of “Shark Week,” and its Say Yes to the Prom and Discovery Adventures brands.

Discovery Channel’s “Shark Week,” the summer TV event broadcast in 220 countries and territories worldwide, is gearing up for its 30th anniversary in 2018, and for the first time, the U.S. broadcast will coincide with the U.K., Canada and Argentina airings. Discovery is looking to collaborate with merchandise partners to celebrate the upcoming milestone.

Discovery is also teaming up with Macy’s for Say Yes to the Prom, a line of prom dresses and jewelry for which Macy’s is the exclusive retailer. Inspired by the TLC network program “Say Yes to the Dress,” the Say Yes to the Prom collection consists of more than 24 different styles of dresses and is featured as a shop-in-shop within Macy’s junior’s department. The retail tie-in is part of a larger TLC philanthropic initiative created by Discovery Communications. Now in its sixth year, the program serves nearly 1,000 students across the country by providing a

complimentary dress or tuxedo for high school prom, one-on-one style sessions with TLC’s Monte Durham and mentorship, scholarship and internship opportunities as students prepare for college.

The recently launched Discovery Adventures lifestyle brand, which is designed for consumers looking for comfortable, practical and reliable outdoor gear, has started rolling out products including apparel, camping and sporting goods in Europe, North America and Asia Pacific. Current partners for the brand include Craghoppers, Summit, Ninja, Sakar, M5, Semiline, Barcomm and TCC.

In addition, Discovery Adventures is also working with Academy Sports and Outdoors, a U.S. sports, outdoor and recreation lifestyle retailer, to bring branded camping gear, including tents and sleeping bags to retail. The line debuted in all 225 stores and online in March with dedicated space and in-store signage as well as a robust marketing campaign supported by social and digital.

The brand has also launched the “Discovery Adventures” mobile app, a guide featuring

weekly updates, news posts, outdoor VR, survival tips, essential tools and extreme choose-your-adventure survival challenges, that is complemented by a website that features short-form content, quizzes, interactive content, exclusive products and all things Discovery Adventure, as well as social media platforms on Facebook and Instagram.

Discovery is also showing its other properties, which includes flagship brand Discovery Channel series “Diesel Brothers,” “Alaskan Bush People” and “Mythbusters”; Animal Planet and its Discovery brand for children.



## Brand Liaison Leads with Fashion Brands

Over the past several years, The Brand Liaison has increased its representation of manufacturers seeking licensing deals for fashion brands, including Betsey Johnson, Nicole Miller, JACHS NY, Jordache, Ben Sherman and Body Glove.

“In today’s marketplace, manufacturers and retailers are looking for an edge. Recognizable fashion brand names provide that unique edge,” says Karen Diamond, consultant, The Brand Liaison. “Whether we are representing the brand and speaking with a potential licensing partner, or working on behalf of a manufacturer to acquire a fashion brand license, the conversation inevitably comes down to ‘where does the brand live at retail?’ So we are always looking to match the brand, product and retail home—whether it’s department store, specialty, off-price, mass or even clubs.”

Iconic denim brand Gloria Vanderbilt

remains strong at retailers such as Kohl’s, J.C. Penney and many regional department store channels. Junior’s denim brand L.E.I. is being sold exclusively at Walmart; while the Route 66 brand is being sold exclusively at KMart, and Vintage America Blues is at Macy’s, Bon-Ton, Belk, Bealls, Boscov’s and Sears, among others.

Laura Ashley continues to be strong in both apparel and home fashions at retailers including Bon Ton. Leading lingerie and intimates brands Felina and Jezebel are found in all major department stores, off-price and clubs.

Energie, an activewear brand known for its athleisure, is available at Macy’s, among other retailers, with Macy’s opening Energie shop-in-shops in selected stores later this year.

At the higher end of the spectrum, Romeo + Juliet Couture, a new brand for The Brand Liaison, is carried at Lord and Taylor, Nordstrom and more.



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# Art Brand Studios Draws on New Talent



Art Brand Studios is adding two new names to its portfolio—American folk artist Eric Dowdle and DC Super Hero Fine Art. The agency is also expanding its licensing partnerships for Marjolein Bastin.

As an Americana fine art painter, Eric Dowdle developed his fascination with folk art as a child and has been creating fine art products for more than 20 years, producing more than 350 images. He paints images that reflect the heritage, heart and soul of the places he has visited after immersing himself in the stories, experiences and people.

Dowdle also stars in his own television series, “Painting the Town with Eric Dowdle,” which is in its second season on the BYUtv network and is distributed worldwide.

Art Brand Studios is also launching DC Super Hero Fine Art, in partnership with Warner Bros. Consumer Products. The first art release in the series, “Batman, Superman and Wonder Woman: The Trinity I,” pays homage to the classic

DC characters. Meanwhile, Art Brand Studios is growing its partnerships and open edition art programs for artist Marjolein Bastin. With licenses already in place for calendars, puzzles, gifts, collectibles and stationery items, the agency is pursuing new licensees for Bastin’s nature-themed images in garden and home categories including dishware, bedding, décor and accessories.

Bastin has already scored a partnership with Hallmark and provides ongoing contributions to Libelle, and has a variety of product partners in Europe and North America. Bastin writes and illustrates children’s books featuring her own Vera the Mouse character, as well.

Art Brand Studios, which also licenses the work of Thomas Kinkade and Thomas Kinkade Studios, distributes the art and collectibles of all its partners through independently owned galleries worldwide, an extensive network of retailers and strategic partnerships with more than 50 licensing partners.

## Rainbow Brite Gets Mini-Arcade Game

More than 30 years after its debut, Hallmark is continuing to grow the Rainbow Brite franchise with new products.

The company is teaming up with Coleco to develop a mini-arcade game starring the classic brand, which is being modeled after the original 8-bit Coleco mini-arcade games. Hallmark is also planning additional product launches and is actively seeking new partners to develop toy, apparel and accessory lines to capitalize on the nostalgia of Rainbow Brite.

The Rainbow Brite expansion and merchandise releases come as part of Hallmark’s strategy to keep its fan base engaged and extend the brand to new generations.





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## Jim Benton Boasts New Publishing Deals

It's Happy Bunny creator and *Dear Dumb Diary* best-selling author Jim Benton has announced several new publishing deals.

*Quite A Mountain: A Fable for All Ages* from publisher Andrews McMeel is an inspirational book about the journey of self-discovery and a gentle look at the ups and downs of friendship, featuring elegant art and gentle humor.

Middle grade fiction title *Victor Shmud, Total Expert* from publisher Scholastic follows Victor Shmud and his duck sidekick Dumpylumps as they find their way out of an intergalactic conflict with the help of a top secret kitchen concoction, an extraordinary teacher and Victor's friend Patti.

Also from Scholastic, *The Handbook* chronicles a trio of friends as they investigate a hidden box that contains the *Secret Parent's Handbook* and learn all the ways to get around the rules set forth by their parents.

In addition to publishing partners, licensee Goodie Two Sleeves is on board to bring Jim Benton's image collection, which features art and editorial from Benton's drawing board, to retailers worldwide in the form of t-shirts, pins, key chains and buttons.



## Iceberg Unveils Popeye, Olive Oyl Clothing

King Features is collaborating with fashion label Iceberg for a new collection featuring the characters Popeye and Olive Oyl.

The line with Iceberg will launch during the fall/winter fashion season, and will feature jackets, jeans, sweatshirts, sweaters, tops, footwear and accessories for both men and women.

The Popeye and Olive Oyl collection will be sold in Iceberg stores in Italy, Europe, MENA, Asia, the U.S. and Canada, as well as other high-end boutiques and retailers such as La Coupole in Venice, Conley's in Hamburg, Maestro Men's Dresscode in Amsterdam, Harvey Nichols in Hong Kong, Platinum in Philadelphia and Kith in New York.

"Iceberg takes a masterful approach to adapting classic character designs for unique, high-end fashion," says Cathleen Titus, vice president of international licensing, King Features. "We are very excited to be working together to bring Popeye and Olive Oyl to apparel and accessories around the world."



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# Henson Brings Portfolio of New, Classic Brands

The Jim Henson Company returns to Licensing Expo under the guidance of Federico San Martin, vice president of global consumer products, with several properties, both old and new.

“Word Party” is a vocabulary-building show for young preschoolers, ages 2 to 4, that is now available on Netflix. The show follows four baby animals as they sing, dance and play, and invites viewers to help teach the baby animals new words, practice those new words themselves and celebrate achievements with a “Word Party.”

Snaptoys, the series’ global master toy partner (excluding China), will unveil a range of products at Licensing Expo including plush (available now), and figures, playsets and electronics to debut next year. Henson is seeking new partners in publishing, sleepwear, promotions, health, arts and crafts, party, home décor and seasonal play.

“Splash and Bubbles” is a new animated series that introduces kids ages 4 to 7 to the

sea. The series debuted in fall 2016 on PBS Kids in the U.S. and other international platforms. Entertainment company Henschel Enterprises will support the series with broad-reaching location-based entertainment, including a new 4D film with SimEx-Iwerks Entertainment, live shows and experiential attractions at theme parks, aquariums and other venues.

A “Splash and Bubbles” app for kids will be released this summer, and two new games are currently available on the PBS Kids website and in the “PBS Kids Games” app.

Jim Henson’s Creature Shop created “Splash and Bubbles” characters that began appearing at PBS Station events this spring. Henson is seeking new partners in toys, tees, accessories, promotions, health, arts and crafts and outdoor play.

Now available in HD, “Fraggle Rock” debuted new products at retail in March including toy and novelty items from Super Impulse such as



vinyl figurines and plush. Products to debut this fall include prize redemption toys from Toy Factory and collectibles from Funko Pop! that feature the five main “Fraggle” characters each packaged with a Mini Pop! Doozer figure. Henson is looking for new partners for the brand in apparel, promotions, stationery and home.

Based on tech influencer/author Randi Zuckerberg’s debut picture book of the same name, “Dot” follows a tech-savvy girl who embarks on adventures to satisfy her imagination, curiosity and latest passion.

“Dot” first premiered in fall 2016 on Canada’s CBC and on Sprout in the U.S. Past episodes of the series are now streaming exclusively on Hulu. The series has been sold in Europe to Piwi+ in France, part of the Canal+ family, Dreamia’s Canal Panda in Portugal and Sweden’s national public broadcaster SVT. Jim Jam has acquired the series for the MENA and Benelux territories; and Israel Education Television will air the series in Israel.

The show created a companion app, “Dotopedia,” which launched in December 2016 and enables kids to connect, explore and create their own digital encyclopedia just like Dot’s. “Dotopedia,” nominee for the Youth Media Alliance Award of Excellence in Canada, is featured in the Apple App Store in more than 11 countries across several continents.

New products available from global master toy partner Jazwares offer a fresh array of merchandise for children from figures to playsets and plush.

For “Dot,” Henson is seeking new partners in toys, back-to-school, stickers, stationery, home décor, promotions and apparel.

*Labyrinth*, which starred David Bowie and actor Jennifer Connelly, celebrated its 30th anniversary last year.

Recent new product launches include stylized figures from Funko, Jim Henson’s

*Labyrinth: The Board Game* from River Horse and the *Labyrinth: The Ultimate Visual History* hardcover book from Insight Editions.

Following a limited engagement theatrical release in newly restored 4K in September 2016, the film launched on Blu-ray with a 24-page digibook package that includes rare photos and a look behind the scenes.

A limited edition gift set was also released as an Amazon exclusive in mirror box packaging inspired by the film’s final scene.

Other licensees for *Labyrinth* include Truffle Shuffle for apparel, ceramics, bags and prints in the U.K.; Card Corporation for debit cards in the U.S. and Canada; Toy Vault for plush, novelty and games in the U.S.; Boom Entertainment for worldwide publishing; Trevco for apparel, bedding and home in the U.S.; and Ripple Junction for apparel, posters and pins in the U.S., Canada and the U.K. Retail partners on board supporting the *Labyrinth* brand include Hot Topic, Art.com, SevenTimesSix.com and Zulily. While there are several licensees for the film already established, Henson continues to look for partners to further expand the brand’s reach.

The animated series “Dinosaur Train” is now in its fourth season on PBS Kids in the U.S. and multiple overseas countries.

New products available from global master toy partner Jazwares include children’s products such as figures, playsets and plush. The Magic House Museum in St. Louis, Mo., has recently partnered with The Jim Henson Company for a new exhibit in spring 2018 that will transport kids back to the time of dinosaurs and encourages basic scientific learning.

A DVD, *Dinosaur Train: Dinosaurs Take Flight!*, will debut in June.



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# Mark Your Calendars for 2018

## LAS VEGAS LICENSING EXPO 2018

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# British Museum, TSBA Ink Luxury Pen Deal



The British Museum



TSBA Group recently signed a deal between the British Museum and luxury pen brand Onoto, marking the British Museum's first move into luxury goods.

Each pen will be a limited edition and will form part of a wider collection from Onoto inspired by the museum. Every pen is handcrafted in the U.K. by Onoto's master pen makers. The pens will retail at \$385 for acrylic and \$1,283 for metal.

The British Museum range will celebrate the history of language and writing. Onoto will bring these artifacts to life by highlighting some of the history behind the objects within the museum.

The museum, in collaboration with TSBA and Alfilo Brands, recently launched an online store on Alibaba's Tmall platform. The store was promoted heavily in the lead-up to this year's International Museum Day, an international day of celebration that is held every year on or around May 18, coordinated by the International Council of Museums.

Items launched on the store featured artwork and assets from the British Museum's collection of artifacts that have been adapted to create a range of patterns and designs. Products featured in the first wave included apparel, fashion accessories, luggage, stationery and Kindle covers, which were created in collaboration with Amazon China. The second phase of product will extend into homewares, replicas and a range of fun, educational products aimed at children.

The launch was promoted

through a campaign called A Night in the Museum. Over the three-day event, various Chinese icons visited the British Museum and streamed live broadcasts online with each celebrity interacting with their fans all over China and assisting with discovering more about the museum. These streams were viewed by 30 million viewers in three days.

"We have been hugely excited by this partnership since its inception, and the Tmall store not only demonstrates the strength of the British Museum brand in China, but presents an exciting opportunity for the British Museum licensees the world over to enter into this lucrative market," says Ian Mallalue, chief executive officer, TSBA Group.

"We are thrilled with how the launch event was received, and we cannot wait to continue to develop the British Museum licensing program in China. Later this year we will be opening our first physical stores across China for the British Museum and this will prove to be a huge milestone for the brand," says Yizan He, chief executive officer, Alfilo Brands.

## Kathy Ireland Stays with PPI Apparel

Kathy Ireland Worldwide will extend its partnership with PPI Apparel Group for intimates and sleepwear through 2023.

The Kathy Ireland intimates and sleepwear collection debuted in 2012, and the partners are now celebrating the \$100 million sales benchmark.

"We were thrilled to be awarded with the exclusive license for Kathy Ireland intimates and

sleepwear several years ago," says Abe Hanan, Partner, PPI Apparel Group. "We knew then that a partnership with KIWW, one of the most successful brands in the world, presented a tremendous and unique opportunity for our company. Our sales projections were doubled, and we are now celebrating a major milestone. We are even more thrilled to be able to share this success with Kathy and her exceptionally

talented team at KIWW."

"Abe, Joey [Hanan] and Morris Hanan are three of the most extraordinary leaders and executives we've ever met," says Kathy Ireland, chief executive officer and chief designer, KIWW. "Our on-trend design work, in-stock positioning and customer connection has more powerful results than expensive, ubiquitous advertising."

# LICENSING UNIVERSITY

## TUESDAY, MAY 23

### Keynote: Licensing in the On-Demand Economy

8–9 a.m.

SPEAKER: Cole Gahagan, chief commercial officer, Fanatics

### Creating a Brand Identity for Licensing

9:30–10:45 a.m.

MODERATOR: Rachel Terrace, senior vice president, brand management, Beanstalk  
SPEAKERS: Gabrielle Bozza, vice president, global brand management, CAA Global Brands Group; and Mark Otero, creative director, Brand Central

### The Basics of Sports Licensing

9:30–10:45 a.m.

MODERATOR: Steve Scebelo, vice president, licensing and business development, NFL Players Inc.  
SPEAKERS: Carl Banks, president, G-III Sports; Matt Chavlovich, vice president, consumer products licensing, Major League Soccer; and Matt Dyste, director, strategic initiatives, Learfield Licensing Partners

### Working with Agents and Consultants

11:15 a.m.–12:30 p.m.

MODERATOR: Marty Brochstein, senior vice president, LIMA  
SPEAKERS: Michael Connolly, founder and chief executive officer, Retail Monster; Tamra Knepper, senior vice president, Greenlight; and Woody Browne, managing partner, Building Q

### Growth Market—India, China and Brazil

11:15 a.m.–12:30 p.m.

MODERATOR: Jiggy George, founder and chief executive officer, Dream Theatre  
SPEAKERS: Clara Yang, vice president, content investment and distribution, UYoung Culture & Media Co.; David Diesendruck, president, Redibra; and Rohit Sobti, chief executive officer and co-founder, Brand Monk Licensing

### Managing an Overnight Sensation

1–2:15 p.m.

MODERATOR: Mallory Van Laeken, director, brand management, The Licensing Shop

### Brand and Consumer Research—How to Do It, What's Out There and Doing It on a Budget

1–2:15 p.m.

MODERATOR: Leigh Ann Schwarzkopf, founding partner, Project Partners Network  
SPEAKER: Patrick Griffis, business librarian, University of Nevada Las Vegas

### The Basics of Art Licensing

2:45–4 p.m.

MODERATOR: J'net Smith, owner and founder, All Art Licensing

### Capsules, Collaborations and Limited Editions: Opportunities and Pitfalls

2:45–4 p.m.

MODERATOR: Karen Raugust, president, Raugust Communications  
SPEAKERS: Carla Silva, vice president and general manager, global head of licensing, King Features; Christine Cool, license area manager, Perfetti Van Melle; and Pamela Deese, partner, Arent Fox

## WEDNESDAY, MAY 24

### Roundtables 1

8–9:45 a.m.

LEADERS: Careen Yapp, senior vice president, global business, Mixed Dimensions; Jeffrey Levin, manager, royalty audit and contract compliance, EisnerAmper; Pete Canalichio, principal, Licensing Brands; Tamra Knepper, senior vice president, Greenlight; and Woody Browne, managing partner, Building Q

### Roundtables 2

10:15 a.m.–12 p.m.

LEADERS: Alison Grand, founder and president, Grand Communications; Friderico Gatti, chief executive officer, MegaLicense; Jim Sachs, licensing advisor, Harris Sachs; Mary Yedlin, vice president, business development, Ripe Concepts; Stephanie Pottick, licensing and IP attorney, Pottick Law; and Tamaya Petteway, senior vice president, brand and licensing partnerships, Endemol Shine North America.

### Style Guides 101

12:30–1:45 p.m.

MODERATOR: Stan Madaloni, president, Studio2pt0  
SPEAKERS: Christopher Lucero, vice president, global licensing, Sony Pictures Television Franchise Licensing; and John Van Citters, vice president, product development, CBS Consumer Products

### Eight Key Steps in Extending a Brand

12:30–1:45 p.m.

MODERATOR: Allan Feldman, chief executive officer, LMCA  
SPEAKERS: Ted Curtain, chief marketing officer, LMCA, and executive vice president, marketing and innovation, Prodigy Works; and Vera Tsekeris, director, brand licensing, HP

### Building an Entertainment Licensing Program from Scratch

2:15–3:30 p.m.

MODERATOR: Russell Brown, president, consumer products and promotions, Valiant Entertainment  
SPEAKER: Steven Heller, founder, The Brand Liaison

### The Changing Landscape of Digital Entertainment

2:15–3:30 p.m.

MODERATOR: Mark Caplan, principal, BD Labs  
SPEAKERS: Arthur Madrid, founder and chief executive officer, Pixowl; Clint Waasted, senior business development manager, Zynga; Javon Frazier, executive vice president, strategy and business development, Studio71; John Suttyak, executive vice president, new business development, DDM; and Travis Rutherford, founder and president, licensing and retail, Evolution USA

### Navigating the Rapidly Changing Retail Waters

4–5:15 p.m.

MODERATOR: Marty Brochstein, senior vice president, LIMA  
SPEAKERS: Cindy Levitt, senior vice president, merchandise and marketing, Hot Topic; Jamie Uitdenhoven, general manager, Toys 'R' Us; and Michael Trembley, vice president, partner services, Walmart U.S. e-Commerce

### Case Studies in Food and Beverage Branding

4–5:15 p.m.

MODERATOR: Ricky Yoselevitz, vice president, brand licensing, Seltzer Licensing Group  
SPEAKERS: David Lee, director, licensing, e-Commerce and experiential marketing, MillerCoors; Ernie Savo, director, global licensing and international partner retail, The Hershey Company; and Sondra Newkirk, senior director, brand licensing, Meredith Corp.

## THURSDAY, MAY 25

### Minimizing Risk in the Global Marketplace

9–10:15 a.m.

MODERATOR: Andy Koski, partner, Miller, Kaplan & Arase & Co.  
SPEAKERS: Danny Simon, president, The Licensing Group; Gary Krakower, vice president, worldwide licensing, WME/IMG; Pamela Deese, partner, Arent Fox; and Paul Sammons, director, global licensing operations, Electrolux

### Everything You Need to Know About Royalty Rates

9–10:15 a.m.

MODERATOR: Maura Regan, executive vice president, LIMA  
SPEAKERS: Eric Morse, divisional vice president, licensing, marketing and product development, Spirit Halloween/Spencer's; Marilu Corpus, chief executive officer, Click! Licensing Asia; Tara Hefter, vice president, global licensing, Jakks Pacific; and Veronica Hart, senior vice president, CBS Consumer Products

### Planning and Executing Your Social Media Strategy

10:45 a.m.–12 p.m.

MODERATOR: Natalie DiBlasi Cupps, co-founder and executive director, digital marketing, media and strategy, LACED Agency

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