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 LICENSEMAG.COM **GLOBAL**

May 25, 2017 | Day 3

LAS VEGAS **LICENSING EXPO 2017**

Licensing Expo Rocks Out at the Tropicana

Licensing Expo, the world's largest industry event, celebrated the first day Tuesday with its annual Opening Night party. Co-hosted by Sony Music, country music singer/songwriter Jessie James Decker performed.



Jessie James Decker and Adam Owtett, Sony

The networking event took place at the Tropicana's Havana Room and Sky Beach Club.

Decker is a country music singer/songwriter and style entrepreneur who began singing at the age of 9. In 2009, she debuted her self-titled album, which features the gold-certified single "Wanted." Decker released

her EP "Comin' Home" in 2014, which reached No. 1 on the iTunes chart. Her new EP "Gold" hit No. 1 on the iTunes country chart twice, No. 4 on the iTunes top albums chart and No. 5 on *Billboard's* current country albums chart.

She also embarked on a sold-out tour last year that visited cities such as New York City and Los Angeles.

Also on hand at the party was Cirque du Soleil, which made a special guest appearance prior to Decker's mini-concert.

For more pictures from the party, see Page 58.

For today's full Licensing University schedule, turn to Page 54.

DHX Taps Jakks

Jakks Pacific was selected as the worldwide master toy licensee (excluding Asia) for its animated series "Mega Man," a DHX Media/Dentsu Entertainment co-production. The multi-year license agreement allows Jakks to manufacture, market, and distribute a range of consumer products.

Boy Scouts to Fight Fire

Max-Pro's Fire Gone is now under the Boy Scouts of America's Be Prepared brand. The fire suppressant made from biodegradable materials, will be available at hardware stores.



Bravado to Rep Paddington

Bravado, Universal Music Group's merchandise and brand management company, formed a partnership with *Paddington's* worldwide merchandising agent The Copyrights Group, which will serve as the exclusive licensing agent for the brand in the U.S. and Canada.

Did You Know?

There are **180+** new exhibitors on the Licensing Expo show floor this year.

Grinch-mas Arrives at Licensing Expo!

NBCUniversal executed a surprise inspired by Dr. Seuss' *How The Grinch Stole Christmas*, coming to theaters in November 2018, and starring the voice of actor Benedict Cumberbatch. The installation was in the main entrance lobby at Licensing Expo, Tuesday and Wednesday, and allowed for Grinch-inspired photo opportunities.



Time Between Meetings?

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In Registration & the Retail Lounge

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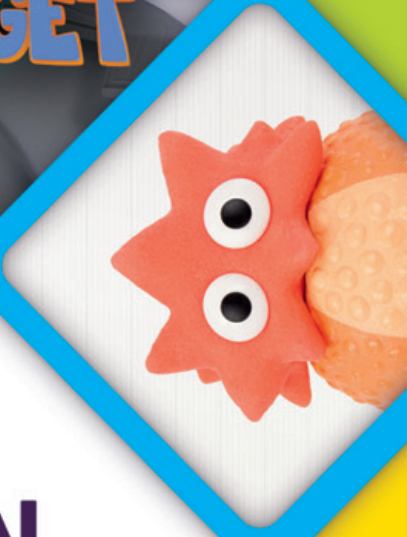
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Show Floor Photos



Testing out the Big Piano at the FAO Schwartz booth.



Dell Furano, Epic Rights



Jack Gemal, GoRugged with Interscope Records artist Alex Aiono



Bill Burke, Veronica Hart and Jorge Ferreiro, CBS Consumer Products



Pete Yoder, Cartoon Network Enterprises, Christina Miller, Cartoon Network, Adult Swim and Boomerang, Michael Carbonaro of truTV's "The Carbonaro Effect" and Michael Ouweleen, Cartoon Network, Adult Swim and Boomerang



Peter Byrne, CPLG, and Roz Nowicki, Peanuts Worldwide and Iconix Entertainment



Pam Kaufman, Nickelodeon, Cyma Zarghami, Nickelodeon Group, JoJo Siwa, actor and influencer, and Ron Johnson, Viacom International Media Networks



Attendees at the Women In Toys breakfast at Border Grill in Mandalay Bay.



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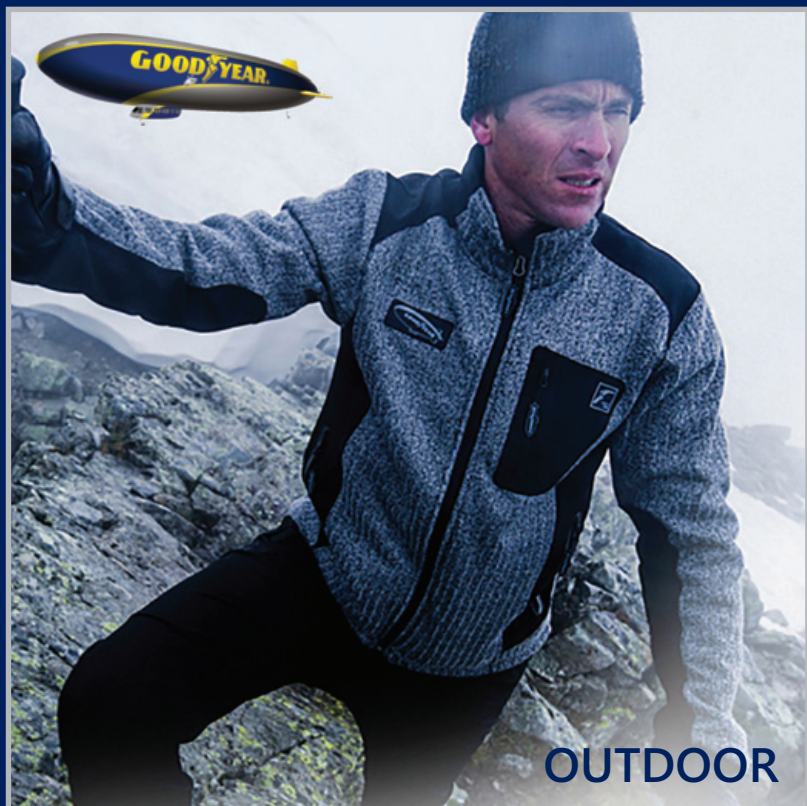


FASHION



IMG

Lifestyle Collections



Show Floor Photos



Simon Tofield, creator, "Simon's Cat," with Kelly Hill and Tamaya Petteway, Endemol Shine



Jess Richardson, Warwick Brenner, Casey Collins, Brian Maeda and Sylvia Lee of WWE with WWE Superstars Ric Flair and Charlotte Flair



Basketball legend Julius "Dr. J" Erving with Jamie Salter, ABG



Pam Westman, Nelvana



Paul Siefken and Kevin Morrison, The Fred Rogers Company



Greg Ahearn, ACG, and Tim Kilpin, Activision Blizzard



Jane Evans, JELC, Judith Mather, National Gallery, and David Buckley, Copyrights Asia



Nicola Herrmann and Tessa Moore, FremantleMedia Kids and Family Entertainment



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'Peppa Pig' Teams Up with BookTrust to Promote Reading

Entertainment One's "Peppa Pig" property has teamed up with one of the U.K.'s largest children's reading charities, BookTrust, to make the character Daddy Pig its latest ambassador. Daddy Pig has joined worldwide parenting expert Jo Frost as the face of its Bath, Book and Bed campaign.

"We're thrilled to have Daddy Pig on board," says Diana Gerald, chief executive officer, BookTrust. "Having him support our core message of reading for pleasure is wonderful, and influencing better reading habits is something we're incredibly passionate about. Families love the *Peppa Pig* books and television program, and we know that they will benefit from his sage advice and words of wisdom."

"We're delighted that the partnership with BookTrust will

encourage more families to make books a part of their daily routine and instill a love of reading among young children," says Rebecca Harvey, head of global marketing, Entertainment One Family. "It is a privilege that 'Peppa Pig' can have such a positive impact on early years learning, and we hope this initiative will inspire a lifelong love of reading."

The campaign targets parents and caregivers of children under 3-years-old and encourages them to read a book together to create a calm bedtime routine, with the long-term goal of developing an appreciation for stories and books.

The campaign organized events at U.K. shopping centers Intu Lakeside and Intu Trafford in April, as well as created a co-branded booklet with helpful tips for parents and caregivers facing nightly bedtime battles.



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Gant, Le Mans Pair for Capsule Collection

American sportswear brand Gant is partnering with 24 Hours of Le Mans, the sports car race in Le Mans, France, as the race's official sponsor and outfitter.

Gant is an original American lifestyle brand with European influence, offering premium clothing, accessories and home furnishings for men, women and kids. Born in 1949 in the U.S. and raised in Europe, Gant has a global presence in more than 70 markets, 750 stores and 4,000 selected retailers.

The first 24 Hour of Le Mans race first took place in 1923 and has played a role in the development of the automobile and in accelerating technological progress. After a break in the mid-20th century due to World War II, the race was relaunched in 1949, the same year that Gant was founded in New Haven, CT. As part of the three-year deal brokered by IMG, the companies

released a Gant x Le Mans capsule collection in May, the first brand collaboration for Gant since its re-branding in 2015.

"Gant is the prestigious partner that the 24 Hours of Le Mans needed," says Pierre Fillon, president, ACO Le Mans. "The youthful appeal of Gant's style and the elegance of their collections correspond perfectly with the spirit of Le Mans, which is so inspiring to us. This approach also aligns with our wish to expand and grow the brand image of 24 Hours of Le Mans."

Gant worked with Swedish illustrator and graphic designer Jonas Bergstrand, known for his work for *The Motorist* magazine, FIFA, Soho House and *The New Yorker*, on the visual and graphic identity of the collaboration.

"I have been a fan of Jonas Bergstrand for a number of years," says Matthew Wood, creative director, Gant. "I loved his work

for *The Motorist* and his charming mid-century aesthetic. At Gant we have a rich heritage of working with talented artists who over the years have created beautiful illustrations of and for our products. So it felt very natural to invite Jonas to come in and work on this capsule with the team."

Like every collection at Gant, the capsule collection with Le Mans is focused on shirts, but also offers outerwear jerseys, knitwear, blazers, jeans and accessories for men, women and kids. The collection includes pieces with Tech Prep, which enhances the Gant look with technology that supports and facilitates an active lifestyle through its innovative features. The garments are quick-dry, have wicking qualities and are breathable. The collection is available now in Gant stores worldwide, online and in a small selection of handpicked retailers.



Evolution to Revive 'Queer Eye'

Scout Productions, the producers of the upcoming Netflix revival series "Queer Eye for the Straight Guy," has appointed Evolution USA to create a global brand licensing program for the rebooted franchise.

Evolution is seeking partners across fashion apparel, accessories, home furnishings, food and beverage, mobile apps, video games, gambling and personal care. The next installment of the reality TV series

will debut as a Netflix original in early 2018.

Evolution is also focusing on several of its other new and long-standing franchises at Licensing Expo.

The agency is promoting John Carpenter's live-action *Halloween* movie, slated for release in 2018 and produced by Blumhouse and distributed by its client Miramax Studios. They are also continuing to expand Gaumont's show "Narcos" with

mobile and console gaming and gambling timed to the season three release on Netflix this fall, as well as Viz Media's portfolio of Anime IP in conjunction with a new *Death Note* live-action film, also releasing on Netflix this fall.

Lastly, Evolution is extending the photography brand Yoga Dogs and Yoga Cats with new style guides showing the animals in different types of yoga poses.



SUMMER 2018

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Licensing Expo Japan Launches Strong

UBM's Global Licensing Group, organizers of Licensing Expo and Brand Licensing Europe, kicked off the inaugural Licensing Expo Japan April 26-28 at Tokyo Big Sight Exhibition Center in Tokyo, Japan. The event co-located with the first IFF MAGIC Japan fashion event, which took place simultaneously.

The first-ever Licensing Expo Japan brought 400 international and Japanese brands together for three days of networking and deal-making. Exhibiting companies included IMG, Caterpillar, CAA-GBG, Copyrights Asia, Nissan, Kangol, Neca, Maui & Sons and Gaia; while brands such as Astro Boy, B.Duck, Jean-Michel Basquiat, Capsubeans, Corvette, Dwell Studios, Popeye, Paddigton Bear, Hoppechan, Maisy, Maui and Sons, Panda no Tapu Tapu, Pokopan, Poppy Cat, Cynthia Rowley, "Sesame Street", Sumikko Gurashi and *The Dark*

Tower could be found on the show floor. The show also saw nearly 14,000 attendees.

"We were thrilled to bring the Licensing Expo brand to Japan, working with our UBM Japan colleagues," says Jessica Blue, senior vice president, licensing, UBM. "Our goal was to deliver a high-quality licensing event, showcasing a diversity of brands, attracting the right mix of licensees and retailers across all product categories. The feedback

from exhibitors demonstrates that we did just that, and we are already working on the next edition to make it even bigger and better. The adjacency with MAGIC worked extremely well with a healthy cross-over of attendees between the shows, which is no surprise given that apparel is the largest licensed product category in Japan and globally."

Licensing Expo Japan was sponsored by the International Licensing Industry Merchandisers' Association and featured 15 seminars, as well as two keynote addresses, the first delivered by Hong Ying, general manager, Alifish, and the second by Don Anderson, Head of Family & Learning Partnerships, YouTube APAC.

The next Licensing Expo Japan event will take place April 25-27, 2018, again at Tokyo Big Sight Exhibition Center. For more information on the event, visit LicensingExpoJapan.com



'Masha,' Kinder Launch New Choco Collabs

Global confectionery brand Ferrero, together with the characters of the 3D animated family show, "Masha and the Bear," launched a special Easter collection of licensed Kinder Gran Surprise eggs in Italy and Kinder Surprise Maxi eggs in France, Benelux, Greece and Cyprus.

Ferrero, following a long-term partnership with the "Masha and the Bear" property in CIS, where Kinder Surprise eggs and Kinder Pingui first appeared on the shelves in 2012 and 2014 respectively, expanded the partnership to the EMEA region in 2017. Dedicated to the Easter season, the new line of kids' chocolate treats contained "Masha and the Bear" plush toys. This is the first time Ferrero has picked up a Russian brand for international distribution.

"Masha and the Bear" Kinder Pingui and Kinder Milk Slice are now available in Russia and the Ukraine.

To support these initiatives, Ferrero prepared a special promotional campaign that gives children the chance to win a Kinder umbrella after collecting 15 packs of Kinder Pingui, Kinder Pingui Coconut or Kinder Milk Slice.



Artists to Expand Brand Reach with Jewel

Jewel Licensing is seeking partners for several artists on their roster at Licensing Expo.

Among the artists looking for licensing opportunities are Antik Batik, the fashion label created by designer Gabriella Cortese for footwear, jewelry, eyewear, fragrance, children's apparel, home furnishings and tabletop; Illustrator and social media influencer Kendra Dandy of Bouffants and Broken Hearts apparel, fashion accessories, cosmetics, stationery and home décor and Poetic Wanderlust by Tracy Porter in apparel, footwear, fashion accessories and health and beauty.

The licensing agent has also expanded several of their artists' brands this year. Illustrator Catalina Estrada partnered with Hallmark on an exclusive collection including greeting cards, gifts and accessories, available at Gold Crown Stores nationwide. A bedding and bath collection through licensee Baltic Linen is now available online through Bed, Bath & Beyond and other retailers. Categories available for licensing include apparel, fashion accessories, luggage and home décor.

Clairebella, an artist who has expanded her brand into bedding, bath, rugs and paint also has a home textiles line available through Bed, Bath & Beyond, At Home and other national retailers. Categories available for licensing include furniture, home décor accessories, wall art and tabletop.

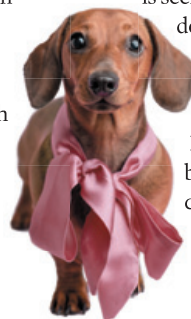
The Rachael Hale brand, recently

on *License! Global's* Top 125 Global Licensors list, continues to expand her product line in the U.S. in categories such as back-to-school, cards, calendars, stationery and luggage. A partnership with Inkology for back-to-school stationery and accessories and a new plush partner to be announced later this year.

Watercolor painter Shell Rummel has a collection of bedding, rugs, decorative pillows and bath accessories online at Bed, Bath & Beyond, Kohl's, Wayfair, Overstock and more. Additionally, a fabric-by-yard line and craft products are now available, and a tabletop collection will be introduced at Costco Canada later this year. Categories available for licensing include furniture, home décor, apparel, accessories, stationery, craft and baby.

London-based design house Collier Campbell has introduced a line of stationery and tableware with Caspari and craft sets from Trimcraft. Calendars and other dated products will be introduced later this year along with a full assortment of home textiles. Jewel is seeking licensees in bath, kitchen textiles, home décor, tabletop, apparel, accessories and luggage.

Hand lettering designer Valerie McKeenan's Lily & Val brand recently opening of a flagship store in Pittsburgh, PA. New introductions for the Lily & Val brand this year include calendars, greeting cards and new coloring books. Categories available for licensing include kitchen textiles, housewares, tabletop, craft and stationery.





DREAMWORKS

Trolls

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WBCP Rides with More Live Entertainment Offerings

Warner Bros. Consumer Products is ramping up its immersive experiences with new live entertainment, exhibitions and theme park attractions inspired by J.K. Rowling's *Wizarding World* and DC Entertainment, as well as its animation franchises including "Looney Tunes," Hanna-Barbera and others.

WBCP and partner Global Experience Specialists announced that "*Harry Potter: The Exhibition*" will debut at the Palais 2 of Brussels Expo, June 30. Matthew Lewis, who played Neville Longbottom in the *Harry Potter* films, announced Brussels as the exhibition's 15th stop during the third annual "A Celebration of *Harry Potter*" at Universal Orlando Resorts. Since its world premiere in Chicago, Ill., the exhibition has already received more than 3.5 million visitors, and has included stops in Boston, Toronto, Seattle, New York, Sydney, Singapore, Tokyo, Paris and Shanghai.

The *Harry Potter* and the Forbidden Journey thrill ride at Universal Studios Hollywood's The Wizarding World of *Harry Potter* introduced an enhanced 4K-HD film projection shown at a rate of 120 frames-per-second (standard rate is 24 frames-per-second). Designed to offer guests an immersive glimpse into J.K. Rowling's *Wizarding World*, this progressive enhancement replaces the earlier 3D film component of the ride to create a seamless integration between the ride's elaborate sets and its media.

In April, Universal Studios Japan partnered with Olympian and *Harry Potter* fan Saori Yoshida to debut the Expecto Patronum Night Show, a large-scale night show in The *Wizarding World* of *Harry Potter* that features Dementors, brave students and defensive spells. Using projection mapping and live entertainment, the show follows students at Hogwarts School of Witchcraft and Wizardry as they cast defensive spells to banish the Dementors, who have descended on Hogsmeade. USJ also introduced new magical spells—Aguamenti and Alohomora—further expanding the Wand Magic experience.

Six Flags Magic Mountain, in partnership with WBCP on behalf of DC Entertainment, announced the new ride, *Justice League: Battle for Metropolis*. It

features 4K gaming, a new finale, new game targets and the introduction of character Harley Quinn. This new attraction brings riders into the DC Universe and features interactive content in one of the first-ever virtual 360-degree loops on a dark ride, and interactive 180-degree toroidal screens that allow riders to experience state-of-the-art 4K gaming while riding in six-passenger pitch-and-roll motion-based vehicles synced to custom scenes featuring DC characters.



WBCP and DC Entertainment have teamed up with Art Ludique-Le Musée in Paris to debut "The Art of DC: Dawn of the Super Heroes," a one-of-a-kind exhibition that celebrates DC's rich history and unique mythology of Superman, Batman, Wonder Woman and The Joker. The exhibition features nearly 250 original drawings, more than 300 sketches for the cinema and a curated selection of authentic costumes and props used in films such as *The Dark Knight* trilogy, *Suicide Squad* and *Wonder Woman*.

"The Art of DC: Dawn of the Super Heroes" is now open and will run through Sept. 10.

"The Art of the Brick: DC Super Heroes" made its London debut March 1. Together with WBCP and DC Entertainment, artist Nathan Sawaya has created one of the world's largest collections of LEGO artwork inspired by DC's *Justice League*. Through a series of immersive galleries, the exhibition showcases Sawaya's interpretations of characters, vehicles, environments and themes found in the DC mythology. The London exhibition, which is shown in an exclusively built space on the city's South Bank, is on display through Sept. 3.

Warner Bros. Entertainment, in partnership with Miral Asset Management, is in the process of developing a fully immersive 22-acre indoor theme park located on Abu Dhabi's Yas Island. The theme park will incorporate DC Comics and Warner Bros. classic animation including characters and stories from *Batman*, *Superman*, "Looney Tunes," Hanna-Barbera and more, in state-of-the-art thrill rides, interactive family friendly attractions and unique live entertainment.

Halloween Readies for 40 Years of Scares

Trancas International Films and Compass International Pictures are gearing up for the 40th anniversary of *John Carpenter's Halloween*, the original film that began the franchise, in 1978.

Creepy Co. and Bottleneck Gallery are among the licensing partners already signed on for the celebration. Creepy Co.'s introductory pin set will commemorate the milestone; while Bottleneck Gallery's art poster highlights the iconic pumpkin from the film and brings the film's art to life in a fresh way.

Other partners on board include Loot Crate, Mondo, Moebius Models, Nerd Block, Starbreeze and Mezzo.



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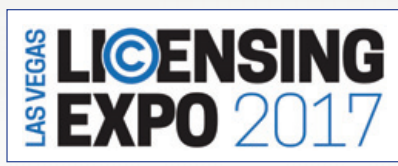


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‘ABC Monsters,’ ‘Chuck Chicken’ Ready for U.S. Expansion

Animasia Studio and NCircle Entertainment are working to bring preschool properties “ABC Monsters” and “Chuck Chicken” to major retailers in the U.S. via toy partners.

“ABC Monsters,” which currently airs via online platforms including iTunes, Amazon, Google Play, Hoopla, Ameba, Hulu and Samsung Smart TV, has products at retail throughout North America, with DVDs retailing at Costco, Ingram Grocery, Toys ‘R’ Us, Rite Aid, Walmart, Sam’s Club, Barnes & Noble, Baker & Taylor, BJ’s, HEB and Meijer.

“Animasia Studio has plans to develop and produce more content for ‘ABC Monsters’ covering the digital platforms, and has also initiated plans to roll out ‘ABC Monsters’ educational products, art and craft sets and is actively seeking potential partners and licensees to collaborate and grow the brand together,” says Edmund Chan, managing director, Animasia Studio, which owns the brand.

Meanwhile, Animasia Studio and China’s Zero One Animation are expanding “Chuck Chicken,” beginning with the recent release of the trailer for the upcoming animated feature film *Chuck Chicken the Movie* at the Hong Kong International Film and TV Market this year.

The all-new 3D CGI movie, which just commenced pre-production and is set for Chinese and regional theatrical release by the end of 2018, is attracting various partners that includes a cinema chain and distributor from Malaysia to represent and distribute the movie in key Southeast Asian theatrical markets; China’s TangChao Animation Technology Co. to invest and develop “Chuck Chicken” toys and play sets for China, and China’s Leader Reputation Network Technology and China’s VOD platform iQIYI to develop a series of mobile content and games for China and regional distribution.

The movie is a spin-off from the animated “Chuck Chicken” TV series, which premiered on Disney Southeast Asia, Nickelodeon India and major provincial TV stations in China such as CETV-1 Channel, Shenzhen Media Group Kids Channel, Zhejiang Television Kids Channel, and Dalian Television Kids Channel. The series has also garnered more than 1 billion views on iQIYI.

Genius Brands Adds to ‘SpacePop’ Roster

Genius Brands International has stretched the reach of the music-driven YouTube series “SpacePop” by broadening the retail program for the entertainment lifestyle brand.

Expanded product collections from key licensing partners will debut this year and new licensing, retail and promotional partners are on board. Additionally, Genius Brands has approved season two of “SpacePop,” premiering this year.

This year, “SpacePop” products will be available at retailers Target, Best Buy, Barnes & Noble, Hudson News and Spirit Halloween, as well as a new direct-to-retail program with Calendar Club’s Go! retail stores nationwide, an expanded Claire’s program at additional locations and continued support by Toys ‘R’ Us.

Current licensing partners such as Madame Alexander, Canal Toys, Taste Beauty and KidDesigns will expand their “SpacePop” collections. Genius Brands has also signed two new licensees—Paper Punk (3D arts and crafts) and Video Bomb (music content creator), with additional partnerships in the works for new categories including bedding, compounds, activities, stationery and more.

To support the new retail launches this year, Genius Brands is developing a comprehensive marketing campaign

that will feature a national promotional partnership with Zumba Kids.

On the international front, Genius Brands will expand the “SpacePop” footprint this year in Europe and Asia with media and/or retail launches planned in the U.K., China, Spain, Italy and Portugal.

“When we began developing ‘SpacePop,’ we asked ourselves if we could launch an entirely new IP that drives the sale of merchandise from an all-digital launch, and given the response from retailers and fans around the country, the answer is yes! We are exactly where we should be, and our metrics are, in fact, comparable to where brands such as ‘Monster High’ were at the same point in their life cycle,” says Andy Heyward, chairman and chief executive officer, Genius Brands. “We have partnered with best-in-class manufacturers, retailers and promotional partners, and YouTube has allowed us to reach our audience in a way that might not have been possible with a traditional distribution strategy. We are extremely proud of our achievement with ‘SpacePop’ and are eager to reach an even wider audience as we continue to build the program, creating new products and content and expanding into the international marketplace this year.”





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'Freddy's' Scares Up Slate of New Products

Striker Entertainment, the licensing agency representing Scott Games' "Five Nights at Freddy's" video game series, announced several new initiatives in the works for the franchise.

New products hitting the market this year include Moose Toys' "FNAF" jump-scare skill/action game, "FNAF" bedding and home décor from Franco Manufacturing, a second original "FNAF" novel from Scholastic, "FNAF"-themed party supplies from Unique Industries, sleepwear and pajamas from Intimo, bags and backpacks from Accessory Innovations, graphic novels from Dark Horse Comics and an expanded line of "FNAF" figures, plush and collectibles from Funko. The new "FNAF" products join a roster of more than 25 current licensees, including Rubie's Costume Co., Trends International, McFarlane Toys, GB Eye, Just Funky, ThinkGeek, Bioworld and more.

"Five Nights at Freddy's" is a series of horror-themed video games in which a player takes on the role of an overnight security guard at Freddy Fazbear's Pizza, a family restaurant and arcade. At night, the restaurant's life-sized animatronic characters, including Freddy Fazbear, Bonnie, Chica and Foxy, wander the restaurant. As the security guard, the player must keep a close watch over the premises, as surviving to morning may prove to be the most difficult part of the job. Launched in 2014, the series includes four game sequels and has a feature film in development. The property has been nominated for three licensing industry awards, including Digital Property of the Year.

Tinderbox Plans 'Call of Duty' European Strategy

Tinderbox, the digital division of global brand extension agency Beanstalk, was appointed by Activision to represent the video game franchise "Call of Duty" for licensing opportunities in Europe.

The company will support "Call of Duty" by expanding the European consumer products footprint, and actively pursue opportunities in the lifestyle sector, including apparel, fashion accessories, gift and novelty, consumer electronics and home décor.

"Call of Duty" is one of the most iconic video game franchises in history," says Dan Amos, head of new media, Tinderbox. "Its reach extends into the fabric of pop culture with references in all forms of media, globally. Tinderbox is proud to join the team at Activision in developing consumer product extensions for this massive franchise throughout Europe. 'Call of Duty' has potential across a broad range of categories and distribution channels; we are excited to begin work and look forward to great program extensions to come."

"We are thrilled to be partnering with Tinderbox to build our 'Call of Duty' consumer

products footprint in Europe," says Ashley Maily, vice president of global consumer products, Activision Publishing. "Tinderbox truly understands the 'Call of Duty' franchise's place in entertainment and pop culture. This, combined with their expertise in building major brand extension programs, provides us with an opportunity to reach our fans outside of the core game through a variety of highly relevant, global product extensions."



Blabla Kids Donates Doll Profits in Peru

Doll company Blabla Kids is donating 20 percent of its profits from the April and May sales of two of its knit dolls, Machu and Picchu, to benefit Save the Children Peru.

With strong ties to the Peruvian community since 2001, including working with artisans from the country who create the knit dolls by hand, Blabla Kids co-owners Susan Pritchett and Florence

Wetterward, along with Joseph Strong (Wetterward's husband), wanted to give back and help with the country's flood relief fund.

The dolls are currently sold at their flagship store in Atlanta, GA, as well as in nearly 50 countries worldwide, and on BlablaKids.com

Lawless Entertainment represents the brand for licensing.

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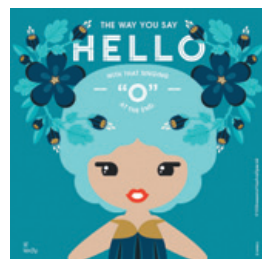


Lil' Ledy Increases Awareness via Social Media

Lil' Ledy, the 2015 winner of *License Global's* One to Watch competition, returns to Las Vegas this year, right in the middle of a new social media campaign.

In April, Manu, the company behind the Lil' Ledy brand, extended the brand's reach with a 100-day Instagram campaign, #100ReasonsYouAreSpecial.

Each day, the company posted a new reason for the campaign on Instagram with the hashtag, spreading the brand's message while building brand awareness.



"We tried to keep the wording fresh, coming from everyday life and not some self-help book," says Antonija Majstorovic, creative director, Lil' Ledy. "It's all about those little things we usually don't notice about ourselves, yet make us

special in the eyes and hearts of others, such as the way you say hello or your ability to follow and break rules, at the same time making your own ones along the way."

With 15 collections in the Lil' Ledy portfolio, the Manu team will be presenting new artwork and collections at Licensing Expo. This year, the brand targets young women and features strong messages that can be applied to a variety of product groups, from home décor to cosmetics to high-end fashion.

After the success of last year's Lil' Ledy Cup of Tealight home décor design collaboration, Manu has partnered with young designers to create a Lil' Ledy jewelry line that includes bracelets, necklaces and charms made from modern materials, which will be shown this year at Licensing Expo.

A new Lil' Ledy website was also recently launched, and features new content and a new animation team that brings Lil' Ledy to life through short, animated, inspirational quotes that will be released later this year.

"The short Lil' Ledy animations demonstrate exactly what we want to achieve with Lil' Ledy—to encourage and inspire and live life to its fullest," says Sonja Stahor, creative strategist, Lil' Ledy. "If our short clips are going to make you feel a little bit better—mission accomplished. We see it as something you would want to send to a friend to lift her up, especially if the day didn't start or end gloriously—or just to remind her of how beautiful life is."

Xilam Showcases Slate of Kids' Properties

Animation company Xilam, which produces and distributes original children's and family entertainment content in both 2D and CGI formats across TV, film and digital media platforms, is exhibiting at Licensing Expo with a diverse slate of properties including "Oggy and the Cockroaches," "Paprika" and "Zig & Sharko."

A show aimed at children ages 6 to 9, "Oggy & the Cockroaches" has a master toy partnership with Lansay to bring the brand to life via toys. Lansay will release product at retail in France in the first quarter of 2018 following the re-launch of the show on Gulli in France.

The series is distributed in more than 160 countries around the world and is watched in 600 million homes. Xilam also has several licensing agents on board for the brand, including South East Asia's Empire Licensing, Italy's Discovery and Dream Theatre for India, with new collaborations in various regions.

Season five will roll out internationally this year on a number of broadcasters in key territories including France's Lagardère Active channel Gulli, which will air the new



season in September. Additional broadcasters include Cartoon Network Asia, Latin America and Africa; RTBF and VRT in Benelux; and K2 and Frisbee in Italy.

"Paprika," Xilam's first preschool series is set to air in France this fall, followed by premieres in EMEA on Disney Junior and K2/Frisbee in 2018.

"Zig & Sharko," Xilam's new comedy for kids ages 6 to 10, will air on Gulli in France, K2 in Italy, Super RTL in Germany, Nickelodeon India and Disney Asia. Xilam is seeking publishing, outdoor toys, promotional and seasonal partners to extend the scope of the brand globally.

'Boonie Bears' Poised for Global Growth

Fantawild Animation's "Boonie Bears," the 3D-animated children's series, is gaining momentum around the world since its debut in China in 2012.

Currently broadcast on more than 200 channels in China and supported by a large content library, "Boonie Bears" is growing globally, having been translated into more than 10 languages and airing in more than 100 countries on networks such as Disney, Sony, Netflix and Star Times. Building upon its TV success, the show has expanded onto the big screen as well, with four feature films released in China and additional markets including Asia, Latin America, CIS, Turkey



and Russia. "Boonie Bears" videos have also garnered nearly 150 billion views on Chinese video sites.

In the consumer products space, "Boonie Bears" is a top license in China for local and overseas partners, including Infiniti, Dicos, Yili and Baleno, with annual merchandise sales exceeding \$320 million, says Fantawild. Fantawild is looking for additional opportunities to grow the brand in China and beyond.

"Boonie Bears" follows the adventures of two bears whose forest home is in danger of being destroyed and offers a humorous yet intelligent spin for kids on the theme of environmental protection.

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Curtis Stays Current with *The Saturday Evening Post*

Curtis Licensing, the licensing arm of *The Saturday Evening Post* magazine, is showcasing its archive of more than 7,000 images and introducing its new trend-based art collections at Licensing Expo.

The Saturday Evening Post magazine has a unique heritage in American society with its original roots in *The Pennsylvania Gazette*, first published in 1728 and once owned by Benjamin Franklin. From 1821, *The Saturday Evening Post* grew to become the most widely circulated weekly magazine in America and helped celebrate and form the values of its time. Most notably, it was known for commissioning illustrations from Norman Rockwell and more than 500 other artists, all retained in the archives of *The Saturday Evening Post* in Indianapolis, Ind.

Curtis's nostalgic images, stories, photographs and articles have been licensed to publishing companies, advertising agencies, film studios, gift companies and more around the world, gracing thousands of products from apparel to gifts, collectibles and home décor for more than three decades.

Despite the storied history of *The Saturday Evening Post* and the vast archive of material, Curtis is always striving to keep up with current trends, it says.

“Having great art is no longer enough,” says Mike Waldner, director of licensing, Curtis. “As a licensor, we have to always be on the lookout for ways to transform that artwork by changing colors, adding text or making changes to better fit what licensees are looking for. We also have to be willing to get involved and help the licensees with any challenges or issues they may have. That combination of unique images, adaptability and teamwork attitude is our greatest strength.”

The team at Curtis is constantly working at refreshing the collection to better fit industry trends and embraces manipulation of images to enable licensees to transform and adapt illustrations to fit their needs.



Hallmark Plants Roots with FTD

The Hallmark Flowers brand is continuing to bloom through new licensing relationships and programs.

The company is bringing its commitment to quality, creativity and helping people create emotional connections to the flowers category with FTD and other key licensees. In addition to FTD, which has been a partner since April 2016, Hallmark Flowers programs are currently available at retail with bouquets, fresh cut flowers and plants.

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ROI's 'Robocar' Drives Campaigns into New Territories

ROI Visual is planning promotions for its animated series "Robocar Poli" in Croatia, the U.K., Italy, Korea and Singapore.

In Croatia, "Robocar Poli" Balkan regional toy distributor Tisak will lead promotions for the series. Starting in mid-October, "Robocar Poli" will be featured in TV, newspaper and social media advertisements, as well appearing on shop displays. Additionally, there will be meet-and-greets at malls with characters Poli and Amber during the holiday season.

ROI Visual, "Robocar Poli's" IP owner, signed the partnership with licensing company Backstage for the Balkan region. In addition to this, Minimax will boost "Robocar Poli's" popularity in the Balkan region by signing a pan-Balkan deal with ROI Visual.

In February "Robocar Poli Rescue Team" began broadcasting in Italy on Cartoonito and Boing, and "Robocar Poli" local agent and Cartoonito channel owner, revealed its media promotion plan. Master toy lineups were introduced by Boing and Rocco (master toy distributor for Italy), "Robocar Poli Rescue Team" started airing on Nick Jr. Too in the U.K. and Ireland in late February as well.

In Gong-ju City, Korea, a "Robocar Poli" Children's Safety Park opened in March. The park, which cost \$2.4 billion, is a place where children can participate in classes about traffic safety rules.

The cast of "Robocar Poli" also performed a live show at the Seletar mall in Singapore that taught children how to recycle, with bakery Prema Deli selling "Robocar Poli"-branded cakes nearby.

Beijing Dream Castle to Build Ali the Fox

Beijing Dream Castle is bringing Ali the Fox to Licensing Expo for new opportunities to further build the character into a global brand.

Created by Hans Xu in 2006, the Chinese cartoon character has 15 million online fans, 3 million picture books sold and more than 100 licensing partners across 1,000 SKUs in the categories of plush, toys, home, bedding, apparel and accessories, suitcases and bags, paper, stationery and electronic accessories. The property was also the winner of LIMA's Best Asia Property at its Asian Licensing Awards in 2015, and has been nominated five times by LIMA since 2012.

Beijing Dream Castle also owns several cartoon properties, including Luoxiaohei Cat, Poo the Elephant and Pichuaizi Cat, and runs the "Manman" app, which provides online reading of comics. The growing company offers picture book and animation publishing and brand licensing and product design and distribution.



Eyecatcher Gifts Demos Innovations

New York-based company Eyecatcher Gifts is showcasing its products at Licensing Expo, including the Look No Hands dog leash and EZ Throw snow shovel.

The Look No Hands dog leash, which is 10-feet long, adjustable and comes in 10 colors, allows pet owners to walk their dogs hands-free and safely. The product attaches to both pet and wearer and can be worn in a variety of positions.



The EZ Throw snow shovel, whose slogan is "scoop, lift, throw," is a new type of shovel that releases snow faster without causing the physical pain that can accompany lifting heavy snow. The shovel features slits to break the suction of the snow to the shovel blade. Eyecatcher Gifts is seeking a U.S. manufacturer for the product.



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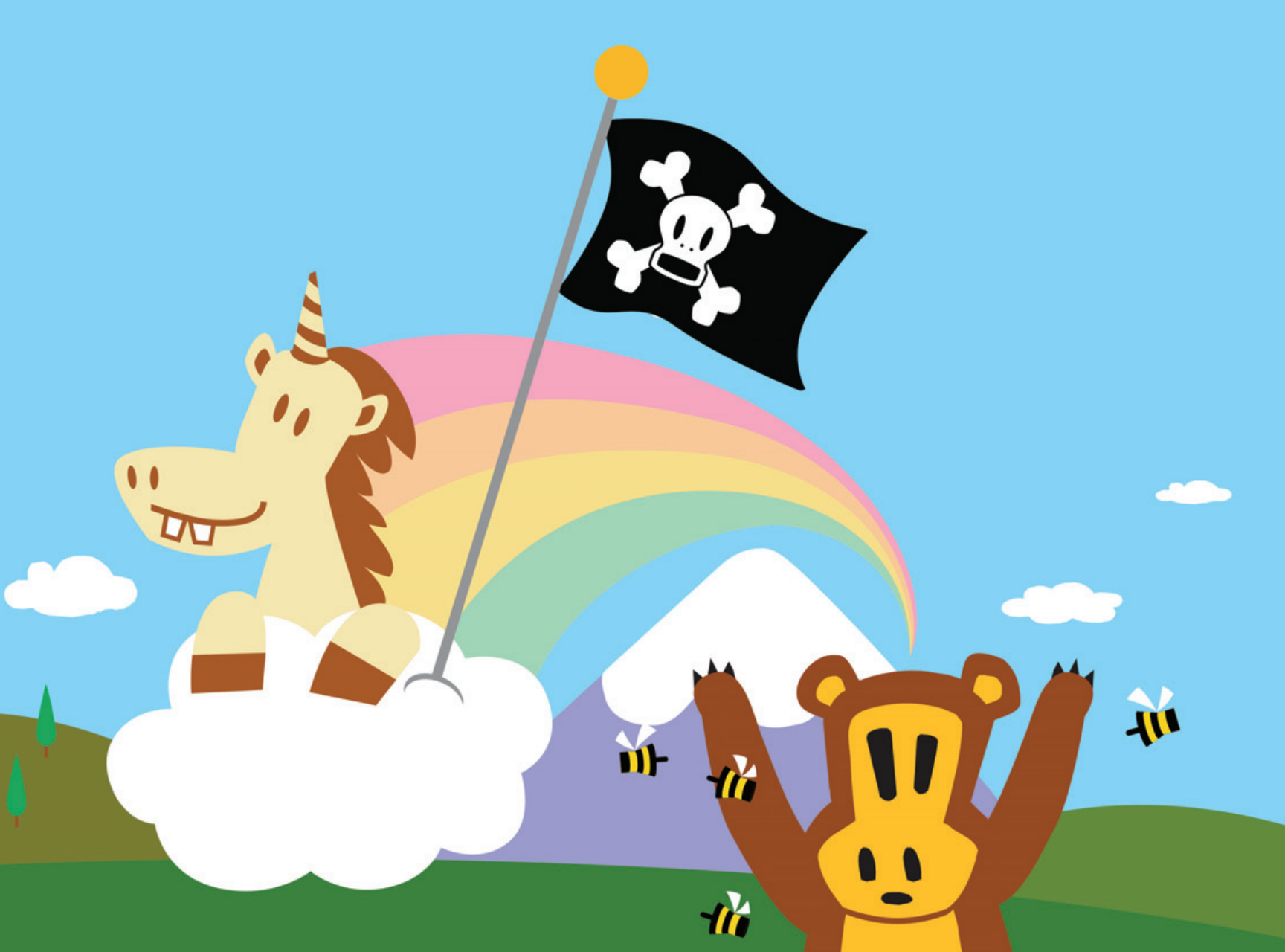
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Precious Moments Inspires 40 Years of Success

The Precious Moments brand credits its marketing, brand ambassador program, consumer direct marketing, social initiatives and research-tested style guides for driving brand elevation and engagement to a year of renewed and new licensing deals.

For 40 years, the inspirational brand has forged relationships with licensees including The Bradford Exchange, Thomas Nelson, Aurora Gift and Card.com and retail partners including Walgreens, Hobby Lobby, Amazon, Buy Buy Baby, Christian bookstores and through online retailers. It has also renewed or signed more than 12 licensees in categories including books, personalized gifts, stationery, mobile digital content, bedding, baby clothing and more.

Hitting retail this year are personalized children's books, educational books and adult devotional books by new licensee Sourcebooks. The independent publisher will develop its personalized book platform, *Put Me In The Story*, with Precious Moments branding for the U.S..

"Precious Moments is a versatile brand that can easily translate timeless messages of loving, caring and sharing across a variety of lifestyle products," says Patrice Paglia, vice president of licensing, Precious Moments. "We're actively looking for new licensees to round out popular product categories including nursery accessories, baby



toys, back-to-school, tabletop, wedding/shower accessories, craft sets, party goods, greeting cards, apparel, pet accessories and more. We have an amazing history of

success, and we're committed to innovating and working with our existing and new licensees to ensure the next 40 years are just as successful for all our partners."

Girl Scouts Partners for New Products



The Wildflower Group has announced new licensed product launches for the Girl Scouts of the USA brand.

General Mills partnered with the Girl Scouts for the first time on two new limited edition Girl Scouts Cookie-inspired cereals, Thin Mints and Caramel Crunch. The cereals hit store shelves in January and are the first-ever Girl Scout Cookie-inspired cereals featuring flavors inspired by the two best-selling Girl Scouts Cookie flavors.

"General Mills is excited about its relationship with Girl Scouts of the USA, an organization that promotes a lifetime of leadership, while preparing girls to empower themselves," says Shelly Latimore, senior marketing manager for cereal innovation, General Mills.

"Consumers will be delighted when they open a box of Girl Scouts Thin Mints or Caramel Crunch cereal and smell and taste their favorite flavors."

Project 7 has launched a special edition gum and mints inspired by Girl Scouts Cookie flavors. The gum and mints contain no artificial colors, flavors or preservatives, are non-GMO, made in the U.S., and are sweetened with Stevia and Xylitol. The gum comes in Caramel Coconut and Thin Mints flavors and the mints are Thin Mints flavored. Both products are available nationwide at Target.

Girl Scouts has also teamed up with Trilliant Food and Nutrition on Girl Scouts Cookie-inspired flavored coffees, and Snicks for girl's and women's footwear and hosiery, all scheduled for launch later this year.

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2016's One to Watch Winner has Banner Year

The 2016 winner of *License Global's* One to Watch contest, Michelle Nelson-Schmidt, owner and chief executive officer of MNS Creative, has continued to raise awareness for her Whatif Monster brand over the past year.

Nelson-Schmidt met with Paul Miller, chief executive officer, CozyPhone, at Licensing Expo's Matchmaking Program last year, and partnered on a Whatif Monster-branded CozyPhone. Sales in the second half of 2016 for the product were more than \$100,000, with Q1 sales for 2017 reaching more than \$50,000. The two continue to collaborate on cross-promotions and marketing for both companies.

Whatif Monster continues to be MNS Creative's strongest brand, with total lifetime sales of close to \$3 million.

Nelson-Schmidt's Kickstarter campaign for a pilot cartoon based on her best-selling book, *Jonathan James and the Whatif Monster*, raised nearly \$50,000. Created with Renegade Media's owner Jonathan Hallett, the pilot is currently being shopped with interest both from major networks and online streaming sites.

In cooperation with Kelli Couchee, account director, Licensing Expo, Nelson-Schmidt produced a webinar shown for Women in Toys, the leading global networking organization for professional women working in the toy, licensing and entertainment industries. The exclusive, one-hour presentation, "Licensing Case Study: Whatif Monster," detailed Nelson-Schmidt's success and experience at Licensing Expo and was followed by a Q&A.

Nelson-Schmidt will be showcasing her brands again at this year's Licensing Expo.

A new character based on her picture book and licensed plush doll, Cordelia, will be featured. Released last summer, the book is a best-seller for her publisher with sales of more than \$500,000 since July 2016.



Bacon Zombies Invade Las Vegas

Hong Kong-based entertainment developer Kokonuzz Media Group has partnered with toy design studio Hedgehog Design to develop a designer plush collection inspired by Kokonuzz's upcoming animated series "Bacon Nation: The Bacon Zombies."

The Bacon Zombies are part of the Kokonuzz Media Group brand Bacon Nation, which is becoming an animated series that features the wacky adventures of a group of survivors of a post-apocalyptic world after a virus transforms most of the population into giant pieces of undead bacon.

The collection features

premium plush fabrics, embroidery, interactive elements as well as action figures with fully bendable limbs and a 90-degree bendable body structure. All Bacon Zombies are also infused with a bacon scent.

"We came up with this idea as a Halloween joke, but the more we thought about it, the more sense it made," says Alexis Bautista, founder, Kokonuzz Media Group. "We have poured our passion for the concept in to this collection, and we are incredibly proud of the result. We hope many people will enjoy these little monsters as much as we do."

Zoonicorn to Premiere Kids Music Video

The Zoonicorn property created five new animated music videos, each with an original score and lyrics, to accompany its plush toys, books, apps and interactive website, in partnership with Cliff Dew of Jumping Frog Entertainment.

Zoonicorn's new music videos will launch on YouTube and other children's channels. Four of the videos will introduce children to the four main Zoonicorn characters and a fifth video will explore the Zooniverse, where all of the characters sing about their home.

"We've had so much interest



and excitement around the property, and we are thrilled to bring them to life on the small screen," says Mark Lubratt, founder and creator, Zoonicorn. "We are fortunate to be working with Cliff Dew, who is helping bring these unique and lovable creatures alive with original, catchy and upbeat music and lyrics to accompany the videos."

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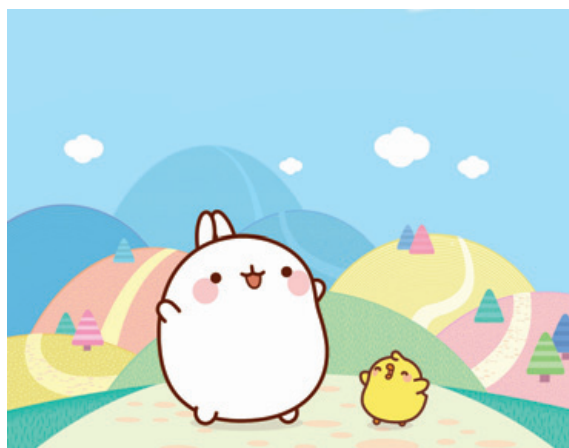
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‘Molang’ Signs with Scholastic for BTS ‘17

Licensing Works!, the North American licensing agent for Paris-based children’s entertainment company Millimages, is expanding its latest animated property “Molang” to include a back-to-school program with children’s publisher Scholastic.

Scholastic will introduce a “Molang” publishing program this year with first products in market for back-to-school. Beginning with 8 x 8 sticker storybooks, Scholastic will follow in 2018 with board books, readers and novelty books available to all U.S. retailers, independents, special market channels and through its Scholastic Reading Club and Scholastic Book Fairs.

“We are thrilled with the top-tier licensees across all key product categories that have joined the ‘Molang’ merchandise licensing program,” says Leslie Levine, owner, Licensing Works! “Adding Scholastic is significant since one out of every three children’s books sold in the U.S. is sold by Scholastic,

with an outstanding penetration into classrooms, adding to ‘Molang’s’ already deep demographic reach.”

“We are pleased to be adding ‘Molang’—an adorable preschool program—to our publishing program of licensed brands,” says Lynn Smith, director of global licensing, Scholastic Trade Publishing. “‘Molang’s’ messages of happiness, friendship and mutual respect is a perfect fit for Scholastic.”

“Molang” is the story of a gentle rabbit and a scatterbrained chick who enjoy a unique friendship and share humorous and fun adventures together. The property was created in 2010 on the personal blog of Korean creator Hye-Ji Yoon and rapidly achieved popularity through a series of instant messaging apps in South Korea. In 2013, Millimages signed on to handle “Molang” and to translate the property into an animated series.

‘YooHoo & Friends’ Launches TV Series

Plush line YooHoo & Friends will mark its 10th anniversary by launching an animated children’s television series.

The “YooHoo & Friends” children’s show will introduce YooHoo, Pamme, Lemmee, Roodee and Chewoo, plus 70 additional characters, to the small screen. The characters represent the endangered animals that YooHoo & Friends help and support. Co-produced by Aurora World Corporation and Mondo TV, the 52x11 episode animated children’s series will be in 3D CGI.

TV Suisse announced a global licensing and merchandising agreement for “YooHoo & Friends” the TV series with Panini for the production and distribution of stickers and trading cards.

“This is a wonderful property that combines colorful, popular characters, an engaging storyline and superb production values, which perfectly fits our collectable portfolio,” says Licia Dallolio, licensing manager, Panini. “We are delighted and surely excited to bring ‘YooHoo & Friends’ to our fans on a worldwide basis.”



Tate Licensing to Rep New Artists

Tate Licensing has added fantasy artists Amy Brown and Selina Fenech to its brand licensing portfolio.

Specializing in the fantasy and fairy art genres, Brown is a fixture in fantasy image licensing. Tate Licensing is looking to work with her latest collection of work, as well as classic designs, for coloring books

and other products.

Fenech has two publishing deals in the works—one in the U.K. market, another in the Spanish-speaking world—specializing in mermaid designs. Tate Licensing is also seeking publishing and licensing for Fenech in coloring books and other products.

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LMA Serves Up New Partners for PEZ

Lisa Marks Associates has signed new licensing partners in multiple categories for the PEZ candy brand.

Baking and craft company Wilton Industries is currently developing PEZ-themed gingerbread houses, cookie-making kits, gingerbread-decorating kits and candy. The program will launch for the 2018 holiday season in North America, and will be available across multiple retailers including mass and mid-tier stores, specialty housewares, craft, party and toy stores, grocery, drug and supermarkets, among others.

Super Impulse recently introduced the World's Smallest PEZ (tiny versions of classic PEZ dispensers) earlier this year. The toys have working features and are packaged with full packs of PEZ candy. The company will also create a line of keychains featuring PEZ designs. The items, created for the U.S. and Canada, will be sold at toy and gift stores as well as mass, regional, grocery, drug and book chains, among other retailers.



A line of detailed die-cast vehicles is being produced by Castline for the North American market. The collection incorporates vintage PEZ graphics on a range of vehicles including cars, vans, haulers and trailers. The line will be at retail in mid-2017.

Watchitude has introduced a collection of graphic PEZ watches at retail. Their line will be available in mass, specialty, mid-tier and department stores throughout North America, and at the PEZ Visitor Center in Orange, Conn.

Brush Buddies is creating a PEZ Poppin' Toothbrush program for mass, drug, specialty

and mid-tier accounts in North America. The interactive line for kids features a removable PEZ character cap on a PEZ pop-up toothbrush. The PEZ Brush Buddies program includes licensed characters as well as original PEZ characters and designs.

In the apparel category, LMA has signed Signorelli for an extensive line of clothing for women, junior's and tweens. The line includes fashion bodies, woven tops and pants, t-shirts, tanks, sweatshirts, hoodies, fleece tops and pants, leggings and dresses. Additionally, TAA Apparel is creating PEZ sleepwear and boxers for men and women, to be sold at North American retailers including mass, mid-tier and online stores.

The new agreements build on the initial licensing partnerships developed with Taste Beauty for PEZ beauty items; American Classics for apparel for infants, toddlers, junior's, women and men; and a headwear and accessories program with Covee.

Edutainment Debuts Children's Brands

U.K.-based Edutainment Licensing is making its debut and introducing several of its children's properties at Licensing Expo.

Arty Mouse is a small character who is big on creativity. He and his friends introduce simple creative skills to children ages 3 to 6, enabling them to express what they see in the world around them. The *Arty Mouse* activity books, which have sold more than 1 million copies worldwide, introduces key early learning concepts through picture making. Edutainment is launching new products in apps, gifting, software, stationery and books this year, and is seeking additional partners for the brand in arts and crafts, apparel, back-to-school and greetings.

"Super Geek Heroes" is a 3D-animated series that follows the adventures of seven kids with learning powers. The series, which is targeted to children ages 2 to 6, has English-language episodes available on YouTube, YouTube Kids, Amazon and other VOD platforms worldwide. Edutainment is seeking partners in all product areas to further develop the growing brand.

Tiny Tusks is a new picture book and animated series for children ages 2 to 6. It raises awareness of the challenges that face the planet as a whole in a fun and educational way through short stories. Edutainment is looking to extend the brand into publishing, plush, puzzles and games, back-to-school and apparel.

Lastly, illustrator duo Flossy and Jim are showcasing their designs for licensing opportunities in apparel, stationery, bags, homewares and greetings. Using iconic images and feel-good phrases, the designs encourage positivity and boost self-esteem.

Bloomers! Grows with Gardening Products

Bloomers! has inked a six-year licensing extension for gardening toys and products with Joint Merchant, a children's healthy lifestyle company.

The Bloomers! and Joint Merchant collaboration originally launched with six vegetables in their VeggiePOPS! Seed Starters line, and is expanding to include 12 vegetables. In addition to herbs, flowers, lily bulbs, pine trees and other growing kits, Bloomers! also features several other functional gardening toys, and is seeking additional licensees for other healthy living product categories.

"We couldn't be happier with the success Joint Merchant has achieved with the Bloomers! brand in a short time period," says Cynthia Wylie, founder and chief executive officer, Bloomers!. "In addition to showing their capabilities, it also shows a movement toward healthier lifestyles for children."

Bloomers!, which began in schools in Southern California, has found that 96 percent of children who grow their own vegetables will eat them, and the new product lines will build upon this notion to promote healthy eating among children.

"The aim for every Bloomers! product is to make gardening fun and easy," says John Sullivan, founder, Bloomers!. "We want a child's first experience growing food to be successful."





TSBA to Rep London Icons

TSBA Group has scored new licensing deals for the David Bowie Estate and for the Transport for London brand.

Raymond Weil and the David Bowie Estate collaborated on a limited edition David Bowie Freelancer watch. Featuring photography from Terry O'Neill, only 3,000 timepieces were created to celebrate what would have been Bowie's 70th birthday this year.

"He was an artist in a league of his own—a visionary, multi-faceted icon whose work is testimony to an exceptional career as a musician and as a creative," says Elie Bernheim, chief executive officer, Raymond Weil. "His metamorphoses, both in terms of style and music, studded his career, catapulting both himself and his characters to legendary status. He embodies the free spirit that has guided Raymond Weil day after day since it was created."

"I've always felt that there was a real synergy behind great timepieces and photography," says O'Neill. "The precision of keeping time is akin to a photographer needing to know the exact moment to capture an iconic image. As a watch collector myself, this Raymond Weil collaboration is a wonderful project to be affiliated with. Their watches are a thing of beauty. I'm thrilled they've selected to pay tribute to David Bowie in such a way. I'm honored to be a part of it."

Additionally, Transport for London signed a five-year deal with the TSBA Group to expand its brand licensing program, and will bring its internationally recognized symbols such as the London Tube map and the roundel logo to the global licensing market.

The brand licensing strategy, launching later this month, will showcase the TFL brand so it can generate revenue to reinvest in public transportation.

"London has always been a global city rich in heritage and innovation, and we are proud that our brand has become synonymous with that story," says David Ellis, head of IPR development, Transport for London. "Our partnership with TSBA provides us with the expertise to re-align and expand our licensing program and keep pace with the global market to generate new revenue to reinvest."

"TFL has a fantastic design heritage, from the Tube map to the roundel, to the Johnston font," says Ian Mallalue, chief executive officer, TSBA Group. "These amazing pieces of design touch every part of Britain's capital, and are intertwined with its rich history and exciting future. This design heritage provides us with an opportunity to present London to the world using world-class British design. The team at TFL have done a fantastic job in building a licensing collection, and we look forward to helping them grow their brand."

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ZeptoLab Pursues Deals for ‘Cut the Rope,’ Om Nom

ZeptoLab is seeking licensing partners for its educational puzzle game for mobile devices, “Cut the Rope,” as well as the game’s main character, Om Nom.

The “Cut the Rope” and Om Nom brands have been downloaded worldwide more than 1 billion times. Since 2013, many iterations of the game have been introduced.

With six seasons under its belt, the animated series “Om Nom Stories” has aired on TV and VOD, and two additional seasons are currently in production.

“Om Nom Stories” has garnered more than 3 billion views online. Both the game and animation have won Apple Design and BAFTA awards, as well as three iKids titles.

The target audience of both the game and



animation is extensive, the animation component appealing to both boys and girls ages 1 to 9. The

game has a 45 percent female to 55 percent male audience, with 50 percent of players ages 3 to 12 and 25 percent ages 12 to 18.

Its wide market demographic is conducive to a wide range of licensed consumer products in all categories. The constant development of fashion style guides and designs keeps the brand fresh and in line with market needs, says ZeptoLab.

In addition to its own properties, ZeptoLab is currently co-partnering with various artists under an Om Nom Arts umbrella project, which combines the inspiration of artists with a variety of consumer product categories.

ZeptoLab is developing new games, virtual reality products, TV series and a full-length animated movie in the production pipeline.

Kathy Ireland Launches Home Furnishings Line



Kathy Ireland and Michael Amini, chairman and chief executive officer of furniture company Amini Innovation, have inked a joint agreement to create a comprehensive home furnishings line, Michael Amini | Kathy Ireland Home Designs.

“Everyone at Kathy Ireland Worldwide is amazed by the talent, beauty and quality of Michael Amini products, and the man responsible for the world’s most wonderful furniture,” says Kathy Ireland, chief executive officer and chief designer, KIWW. “We’re

delighted to design something very special for retailers to offer and satisfy today’s customers’ more relaxed lifestyle. With Michael at the helm of this collaboration, we believe something wonderful is about to happen.”

“We had the opportunity to meet Kathy and her team, and within a very short time in our conversation, we both knew there was a real chemistry developing,” says Amini. “There was a mutual passion to share ideas and develop something truly special for the home furnishings industry.”

French Bull Expands Brand in the U.S. and Asia

Lifestyle brand French Bull is expanding its offerings with several new licensing partners and product launches in the U.S. and Asia.

Accessory Innovations is on board for a French Bull bag collection of fashionable pieces for kids for lunch, travel and gym. Building upon French Bull’s success at Target with kids’ luggage, Thermos Funtainers and reading lights, the bag line includes eye-popping paisleys, susani-inspired patterns and radiant geometrics, all of which align with the brand’s fun and sophisticated lifestyle and Live Vivid message.

Withit is also creating French Bull yoga products, including double-sided mats, embossed balance blocks, plush hand towels, kaleidoscopic stainless steel hydration, and

Fitbit bands and straps.

French Bull is also rolling out several products in Asia, including French Bull Korea for housewares, which has several shop-in-shops in department stores throughout Korea and airs on Korean home shopping channels; Neoflam for luggage throughout Asia; Doonamis for small appliances in Korea and Lock n Lock for additional housewares on t-mall and in stores in China and Vietnam.

Meanwhile, French Bull is returning to Evine Home Shopping Channel in June, for two hour-long airings, which will both feature an assortment of products for table and kitchen, as well as debut a line of audio speakers and electronic accessories from PCT brands.



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Bulldog Licensing Presents Full Brand Slate

U.K. licensing agency Bulldog Licensing is presenting its top properties at this year's Licensing Expo.

Girls' toy brand Shopkins has more than 210 licensing partners internationally, with consumer products in more than 60 countries and has a host of partners on its roster including Gemma (party goods), Fashion U.K. (apparel), Aykroyds TDP (nightwear and underwear), Spearmark (lunchware, tableware, drinkware and lighting), Topps (collectible and trading cards), VMC (headwear, scarves, sunglasses and more), Blueprint (stationery), Character World (bedding, inflatable chairs and beanbags), Danilo (greetings cards, wrap and calendars), DJ Murphy (magazines), Winning Moves (games) and Whitehouse Leisure (amusement plush).

Comic-strip mainstay "Garfield" is featured in more than 2,100 newspapers worldwide and holds the Guinness World Record for the most syndicated cartoon strip. Book sales for "Garfield" have reached more than 200 million copies to-date. There are two *Garfield* feature-length, live-action films, three CGI animated movies and thousands of lines of licensed merchandise. Current licensees include Misirli (slipper socks and children's nightwear), Ravette (publishing), Aurora (plush) and SNI Optometric (eyewear). "Garfield" apparel is also a major seller on the high street with ranges from BCI, Blues and Poetic Gem selling in huge numbers, says Bulldog.

The agency also represents gaming company Electronic Arts' "Titanfall," "The Sims" and EA Sports properties. "Mass Effect: Andromeda" the latest installment in EA's "Mass Effect" sci-fi shooter series, has sold millions of copies worldwide. The game, which launched in March, has a licensing program that includes Trademark and Insert Coin (apparel), Rubber Road and Level Up Wear (apparel and accessories),



Imagine 8 (gifts and stationery) and GB Eye (wall décor, badges, travel card holders, mugs, keyrings, stationery and glassware).

"Angry Birds," a mobile game with 3 billion downloads has a YouTube channel with more than 2 billion views, and 5 billion views through the "Toons TV" app. Last year's *The Angry Birds Movie* boosted the brand's profile even further, and the TV series recently launched on the Kix and Pop channels in the U.K.

In celebration of children's author Enid Blyton's 75th anniversary of *The Famous Five* book series, a range of tongue-in-cheek adult's books including *Five on Brexit Island*, *Five Go Gluten Free* and *Five Give Up the Booze*, achieved sales of more than 1 million units in just three months in 2016, says Bulldog. The agency has lined up a full program to celebrate the

anniversary, with Danilo on board for greeting cards, and stationery, games, gifts and food products also planned to launch this year.

The first season of children's TV show "Miraculous Tales of Ladybug & Cat Noir" from Zag was the No. 1 show on the Disney Channel U.K. and on the free-to-air Pop channel. Disney has committed to seasons two and three of "Miraculous," with the former screening later this year. A growing licensing program includes Igloo Books (publishing), Roy Lowe (socks), Gosh! Designs (various categories including plush and stationery), Maad Toys (bags and purses), Rubie's Costume Co. (dress-up), Gemma International (greeting cards and gift packaging), Aykroyds/TDP (nightwear and underwear), Whitehouse Leisure (amusement plush) and Dreamtex (bedding and bedtime accessories). Master toy partner Bandai launched an exclusive deal with Toys 'R' Us in 2016 before rolling out to the rest of the market where sales are extremely strong, supported by a marketing program from Toys 'R' Us, says Bulldog.

Zag Studios also introduces a new animation series "Zak Storm" (from the "Miraculous" team) and features the eponymous Zak, a teen surfer who finds himself sucked into the Bermuda Triangle. As he transforms into a Super Pirate, with the help of the magic sword Calabras and a motley crew of friends, Zak must face and defeat the many perils of the seven seas. The show is set to broadcast across the world in summer/fall of this year, including on Pop in the U.S.

"The Las Vegas Licensing Expo is always a big date in our diary, and we're looking forward to presenting a range of brands that all offer considerable potential," says Rob Corney, managing director, Bulldog Licensing. "The properties we manage are all thriving, and licensees have the chance to talk with us about how to capitalize on this upward trend."



Rainbow Signs 'Maggie & Bianca' Record Deal

Rainbow has signed a worldwide recording deal with Sony Music Entertainment Italy to release a collection of songs from seasons one and two of its live-action show "Maggie & Bianca Fashion Friends."

Come le Star was released in March, and a concert featuring The Moodboards, the band from the show, was held May 20 at Auditorium Conciliazione in Rome, Italy.

The series, Rainbow's first live-action production, can be seen on Netflix around the world, along with

Gulli in France, Karousel in Russia, Rai Gulp in Italy and TV Cultura in Brazil. Shooting for season three has now begun at Rome's Cinecittà studios.

"Maggie & Bianca Fashion Friends" is set in Milan and follows the adventures of Maggie, a young American girl with dreams of being a fashion designer, and Bianca, a self-proclaimed Italian princess. At the core of the series are themes of music, fashion and friendship.

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PyroPainter Brings the Heat to Expo

Fine artist PyroPainter will be exhibiting his unique works of art at Licensing Expo.

PyroPainter will create his art live on the show floor, using his technique of actual flames. There will be daily raffles as well as giveaways of limited edition canvases.



Having found success while exhibiting his work in both national and international publications, PyroPainter is looking to expand on his licensing portfolio and discuss opportunities for his work to appear at places outside the art gallery.

Ideal categories for PyroPainter's artwork include posters, film and animation. His upcoming original publication, *Scorched Souls*, is also available for licensing opportunities.

San-X Introduces Rilakkuma to Vegas

San-X, the Japanese stationery company known for its anthropomorphic representations of animals, will introduce one of the company's most well-known characters, Rilakkuma, at Licensing Expo.

Rilakkuma, whose name is a combination of "relax" and "bear" in Japanese, has been a hit in Japan since 2003. First seen in a series of picture books called *Rilakkuma Seikatsu*, the Kawaii (meaning "cute" and "popular" in Japanese culture) character shares his adventures with his friends, Kogepan and Tarepanda.

Rilakkuma appears on a wide variety of apparel, stationery, novelty goods, fashion accessories and plush consumer products, while other characters appear on licensed merchandise sold at Books-A-Million, Barnes & Noble and at UCLA campus bookstores.



Ceaco to Launch Lonely Dog Puzzles

New Zealand art brand Lonely Dog and board games and puzzle developer Ceaco have teamed up for a Lonely Dog jigsaw puzzle collection that will be sold throughout the North American market.

The deal was brokered by New York-based brand development and strategy firm Intelligent Brand Extension, which represents Lonely Dog globally across all categories.

Ceaco launched the first series of 1,000-piece adult audience puzzles at the New York Toy Fair this year. The series will roll out across several national retailers including Fred Meyer, Walmart and Kohl's in the fall.

"Lonely Dog's creative imagery and storytelling strikes a chord with anyone with an imagination," says Tatiana J. Whytelord, founder and president, Intelligent Brand Extension. "We are thrilled to be working with Ceaco to bring Lonely Dog's world to life for puzzle lovers across North America."

"Lonely Dog is an unconventional character brand that appeals to a wide audience," says Ivan Clarke, creator, Lonely Dog. "Through my paintings, I have discovered another world and the characters that live there. I'm committed to unfolding this world for everyone to see, because when you've been to Alveridge you never want to come back."



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DSI Introduces Product Approval Software

Dependable Solutions has created a new technology that will help keep both brand owners and licensees updated with product approval and revisions.

It's common practice for brand owners to approve products with licensees when slight changes are required. However, some forget to check back to see if the revisions were made.

With the Dependable Solutions software, the brand owner must list what the revisions are that are required of the licensee. When sent back to the licensee, the revision status stays with the product up to the point of final approval, where the required revisions are checked.

If the revision was not made, and the product made it to market, brand owners still have the

ability to recapture the SKU and help licensees make the necessary changes. By revoking the SKU in question, the licensee will receive an e-mail requesting changes.

"For diligent brand owners who are truly enforcing approvals even with minor changes, this closes the loop" says, Candace Biafore, East Coast Sales Director, Dependable Solutions.

Tervis Sips Back and Relaxes with Royalty Management Software

Insulated drinkware manufacturer Tervis uses licensed brands to make their product among their clientele. Last year, royalty-generating sales accounted for 43 percent of Tervis' revenue, yet their accounting team faced challenges that impacted the business:

- **Royalty Accounting Complexities:** Mixing and matching properties gives customers variety. Splitting royalty payments among licensors proved complex using manual spreadsheets.
- **Reporting:** Licensors are specific about how they want their data presented, Tervis manually generated 50 different reports for different licensors.
- **Overpayment:** Tervis pre-paid royalties as soon as their products were shipped to retail stores, yet had no process to deduct returns from royalties due.

By using Fadel software, contract, rights and royalty management capabilities combined with its seamless integration with Oracle solved these issues. It was a huge selling point for accounting, legal, sales and licensing, says Tervis

"A sophisticated software like Fadel gives me peace of mind that our royalty calculations are accurate and documented," says Joe Thompson, director of accounting, Tervis. "It will allow us to continue creatively bundling products without running the risk of damaging our partner relationships, paying costly penalties for misuse, or undergoing time-consuming audit tasks."



JLG to Direct Stikbot Program

Zing has appointed The Joester Loria Group to serve as the exclusive licensing agent for its stop-motion animated toy brand Stikbot in the U.S. and Canada.

Through the partnership, JLG will create a licensing and merchandising program that extends Stikbot and storylines from Stikbot animations into categories such as remote control vehicles and "take along" Stikbot characters. The licensing program will also include graphic novels, audio and electronic accessories, apparel, home décor, costumes and snacks.

"We are delighted to partner with Zing in extending the Stikbot brand," says Debra Joester, president, JLG. "The Stikbot fan base of makers and loyal viewers is a testament to the extraordinary appeal of the property and the dynamic

content that Zing posts weekly. We are excited to bring new ways to experience Stikbot to this growing community of fans."

Launched in 2015, the Stikbot brand currently boasts nearly 600,000 subscribers on YouTube and drove 1 billion impressions last year, according to Zing.

"With over 100,000 fan-made Stikbot animations uploaded to social media, Stikbot boasts one of the most engaged community of 'makers' and online fans," says Josh Loerzel, vice president, sales and marketing, Zing. "This brand resonates with what kids are doing now and how they're communicating with each other on social media. With JLG's experience, we're looking forward to introducing cool new product extensions to Stikbot fans and customers next year."

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October 11, 2016 Day 1
brand licensing europe

Let the Deal Making Begin

As the 19th Brand Licensing Europe event opens its doors this morning, for licensing executives there's nothing quite like the crisp autumn air, excitement around Olympic and the potential one deal that could make them on the exhibition floor. This year's event, which is presented to be BLE's biggest yet, features more new features and opportunities.

From the serious-character panels, which take place over the most special 15 min. to the Licensing Academies, which feature more than 30 educational seminars, BLE will connect more than 2,000 licensing professionals from more than 60 countries across the next three days. Highlights of BLE include:

- Sports keynote panel at 11:30 a.m. today
- The Best of America Theatre will feature various America's presentations and a musical showcase.
- The Brand Licensing Club will launch this year as a special group designed to help members better understand the licensing business.
- The Child BLE Gender Party is a licensed event sponsored by the International Licensing Industry Merchandisers' Association tomorrow evening.
- The License That competition recognizes new creative licensing opportunities and will feature the finalists and announce a winner. Thursday is host of a live audience. Let the deal-making begin!

Breaking News

Licensing Expo China Coming

IBL, the world's largest business-to-business events and trade show organizer, will bring a licensing exhibition to Shanghai, China, in 2017. Licensing Expo China will be held July 19-21 at the National Exhibition and Convention Center.

Rubbish Partners for Maggie & Stan

Rubbish has named Sandra Dudge Group to launch the first products for the new live-action girls' series "Maggie & Stan: A Fashion Friends."

The collection of toys is being sold across Europe now and includes fashion, arts and crafts, role play, music of toys and electronics items.

For more on the series, see page 8.

Sports Licensing Keynote Today

An exclusive presentation at 12:30 p.m. will feature speakers from the highly anticipated China, CFB, and the NBA.

For today's full licensing schedule, see page 10.

Beastalk to Rey Adventurer

Beastalk has announced that it will support Star Trek, the most beloved of all global television phenomena. Beastalk will collaborate with Star Trek Entertainment to build a brand program in Europe and North America that will carry the brand's vision to "Fashion, Food and Entertainment."

The licensing program, which will be designed to create and empower individuals to embrace their adventures, personally will include apparel, accessories and outdoor products.

Premiere Takes on TV Cable

TV celebrity David Hasselhoff has appointed Premier Entertainment to his exclusive worldwide licensing agent.

The multi-year agreement, which was negotiated by Larry Thompson Organization, gives Premier exclusive rights to promote, market and license the Hasselhoff brand in categories including apparel, health, fitness, nutrition, automotive, digital and others.

Hasselhoff will appear at Brand Licensing Europe today at 3:30 p.m. at the Catalonia Entertainment stand (W21), which is the stand next to Hasselhoff in Northern Europe.

cbisconsumerproducts.com CPLG STAND: C30

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Synchronicity Scores New Partnerships

Licensing agency Synchronicity has announced new partnerships for several of its properties.

Synchronicity has signed animation development deals with Rollman Entertainment for “SupaPop” characters Suzi Sixty-6 and J.Soul 7 from Sean Danconia’s SupaPop Studios’ “SupaPop Universe” brand.

TManga Entertainment/Animatsu is also on board to develop “SupaPop’s” Bebe Bardo and Loli Pop together in an upcoming animated series. Al Kahn of Pokémon, “Yu-Gi-Oh” and Cabbage Patch Kids fame, is a partner in the creation of a “SupaPop” toy-based animation property.

Hot Properties!, licensee for buttons, stickers, magnets, can coolers and key chains, recently joined other “SupaPop” licensees: Mighty Fine for apparel; Loungefly for bags and accessories; BareTree Media for emojis and digital stickers; Facer for smart watch apps; NeonMob for digital trading cards; Modify for watches; Floor 84 for apps; Eye5 Toys for collector figures; Sweet! for chocolate bars and candy; and The Mutiny for a variety of Made in London accessories including phone cases, pillows, towels, mugs and wallets.

“SupaPop” chocolate bars, apparel and prints can be found at the 30,000-square-foot Sweet!

store on Hollywood Boulevard. Sweet! has also provided a permanent exhibition space for “SupaPop” and Danconia’s fine art.

Synchronicity is also showcasing the Tootsie Roll candy brands including Tootsie Roll, Tootsie Pop, Sugar Daddy, Sugar Babies, Dots, Junior Mints, Blow Pops, Charms, Charleston Chew, Andes Mints, Fluffy Stuff, Cellas and Mr. Owl at Licensing Expo.



Now in its third year, Tootsie Roll candy brand’s hot chocolate and flavored coffees are sold at more than 6,000 doors and growing, including 3,000 Walmart stores (up from 1,600 last year, says Synchronicity). Tootsie Roll Junior Mints and Sugar Babies-flavored hot cocoa packets will be available this year.

On the digital front, F84 Games has created a

new gaming experience for fans and new audiences of Tootsie Roll candy bands. “Tootsie Pop” takes app players through a colorful Tootsie candy-flavored world of 200 candy-themed levels. Since its launch in December, the “Tootsie Pop” app has been well received with a steadily growing organic user base of enthusiastic fans, says Synchronicity. Baretree Media also launched Tootsie candy bands digital stickers on “Vibe.”

Joining the roster of more than 50 Tootsie licensees are A Classic Time Watch Company for watches; A&A Global for redemption and vending charms, high-bounce balls and inflatables; Ad Brands for women’s, junior’s and girls’ daywear; Amav for a working Blow Pop Factory; HueVee for decorated LED light bulbs; Just For Laughs for pet toys, hand sanitizers and candy-shaped pillows; Riley Blake for fabric-by-the-yard; Spooler/HDLV-USA for t-shirts and sublimated leggings and socks; and Textiss/Crazy Boxers for boxers.

New Jersey Turnpike and Garden State Parkway merchandise is a hit on the roadways with shirts, mugs, magnets, totes, key chains and more bearing the NJT and GSP trailblazers and roadway and exit signs. The programs will be available once again at HMS Host rest stops as well as at TransitGifts.com.

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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 Heffer, 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

Building Successful Brands and Licenses for Millennials and their Kids

10:45 a.m.–12:00 p.m.

SPEAKER: Kristen McLean, executive director, new business development, NPD Book

JQ Reveals Backbone Line-up at Expo

JQ Licensing will be presenting their new branded line, Backbone of America, at this year’s Licensing Expo.

Created by two of their represented licensed artists, Ryan and John Lean, the series focuses on some of the largest American work categories such as firemen, policemen, EMS workers, farmers, steel workers, teachers, linemen, medical staffers, construction workers, electricians, and more.

JQ Licensing has already licensed Backbone of America on tin signs with Desperate Enterprises, blankets with Silicon, checks with Bradford Exchange, and drinkware with Great American products.



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Creative Licensing Takes on Revolution

Revolution Studios has signed Creative Licensing Corporation as the worldwide licensing agent for its portfolio of film and television.

Through the partnership, Creative Licensing will develop a worldwide licensing program in categories like apparel, art posters, accessories, collectible figures, digital/interactive, games, gaming graphic novels, live events, publishing and more.

“Creative Licensing has a proven track record of success and our new relationship will enable us to take the Revolution Studios properties to the next level,” says Scott Hemming, president and chief operating officer, Revolution.

Titles featured in the program include *xXx*, *Black Hawk Down*, *White Chicks* and *Daddy Day Care*, as well as titles recently acquired by Revolution Studios such as *Ace Ventura: Pet Detective*, *Major League* and *The Tourist*, among others.

“Revolution Studios has a vast array of iconic, award-winning films that are a natural fit in our portfolio,” says Rand Marlis, founder, president and chief executive officer, Creative Licensing. “The initial interest has already proven strong and we are looking forward to our burgeoning partnership with the Revolution team.”

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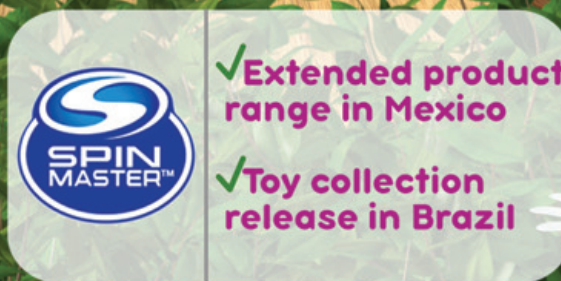
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