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October 9, 2018 | Day 1

LONDON BRAND LICENSING EUROPE 2018

BLE Turns 20, Opens Doors

For the next few days, the licensing industry will be together at London's Olympia for Brand Licensing Europe, now celebrating its 20th year.

The theme of BLE 2018 is food and beverage, which will be represented via a range of sessions and activations. Check out the BLE Kitchen, a brand-new activation that will help celebrate BLE's 20th anniversary in a big way.

This year, for the first time, all of BLE will take place on the ground floor

of Olympia, making it easier than ever to get the most out of your visit. The Character and Entertainment Zone can be found in the Grand and lower West Hall, while the Brands and Lifestyle and Art, Design and Image Zones can be found in National Hall.



Returning to BLE this year is the product showcase. First introduced in 2016, the walk-through feature highlights the creativity and diversity of the exhibitors within the Brands and Lifestyle and Art, Design and Image Zones. Each product included is

either launching soon or already in stores.

Also returning to BLE is the License This! competition—with a twist. The event will feature two categories and declare two winners, one in brand and design and one in

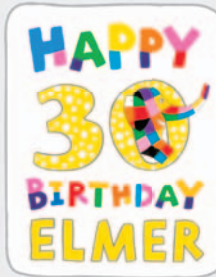
character and animation. All finalists will present in front of a live audience and judging panel before the winners are announced.

For the full BLE program, visit Brandlicensing.eu.

Elmer the Patchwork Elephant Serves as Anti-Bullying Ambassador

Andersen Press has joined forces with anti-bullying charity Kidscape during Elmer the Patchwork Elephant's 30th anniversary year. Elmer will become the ambassador for the charity's annual Friendship Friday activities and will be featured in online and printed resources for teachers.

Kidscape, which identified a growing need for early-years resources on anti-bullying, will use Elmer to help guide children through the ideals of friendship and acceptance that he represents. Read more on [page 44](#).



News

Emoji: Coming to a Newsagent Near You

Emoji The Iconic Brand has partnered up with Immediate Media for use of emoji icons in two iconic U.K. magazines—*Girl Talk* and *BBC Top of the Pops*. Bravado brokered the deal.



Today's Events

- **10:30 a.m.** — Q&A with author and presenter Nadiya Hussain at Brands & Lifestyle Theatre
- **11 a.m.** — Character Parade in Grand Hall
- **12 p.m.** — BLE Official Keynote Session 1 with Pam Kaufman, president, Viacom/Nickelodeon Consumer Products, at The Licensing Academy
- **12 p.m.** — Free mini-donuts at Chupa Chups, stand L70
- **3 p.m.** — Guinness & Food: The Perfect Pairing at BLE Kitchen and Demo Area

For today's full schedule for Brands & Lifestyle Theatre and Licensing Academy, turn to [page 52](#)



The logo for DHX Media, featuring the word "dhx" in a large, blue, rounded font with a white outline, and the word "media" in a smaller, dark blue, sans-serif font to its right. The logo is centered within a white diamond shape that is part of a larger collage of colorful images.

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License Global's The Influentials – 40 Under 40 is Open for Nominations

Visit LicenseGlobal.com/TheInfluentials40 to recognize those that will influence the next wave of big deals and product partnerships.

Deadline to Nominate is Oct. 31, 2018

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Twentieth Century Fox Highlights Recent Projects

Targeting a wide-range of consumers, Twentieth Century Fox Consumer Products will showcase its portfolio of films and television properties ranging from cult classics to today's most popular programs.

Key focuses for BLE include:

- ***Spies in Disguise***-This buddy action-comedy landed in theaters last month with a score of partners across toys, games, publishing, apparel and accessories, sleepwear and home from licensees including master toy partner.
- ***Nimona***-Set in a medieval future filled with lasers, hoverboards and knights, this film follows a shapeshifter who embarks on an adventure to restore the honor of a disgraced knight. The film is scheduled for release in 2020.
- ***Ron's Gone Wrong***-Scheduled for a late 2020 release, this film tells the story of a walking, talking, digitally connected bot that sweeps the world, becoming every kid's new best friend.
- ***Ice Age***-With a collection of five films, this animated franchise continues to be a "glacial sized hit" within the consumer products and licensing space.
- ***Alita: Battle Angel***-Due in theaters this December, this story of hope, love and empowerment already features partners like Funko, Prime 1, Hot Toys, Weta, ACDC, Loungefly, Titan and Ripple Junction.
- ***Alien***-Celebrating its 40th anniversary in 2019, Fox has already secured a variety of licensees.
- ***The Orville***"-This live-action space adventure series, set 400 years in the future, will have a soon-to-be revealed merchandise range from trading cards and model-building kits to calendars, figures and more.
- ***"The Simpsons"***-Entering its 30th season this fall, Fox has unveiled partnership for the brand including Virgil Abloh's Off-White for a spring/summer 2019 collection as well as Krispy Kreme, Tic Tacs, Asos, Zara, Pull and Bear, Lefties, Tezenis, H&M and more.
- ***"Bob's Burgers"***-This TV series gears up for a theatrical release in 2020, Fox has secured a host of partners including BoxLunch for an assortment of goods; USAopoly for a branded Clue game; Habitat for skateboards and apparel; Jay Franco for sheets, comforters and pillows; Blue Apron for a three-month promotion inspired by the series; Ripple Junction, Sprayground and Ground Up for apparel and accessories; and Rizzoli for the *Official Bob's Burgers Sticker Book*.
- ***"Family Guy"***-Celebrating this classic series by Seth MacFarlane, Fox has teamed up with Diamond Supply, Sprayground and Ripple Junction for a new streetwear program.
- ***"The X-Files"***-In celebration of the cult classic's 25th anniversary, Fox partnered with Mattel to develop Barbies inspired by characters Fox Mulder and Dana Scully.
- ***Planet of the Apes***-Licensees Boom!, Super7, Perth Mint, Hachette, USAopoly, Titan, Hallmark and HarperCollins have signed on to mark its 50th anniversary.
- ***Fox Presents the Films of Marilyn Monroe***-Earlier this year, Sugarbird, a Hungarian label, showcased its new capsule collection during Budapest Central European Fashion Week.
- ***"Buffy the Vampire Slayer"***-In March 2019, Fox will celebrate "Slay Day" with key partners including Funko, ACDC, Ripple Junction, Little Brown Books, Dark Horse, Insight Editions, Hot Topics, HarperCollins, ThinkGeek, Zavvi, Quirk Books, Titan U.K. and more.
- ***"Firefly"***-This fall, Boom! Will launch a new monthly comic book series, limited series, original graphic novels and more.
- ***"Mayans M.C."***-Fox will bring the next chapter in the "Sons of Anarchy" saga to life with authentic products for the new series.



National Geographic Fuels Growth of EMEA Consumer Products Business

National Geographic brand's continued growth across multiple media, its powerful reach among children and families and its strong focus on sustainability are just a few of the factors behind a number of licensing agreements National Geographic Partners has announced in recent months.



Environmental awareness and sustainability is a core value of the brand. To that end, National Geographic recently introduced the Plastics campaign, a new multiyear initiative aimed at raising awareness about the global plastic crisis and reducing the amount of plastic in the world's oceans. In the children's consumer products arena, this has meant agreements in areas as diverse as STEM toys, sticker albums, animal plush, sustainable bedding, sustainable footwear and sustainable fashion.

National Geographic has a vast reach with children and families; 80 percent of adults read the NatGeo kids' magazine with their children, and the brand works directly with 3,500 U.K. schools through its U.K. kids' website. The kids' business has been further boosted by a creative vision developed in association with creative agency Blue Kangaroo that uses assets available across three core themes: Amazing Animals, Stem and Space, and Explorers in Training.

Across the wider consumer products business, t-shirts created from recycled materials, no-plastic water bottles, no-plastic straws, utensils and cups, reusable shopping bags, and sustainably sourced health and beauty ranges are just a few of the many products already at retail or expected in-store in 2019. A number of deals specific to the U.K. also underline the sustainability theme, notably a fashion collection made of 100 percent organic cotton from Teemil made in Teemil's 100 percent sustainable energy-powered factory that launches in January 2019. NGP is also launching a gender-neutral kids' fashion collection in March 2019 made with ethically-sourced materials. Dreamtex has signed up to create both kids' and adults' products, all using material from 100 percent organic cottons and recycled materials.

A range of key appointments in EMEA extends NGP's consumer products teams in Europe and its reach across all areas of its brand, including publishing, broadcasting, travel and licensing. A portfolio of media assets, including television channels, magazines, kids' media, travel, books, video, events and digital and social platforms gives the brand an unparalleled global reach.

NGP's focus on giving back (27 percent of NGP's proceeds are donated to the non-profit National Geographic Society to fund work in the areas of science, exploration, conservation, and education) creates a virtuous cycle of storytelling and exploration that inspires people to act, enlightens their perspective and often provides the spark to new ideas and innovation.

"The strengths of the brand have made it popular with millions of consumers of all ages," says Maria Maranesi, vice president, EMEA, NGP. "These strengths, and our focus on enhancing our consumer business across the EMEA region, are driving a fast-growing and distinctive consumer program."

eOne Celebrates 'Peppa Pig,' 'PJ Masks' and New IP

Entertainment One showcases its preschool properties "Peppa Pig" and "PJ Masks" at Brand Licensing Europe—and presents its new boys' property "Ricky Zoom."

"Peppa Pig" generates more than \$1.2 billion in global retail sales and has partnerships with more than 1,000 licensees worldwide, according to eOne. The IP has a strong and growing retail presence in the U.K., U.S., France, Iberia, Latin America, Russia and Asia, among other regions.

A global partnership with Merlin Entertainments will bring a new indoor play attraction, Peppa Pig World of Play, which launches in Shanghai this fall and will continue on in various locations including Dallas, Beijing and New York throughout 2019. Also in 2019, eOne will celebrate the brand's 15th anniversary with celebrations in the U.K. and Australia that will kick off with new episodes, a nationwide theatrical release, top-tier partnerships and various retail events.

Entertainment One's "Ben & Holly's Little Kingdom" will also celebrate its 10-year anniversary with the return of the popular live stage show, which will tour 45 theaters across the U.K. and Ireland beginning February 2019.

"PJ Masks," which launched season two earlier this year, is enjoying high ratings on-screen and strong sales via its global licensing program. Just Play's master toy line leads the licensing program, with products available in a host of categories in many markets. Season three of "PJ Masks" is in production and season four is in development.

"Ricky Zoom," eOne's newest animated TV property aimed at boys ages 2 to 5, makes its licensing show debut at BLE this year. The CGI action comedy series follows the adventures of Ricky, a little red motorbike, joined by a group of bikes—Scootio, Loop and DJ. "Ricky Zoom" is currently in production and will premiere spring/summer 2019.



DreamWorks to Expand Int'l Animation Program

Universal Brand Development has announced licensing and merchandising campaigns to support the international distribution of "DreamWorks Spirit Riding Free" and "DreamWorks Trolls: The Beat Goes On!" The international program spans multiple categories, including toys, fashion, home goods and publishing, among other key categories.

"DreamWorks Trolls: The Beat Goes On!" premiered in theaters in 2016, and an all-new Netflix 2-D animated original series of the same title debuted in 2018. Global master toy partner Hasbro, which supports the film franchise and the Netflix series, continues to expand the scope of the property's toy collection. DreamWorks Animation's Trolls World Tour is set to debut in 2020.

"DreamWorks Spirit Riding Free," a coming-of-age story about three best friends, launched on Netflix in 2017 and will now launch across EMEA. Various free-to-air partnerships have been secured, including Pop in the U.K., Super RTL in Germany and DeAKids in Italy. The series is supported by master toy licensee Just Play, specialty partner Breyer and publishing partner Little, Brown Books. Playmobil will debut a collection of playsets in the U.S. and EMEA in October.





Cartoon Network to Feature 'Ben 10,' 'Rick and Morty' and Other Classics

Turner's Cartoon Network Enterprises returns to Brand Licensing Europe with top properties like "Ben 10," "The Powerpuff Girls," "Adventure Time" and Adult Swim's "Rick and Morty," among others.

Following its 2017 global relaunch, "Ben 10" has been translated into a host of consumer products categories including action figures and role play items from Playmates Toys.

Meanwhile, "The Powerpuff Girls" is celebrating its 20th anniversary with new episodes, events and licensing partnerships, with a particular focus on fashion collaborations.

Cartoon Network will also showcase Adult Swim's "Rick and Morty." The series' third season launched exclusively on Netflix in select EMEA markets (including the U.K.), as well as on Turner's channels in France, Germany and Spain. The animated sci-fi comedy is also set to become an evergreen franchise, with 70 episodes ordered earlier this year.

Finally, Cartoon Network will highlight classics such as "The Amazing World of Gumball," "We Bare Bears," "The Happos Family" and "Adventure Time," which recently concluded its final season.



BLE Commits to 'Bring Brands to Life' at New Venue

Come next year, Brand Licensing Europe will have a new home.

UBM, organizers of the definitive event for the licensing industry in Europe, will relocate BLE to ExCeL London, Oct. 1-3, 2019.

"There's no denying that Olympia, BLE's current venue, is a beautiful building with undeniable charm, and several events (including those of UBM) work well there," says Anna Knight, brand director, BLE. "Nonetheless, it only meets the needs of some of our BLE customers—not all. We are confident that ExCeL can meet the needs of everyone."

According to BLE, the flexibility and variety within the space at ExCeL supports the European and domestic attendee growth strategy for the event, and allows BLE to re-draw the floorplan, making it fairer to all exhibitors (no matter their size) and much easier to navigate for visitors. It also allows team BLE to create and further develop even more show enhancements.

The ExCeL space will also allow BLE to transform the event experience for visitors and exhibitors with brand-new live activations in publishing, gaming, eSports, traditional sports, a spotlight on British animation and a street-food-themed food court that spans the entire back wall of the exhibition hall.

ExCeL's modern facility offers 100,000-square-meters of pillar-free exhibition space, as well as more than

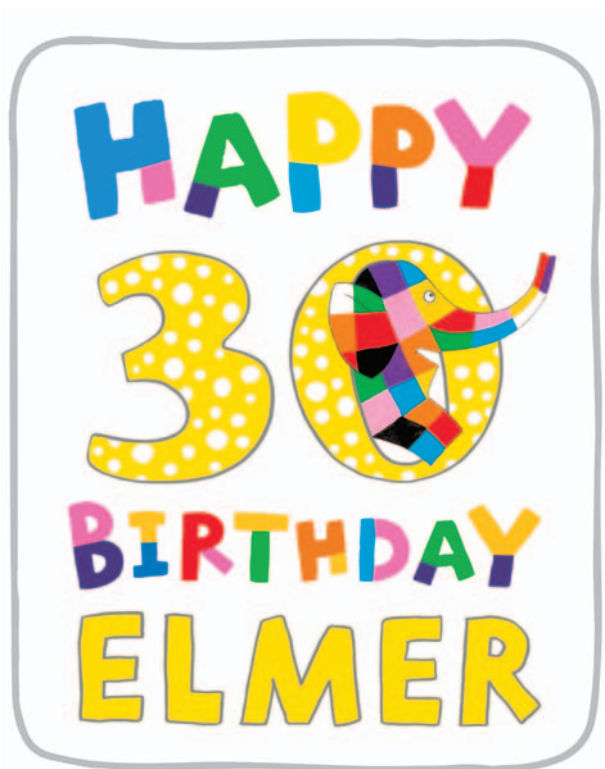
40 purpose-built meeting rooms, a 600-person suite and houses London's largest conference center—the ICC. The venue also offers exhibitors a seamless experience, enabling the event to exist entirely on one floor.

"For everyone I have toured around the venue, their eyes have lit up because they can see the potential of the space," says Knight. "Our job is to bring brands to life, and this venue can offer that."

ExCeL is also about to be more convenient and accessible for conference-goers, thanks to new improvements in public transportation and its proximity to City Airport, which operates flights to and from many European countries.

From an after-hours perspective, east London offers even more choices for dining, entertainment and accommodations with 20 restaurants and bars on-site, 500 venues within 15 minutes and literally thousands of options more in nearby central London. Team BLE is already planning a social schedule to match that of what's on offer in Kensington and will announce plans very shortly.

"We are excited to work with our partners, exhibitors and visitors to develop a fantastic reinvigorated show which reflects the innovation and creativity of its participants and look forward to welcoming the industry to East London next October," says Knight.



Metrostar to Fete 30 Years of Elmer

Metrostar, which represents *Elmer the Patchwork Elephant* for apparel, bedding and accessories, has unveiled a number of new deals that will coincide with the brand's 30th anniversary. New partners include Paul Dennicci for babywear at Sainsbury's as well as Lil' Cubs, Eva & Indie and Belo & Me, who will create a line of swaddles, sleepsuits, dresses, t-shirts and a teething mitt. Current licensees Cooneen will also launch preschool nightwear while Lifemarque will debut backpacks.

"Elmer's unique aesthetic means he works well in a huge variety of styles and we're excited to have lots of beautiful new products in development for 2019," says Claire Potter, managing director, Metrostar. "At BLE, we want to show apparel licensees and retailers how they can work with Elmer to grow their sales with consumers of all ages."

Andersen Press, the brand's owner and publisher, has created a number of new Elmer looks for different age groups. The company will also increase its support of new Elmer products on its social channels in 2019.

"2019 is going to be the biggest year ever for Elmer," says Paul Black, public relations director, Andersen Press. "It's a brilliant time for new partners to join the program. We're investing more in Elmer than ever before and are totally committed to supporting Elmer licensees and retailers through traditional PR and social media."

Rainbow Brings Two Kids' Brands to BLE

Italian animation studio Rainbow is highlighting its new "44Cats" IP as well as "Winx Club" at BLE.

Produced in collaboration with Antoniano Bologna and Rai Ragazzi, "44 Cats" follows the daily adventures of four kittens in the musical band, The Buffycats, and explores the themes of friendship, altruism, diversity and acceptance.

The new show debuts on Rai Yoyo in November and other broadcasting deals have been signed with Nickelodeon (multi-territorial), Discovery Kids (Latin America) and Super RTL (Germany). Major broadcasting deals in France, Russia, U.K. and a number of other countries are also in the pipeline.

"Winx Club," the evergreen classic that follows the adventures of a group of young fairies, mixes action/adventure with comedy and appeals to girls ages 4 to 10 right up to teen.

The brand debuted in 2004 and now boasts 182 episodes, four TV

movies and three theatrical releases. Season eight, featuring 26 new episodes, premieres in 2019 and marks the 15th anniversary of the brand.

To celebrate the milestone anniversary, Rainbow will launch a global marketing plan with activities that include the brand's licensing partners.

Rainbow is also the licensing representative for Santoro's renowned Gorjuss collection across Italy, France and Turkey, where the company is building on existing success in back-to-school and apparel by extending the brand into additional categories.

Rainbow is also enjoying success with football brand Juventus, in the Russian market. Rainbow is the exclusive agent for the property across Russia/CIS and is currently in talks across different sectors. Deals have been sealed with Atributika and Club for apparel and accessories, and more partnership agreements are in the pipeline across all major categories, including toys, tableware and back-to-school.



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Barbie Celebrates 60 Years as an Icon

Barbie is a global icon, instantly recognized by girls around the world. Since 1959, Barbie has inspired girls to be anything from princess to president, astronaut to zoologist. With more than 200 careers and counting, Barbie continues to inspire the limitless potential in every girl.

Mattel believes the world is a better place when girls can discover their dreams through play. More than just a doll, the company sees Barbie as a role model that helps shape futures.

“2019 is going to be an exceptional year for Barbie, celebrating the 60th anniversary of this iconic brand is going to be something very special, and we have lots going on across the franchise, and across the world,” says Lisa Weger, head of consumer products, Mattel Europe.

Weger says fashion will be a huge focus for the IP, and Mattel has tweaked Barbie’s look to tap into the zeitgeist of the moment.

“We have been working on the rejuvenation of Barbie for quite some time; it’s been a journey but the changes we implemented are working,” says Weger. “We looked at our history to guide our future, and Barbie’s original intent was to inspire the limitless potential in every girl.

Today’s parents are looking for Barbie to have a more purposeful identity. The idea of Barbie as a canvas to ignite girls’ imaginations is what continues to make Barbie not only relevant today, but a purposeful brand for tomorrow.”

The brand’s continued work within the fashion industry, along with its role models campaign, keeps Barbie relevant.

“We are also celebrating at this year’s BLE the development of our kids’ fashion statement,” says Weger. “That special relationship a girl has with her Barbie will allow us to develop Barbie as a true lifestyle brand. The fashion show is a celebration of what makes this brand so iconic, and it’s a way to showcase to our current and prospective partners the opportunities this brand has across categories.”



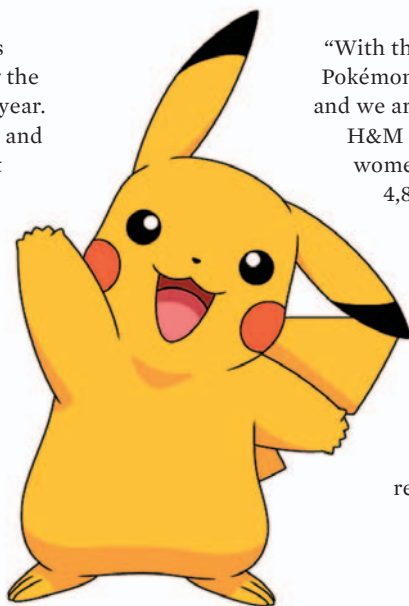
Pokémon Expands Fashion Partnership with H&M

The Pokémon Company International is expanding its collaboration with global fashion retailer H&M following the success of its spring/summer product launch earlier this year.

The initial Pokémon product offering, including a cap and two exclusive t-shirts for kids, has proved so popular that Pokémon and H&M will expand the Pokémon line across apparel, accessories and footwear.

The growing softlines partnership will launch in fall/winter 2018/2019, timed to the opening of the first live-action Pokémon film, *Pokémon Detective Pikachu*.

“We were extremely pleased with the response to our first products for H&M and are delighted to continue and expand our collaboration with this prestigious retailer,” says Mathieu Galante, licensing director, The Pokémon Company International.



“With the forthcoming film and the current popularity of Pokémon apparel worldwide, the outlook for 2019 is exciting and we are looking forward to building our partnership.”

H&M is one of the world’s leading fashion retailers for women, men, teenagers and children, and operates around 4,800 stores in 69 markets worldwide plus a global online shop. The global phenomenon of Pokémon was first launched in Japan in 1996 as a role-playing game for Nintendo’s Game Boy system and reached the United States and Europe in 1998–99.

Pokémon has since grown into one of the most popular entertainment properties in the world and has been named the No. 1 single licensed property by *License Global* for the past two years, reflecting \$3.3 billion global retail sales in 2016.

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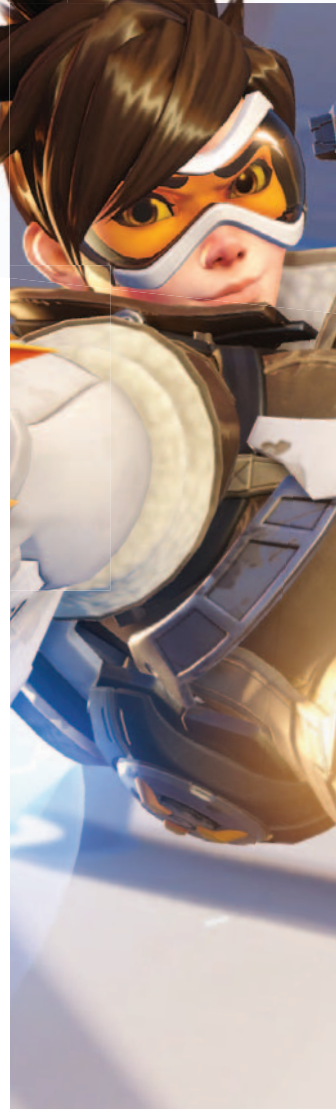
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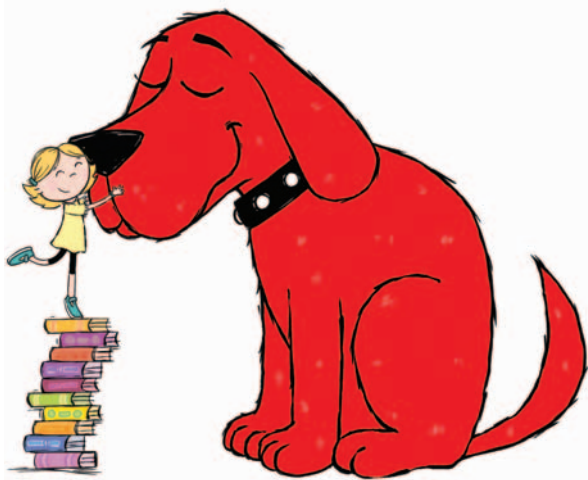


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9 Story to Distribute New ‘Clifford’ Series Globally



Scholastic Entertainment has appointed 9 Story Distribution International as the global distributor for the upcoming relaunch of the “Clifford The Big Red Dog” series.

The new series will feature 39 x 22-minute episodes and will include all-new adventures, characters and locations on Birdwell Island, as well as a new art style and an original song in every episode. In addition, Clifford and Emily will speak to each other for the first time.

“We’re excited to be working with 9 Story to bring the reimagined animated ‘Clifford The Big Red Dog’ series to viewers around the world,” says Caitlin Friedman, co-executive producer, vice president and general manager, Scholastic Entertainment. “Clifford’ is all about friendship, love and kindness, delivering positive messages to preschoolers and their families in every

episode. We are delighted to reintroduce the brand, its central characters and prosocial themes to a whole new generation of fans.”

The series, which is based on the children’s book series by Norman Bridwell, will make its debut during MIPCOM, Oct. 15-18. The first 13 episodes will launch in the U.S. in fall 2019 on Amazon Prime Video and PBS Kids, followed by an international launch in January 2020.

“Clifford The Big Red Dog’ has been an international favorite for years, and we’re thrilled to be partnering with Scholastic Entertainment on international distribution of the series,” says Natalie Osborne, chief strategy officer, 9 Story. “The rebooted series is a wonderful update to the original show, and we’re excited to help bring the new series to broadcasters across the globe.”

WBCP Brings Wizarding World, DC and More to BLE

Warner Bros. Consumer Products will highlight a score of its most popular brands during Brand Licensing Europe including Wizarding World; DC’s portfolio of film, television and animation; and classic animation like “Looney Tunes” and “Scooby-Doo.” In anticipation of the upcoming film *Fantastic Beasts: The Crimes of Grindelwald*, WBCP is expanding the Wizarding World’s licensing program across toys, fashion, home and all sectors of retail.

Within the DC Entertainment portfolio, WBCP will present *Aquaman*, in theaters this December, and *Shazam!*, a new action-comedy adventure that will help drive the DC superhero franchise in 2019. *Wonder Woman* is also set to go, with the highly-anticipated sequel currently in the works. “DC Super Hero Girls” will also be a priority, with an all-new animated series and content to inspire new licensing opportunities.

WBCP will also continue to highlight “Looney Tunes,” which will be supported by 1,000 minutes of new animated content, as well as “Scooby-Doo” and “Tom and Jerry,” which will also offer new content for licensing partners.

Finally, the studio will have several photo opportunities available at stand D30—including Harry Potter’s luggage trolley on platform nine and three-quarters and a “Looney Tunes”-inspired selfie backdrop.



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Sweet! Chupa Chups Celebrates 60 Years

Perfetti Van Melle-owned Chupa Chups is celebrating 60 sweet years on the market—and 20 years in licensing—with a big bash at Brand Licensing Europe. Chupa Chups invites everybody to its fun booth and happy hour today.

On day two, Christine Cool, international brand licensing manager, Perfetti Van Melle, will participate in a panel led by Beanstalk on what it takes to have a successful food licensing program. Later on in the day, the Perfetti Van Melle licensing team will take part in a dedicated session on the company and its wildly successful track record innovating with food and beverage brands in licensing.

Perfetti Van Melle is very active with Mentos, Airheads, Chupa Chups—and the company keeps growing with a few newcomers, Brooklyn, Smint and Fruittella.

Beano Studios Signs New Deals for Stamps, Fashion

Beano Studios, which is celebrating its milestone 80th birthday, has secured a wide range of licensing deals that will cover various product categories including stamps, medals, apparel and books.

Isle of Man Post Office will create a range of “Beano”-themed postage stamps that will feature classic characters. The range is slated for release in time for Christmas 2018.

Westminster Mint will develop a “Beano” collectible range of medals and ingots, including a limited-edition gold version. The designs will feature popular “Beano” characters Dennis, Gnasher, Minnie the Minx and Bananaman.

Baker will continue producing the popular Beano Baker children’s line, which was successfully launched across Debenhams stores throughout the U.K. New products continue to be released across multiple categories.

Studio Press Publishing will develop four new “Beano” titles, set for release in 2019. Studio Press Publishing has already successfully launched seven “Beano” book titles throughout the last 12 months.

Koch Media will develop seasonal boxed gifting items such as the Beano Mug & Socks Gift Set, which is available now. Other items include the Beano Tankard and Coasters Gift Set and the Beano Golf Accessories Gift Set.



Beanstalk Mixes Cocktail Deal for TGI Fridays

TGI Fridays, an American restaurant brand, has partnered with U.K.-based Manchester Drinks to serve up a range of ready-to-drink cocktails.

Beanstalk, TGI Fridays’ licensing agency, brokered the deal.

The new cocktail range features a variety of flavors from the brand’s cocktail menu—including Passionfruit Martini, Pink Punk Mojito and Long Island Iced Tea—in pre-mixed, 500ml bottles.

The TGI Fridays ready-to-drink cocktails launched last month exclusively at Tesco stores across the U.K.



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Brandgenuity to Rep 'Llama Llama,' Ed Stafford

Brandgenuity has signed on to represent Genius Brands International's animated series "Llama Llama" and explorer Ed Stafford for licensing.

For "Llama Llama," Brandgenuity will develop a European licensing program across all major categories in the preschool sector.

Meanwhile, the Ed Stafford licensing program will include outdoor gear and experiences aimed to help aspiring explorers "get outside and reset their souls." Stafford is known for walking the length of the Amazon River and has since become a mainstay on the Discovery Channel.

In addition to the new representation agreements, Brandgenuity has secured a number of deals for BMW, the Anheuser-Busch InBev portfolio, National Football League Players Association, Hawaiian Tropic, Welch's and Viacom in the past year.

"We've had an action-packed year since BLE 2017," says Teri Niadna, managing director, Brandgenuity. "We are proud to have completed our first BMW deals, starting with a global deal with Fossil for smartwatches and traditional timepieces. The NFLPA program has grown; EA's 'Madden' video game has been particularly successful, and we will continue working with our NFL athletes and retailers to promote the business this season. MTV and 'Daria' continue to attract fashion brand collaborators, with three more set to launch this year. The Hawaiian Tropic body mists have increased their presence. And we've completed our first partnerships for AB InBev; apparel and accessories for Budweiser, Becks, Boddingtons and Bass Ale launch this fall, and we are continuing to develop collaborations, food and gifting opportunities across the portfolio."

'Heidi Bienvenida' is Hit for Mondo TV

After conquering its home markets in Latin America, season one of "Heidi, Bienvenida a casa" is performing strongly in Italy. Mondo TV's first live action show, produced by Mondo TV Iberoamerica along with Alianzas Producciones, is becoming a phenomenon for pre-teen and teen audiences in Italy. The popularity of the Heidi YouTube channel and meet-and-greets with the stars reflect the success of the show on Rai Gulp.

Live events have played a strong part in Heidi's popularity. Three performers from the show appeared at an event at Mirabilandia, Italy's largest theme park, and Marcela Citterio, writer of "Heidi, Bienvenida," appeared at the 48th Giffoni Film Festival for a meet-and-greet event, and the stars of the show danced and sang on the event's blue carpet.

Chiara Francia was on hand to sign copies of the new *Mondadori Heidi* books, which reflect the art and craft themes in the show and include a fan guide to the show's characters. A new singalong book and CD starring Deborah Iurato and a 25-song soundtrack CD from Sony were recently launched.

The Italian licensing campaign with Panini includes a worldwide deal for a sticker album in conjunction with a *Heidi, Bienvenida* magazine timed to the back-to-school period. Themed shopping mall events from Echo Entertainment, epiphany socks and confectionery products from Walcor and a special



crossword-format publication from Edizioni Play Press are also in the pipeline. Role-play toys and arts and crafts are among the next target categories.

In addition to a second season for the show, a "Heidi, Bienvenida" feature film has been announced—a first for Mondo TV.

Mondo TV will also highlight the continuing success of "Sissi the Young Empress" at BLE. The animated series has been a success with its target audience of young girls, and Canada, Germany, and Austria are the latest territories to launch the show's first season. "Sissi the Young Empress" is airing on Club Illico, an SVOD subscription service and one of the leading Canadian digital platforms in the French language. Mondo TV has also announced a three-country deal with Nickelodeon that brings a German-language version of season one to Germany, Austria and Switzerland for a five-year period starting in July.

Mondo TV has a three-year deal with DBS children's channel JeemTV to air "Sissi" in Arabic in a number of countries. Season two is now airing in a number of markets and a third season in 3D is planned and will be supported with an expanded licensing campaign.

Mondo TV has partnered with Active Merchandising for licensing in Germany, and the company is looking to expand categories and regions covered. Licensing already includes puzzles and board games, personal care products and carnival costumes.



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ABG Unveils New Brand Partnerships, Campaigns

Authentic Brands Group has unveiled a score of partnerships and collaborations. The brand management group has also revealed a refreshed corporate look to better reflect its core values of “strength, conviction, teamwork and its collective dedication to achieving success.”

ABG’s recent announcements include:

- In the first half of 2018, ABG acquired Nautica, Nine West and Bandolino. The deal will help the company accelerate the ongoing expansion of brands into new lifestyle categories and territories around the world.
- ABG partnered with Invictus MD Strategies Corp., a Canada-based cannabis facilities owner and operator, to launch a collection of lifestyle-inspired brands featuring cannabis products for patients and recreational users.
- ABG is currently building an influencer community through Winston to help tell the brand’s stories.
- Nautica paired with Lil Yachty to launch a limited edition collection of men’s apparel, which will feature six styles.
- The Juicy x Juicy Couture collection is now available at Macy’s. Juicy Couture also released its Oui and Color fragrances at the retailer.
- Delivering Good will honor the brand

management company for its efforts to help those impacted by poverty and natural disasters. The gala event will take place Nov. 7 in New York.

- Airwalk renewed its partnership with Zumiez and will roll out new footwear styles including the iconic One, The Random and Second Skin.
- Vision Street Wear will launch 30 freestanding stores in China this fall, with 100 more stores planned for the next two years.
- Spyder launched its first-ever swimwear collection. Spyder also launched its fall/winter 2018 collection with Gore-Tex, which features outerwear lines for men, women and children.
- Big3, the professional three-on-three basketball league founded by Ice Cube, named its championship trophy after Julius Erving to commemorate his career.
- Greg Norman was featured in *ESPN* magazine’s 2018 Body Issue.
- Judith Leiber launched a new website featuring a customization destination for fans to design their own handbags. Leiber also launched the Ashley Longshore collection, which debuted three unique handbags in July. Two additional styles are planned for the holidays.



- Hickey Freeman partnered with the Levy Group to launch dress pants and shirts, polos, sweaters, t-shirts and outerwear in spring 2019. The Levy Group will also launch swimwear for the brand.
- Adrienne Vittadini released activewear and jackets this fall.
- Frederick’s of Hollywood debuts its fall campaign starring Megan Fox and her latest designs.
- Taryn Rose launched a weather-proof collection of flats, heels, boots and booties.
- Shaquille O’Neal signed on as J.C. Penney’s brand ambassador for its big and tall section and was featured throughout the retailer’s marketing campaigns.
- M. Monroe debuted the Text Me collection, which translates the star’s love of literature into letter charms.
- Off-White will launch a limited-edition t-shirt collection this winter that pays homage to Michael Jackson.

Activision Blizzard Brings ‘COD,’ ‘Overwatch’ to Europe

Committed to investing in international growth, Activision Blizzard Consumer Products Group is heading into BLE with a host of beloved video game brands.

As part of its European, Asian and Latin American expansion plans, Activision will focus on a variety of business models including licensing and retail partnerships, gear stores and pop-up fan experiences for brands including “Call of Duty,” “Crash Bandicoot,” “Overwatch” and “World of Warcraft.”

Current partners on board to support Activision’s mission include Hasbro, Nerf, The LEGO Group, Uniqlo and McFarlane Toys, among many others.

Additionally, the video game company will remain focused on its eSports offerings with “Call of Duty” World league, MLG Network and the “Overwatch” League.

“Activision Blizzard Consumer Products Group is thrilled to return to BLE

to showcase our growing slate of partnerships that will help fans around the world engage with their favorite franchises in new and innovative ways,” says Tim Kilpin, chief executive officer and president, Activision Blizzard Consumer Products Group. “As our merchandise continues to expand to the international market, we are energized by the prospect of continuing to redefine how some of our popular brands like ‘Call of Duty’ and ‘Overwatch’ are experienced across the globe.”



Dependable Rights Reveals Enhanced Co-Branding Payout Tracking

Dependable Rights, the U.K. subsidiary of Dependable Solutions, has unveiled a new product update to its Dependable Rights Manager application, which relates multiple licenses on a single SKU.

Currently used by gaming companies and publishers, the latest version of the Dependable Rights Manager application is capable of tracking multiple brand and licensee payouts with different rates, all on a single SKU.

Sales, royalties and co-branded payouts, for example, are now presented on a single SKU format, allowing payouts on multiple contracts to licensors and brand owners.

Additionally, royalties are separated in a single SKU, which is based on the agreed upon rights and royalty payouts.

“With more licensees on board our royalty and licensing platform, we needed more creative ways to split royalties on products,” says Paul Hucker, client services manager, Dependable Rights. “Co-branding gives us the edge we required to help licensees refine their split royalty processes.”

Additional information regarding the new features can be found online at DependableRights.com.



'Mofy' Bounces into BLE 2018 Debut

Sony Creative Products will bring its preschool property "Mofy" to Brand Licensing Europe for the first time.

"Mofy" follows a lovable, fluffy rabbit that lives in a warm and puffy cotton ball. In every episode, Mofy finds out something about the world around her, discovers and understands new feelings and emotions and learns to be kinder and braver.

In Japan, "Mofy" is featured across a score of categories including confectionery, yogurt, apps, books and magazines, sticker books, digital publications, DVDs and plush. There have also been numerous promotions with magazines, shopping malls, celebrities and retail corners, as well as live appearances, special events and exhibitions.

"With an established appeal in a number of kawaii markets, not to mention excellent ratings on one of the U.K.'s most popular children's programming strands, the time is right to announce the expansion of 'Mofy's' presence in Europe—and where better to do that than at BLE?" says Takehiko Ohya, global business group licensing manager, SCP. "We look forward to meeting potential partners at BLE and telling them more about this uniquely appealing property."

The animated series, which is broadcasting in more than 50 countries, will be highlighted at stand G10, where SCP will be meeting with potential partners with the aim of appointing a licensing agent for the U.K. and other European countries.

Animaccord Celebrates a Decade of 'Masha'



Animaccord is celebrating a milestone 10th anniversary this year. Since the company started a decade ago as an animation studio, it has grown to become an international licensing company and studio specializing in the global distribution of content, consumer products rights and brand management.

This year, Animaccord was included in *License Global's* list of top 150 global licensors. Animaccord's well-established relationships with media heavyweights (including Netflix, Google, Corus, NBCUniversal, Sony, Viacom18, RAI, France TV, TVE, Televisa and SBT) and consumer product leaders (including Simba Dickie Group, Spin Master, Hachette, Penguin Random House, Clementoni and Ferrero) has helped the company raise its brand profile to become one of the most popular licensing companies in Europe.

The studio's hit animated series "Masha and the Bear" is also celebrating its 10th anniversary. A new series of 13 episodes will air in 2019 and will focus on different countries

from around the world. Each episode runs 6.5 minutes and includes a popular song from the country featured in the episode. The format of the series is a synergy of D animation and 2D video clips.

Animaccord will also debut its first live musical performance version of "Masha and the Bear" in Moscow in December 2018. Titled "Masha and the Bear: A Very Detective Story," the 70-minute show is aimed at children ages 3 and over, and features original scenery and songs. Souvenir gifts will be available during the run of the show.



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Studio 100 Media Opens Animation Studio in Munich



Studio 100 Media is opening its own animation studio—Studio Isar Animation—at its Munich headquarters in October.

The new studio will include workstations for up to 40 artists and will also perform CGI work, including modeling, texturing, shading, lighting, FX, compositing and rendering for its own film productions and for third parties and co-productions.

“We are extremely pleased to announce the founding of Studio Isar Animation,” says Ulli Stoef, chief executive officer, Studio 100 Media AG. “It is the next logical step for the strategic development of the Studio 100 group to have our own CGI animation studio here. It allows us to realize future projects most efficiently, to bundle expertise at the Munich location and it grants us independence as a film producer.”

“With Studio Isar Animation, Studio 100 Media continues to open up for co-productions and co-financing of new feature film projects by third parties,” says Thorsten Wegener, producer, Studio 100 Media. “With regard to Studio 100 Film, our own sales department for international animated films, we now have the opportunity to offer our partners all steps from the idea to development, production and international distribution from a single source.”

Studio Isar Animation’s first project will be taking over the CGI work for the third feature film of *Maya the Bee—The Golden Orb*, which is expected to be completed in 2020.



Endemol Shine Group Cooks Up ‘MasterChef’ Deals

Endemol Shine Group has announced a host of new licensing partners spanning various product categories for its hit television series “MasterChef.”

Kimm & Miller, gifting specialists, will develop a new range of “MasterChef” gift sets that will launch later this year and will be available at Debenhams stores across the U.K. The sets will include aprons with spices, mini saucepan servers with condiments and a spice rack, among other items.

Endemol Shine Group also inked a deal with Case Licenses to manufacture a comprehensive line of “MasterChef”-branded kitchenware, which will be the first product offering to appear on the newly-dedicated “MasterChef” Amazon retail page.

Published by DK, the *MasterChef: The Classics with a Twist* recipe collection book brings together a decade of MasterChef champions who put their twist on classic dishes.

On Wednesday, Oct. 10 at BLE, two “MasterChef” top finalists, including this year’s winner, Kenny Tutt, will participate in two live sessions in the food activation area. The chefs will host mystery box challenges, offering attendees a chance to win mini mystery box gifts.



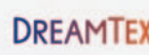
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YouTube Influencer Makes BLE Debut

Hearts by Tiana is the new brand from 10-year-old YouTube influencer Tiana. With 12M subscribers and 2.6B views, Tiana is the most watched girl on YouTube. Her new brand offers forward-thinking licensees at Brand Licensing Europe the first opportunity to partner on a cutting-edge property in the new digital world.

Some of the categories Tiana is looking into for licensing are clothing, nightwear, homeware, stationery, games, beauty, accessories, jewelry, tech, birthday parties and cards, food and drink, and books and magazines. Merchandise is already selling via her site heartsbytiana.com.

Tiana has appeared at a number of brand activations this year at which she regularly attracts thousands of fans.

“The ability for a YouTuber like Tiana to authentically use a product, and integrate into a campaign is really powerful,” says Ian Shepherd, chairman, The Business of Influencers. “Influencers also tend to be more accessible than traditional ‘celebrities,’ offering licensees new opportunities.”

Tiana of Hearts By Tiana and will be attending BLE today to meet with prospective licensees.

Capcom Highlights ‘Mega Man,’ ‘Street Fighter’ and More

Capcom, a worldwide developer and publisher of video games, will bring a robust assortment of its IP to BLE including “Monster Hunter: World,” “Resident Evil,” “Devil May Cry,” “Mega Man” and “Street Fighter.”

First, for “Resident Evil,” Capcom anticipates a surge of licensed products ahead of the reimagined “Resident Evil 2,” which is planned for a January 2019 release. The program has already kicked off with Steamforged, which will develop a board game based on the original “Resident Evil 2.”

“Mega Man,” meanwhile, will celebrate its 30th anniversary with the sequel “Mega Man 11,” which launched Oct. 2. A host of merchandise is planned for 2019.

During BLE, Capcom will look to expand its IP in categories such as promotions, beverages, music, online

gambling and cosplay. Upcoming merchandise, which will be available from a variety of retailers, includes:

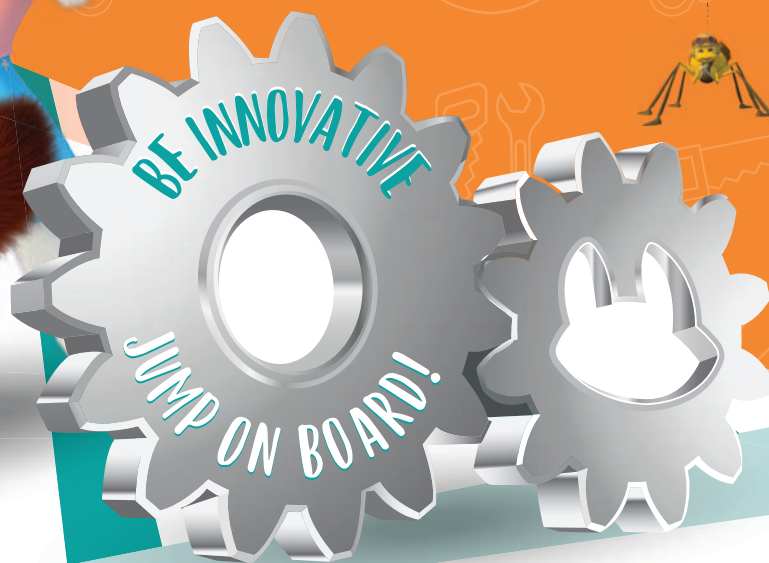
- Gifting accessories from Abyse Corp;
- “Mega Man” plush from PMS International;
- Pop! collectibles from Funko;
- Apparel from Difuzed, Park Agencies, Fashions U.K., Insert Coin, Rubber World, Roy Lowe & Sons and Dutexdor;
- Statues based on “Devil May Cry,” “Street Fighter” and “Resident Evil” from Darkside Collectibles;
- “Street Fighter” and “Mega Man” collectible figurines from GameStop; and
- A Ryu “Street Fighter” cable guy device holder from EXG.
- Additionally, Capcom has revealed a new European online store in partnership with Gaya Entertainment.



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No.1 Brand Robocar POLI

Robocar POLI consolidates its position as a No.1 pre-school brand in Russia. According to NPD's research on 2016 Russian pre-school toy market, Robocar POLI has ranked No.1 from the pre-school category. POLI has been also selected as 2nd fastest growing brand.

No.1 Certified by NPD

TOP Selling Brand in Italy

Since its launching in February in Italy, POLI is getting more and more market share in the Italian market. In 4 months, Robocar POLI toys became one of the top selling toys.



Everywhere with Robocar Poli

Collaboration of No.1 Book Store Chain and No. 1 Kids Character in Korea

Kyobo bookstore, the No. 1 book store chain in Korea and Robocar POLI collaborated for a promotion. This is a promotion that people bring used books to earn points. All of the books that are bought by the people will be donated to local organizations.

5th ROBOCAR POLI Theme Park in China

5th Robocar POLI theme park opened at Shuion plaza, Wuhan, China. The park in Wuhan is the two-story and the largest among the Robocar POLI theme parks which are located in Beijing, Chongqing, Nanjing, and Guanzhou. The unique attractions, themed with the characters and elements of Robocar POLI series are finally unveiled in this park.



Second ROBOCAR POLI restaurant Open in Taiwan

The second Robocar POLI restaurant opened on 8th June at Global Mall in Taiwan. Robocar POLI restaurant now provides new menus and many events such as VIP day and birthday party. Robocar POLI became a place where children can experience a popular character brand, Robocar POLI.



Traffic Safety with Poli

Robocar Poli had 2nd FIFA Road Show with Hyundai Russia

Starting from April of 2017 in Sochi, Robocar POLI Rescue Team toured the major cities in Russia for Traffic Safety Campaign including Novgorod, Volgograd, and Ekaterinburg until the end of May, 2017.



4 Major City Tours in Russia



Robocar POLI Traffic Safety Playpark Opens

The third place to educate traffic safety to children with Robocar POLI, 'Robocar POLI Traffic Safety Playpark', starting this year, was developed by cooperation with Hyundai Motors, Citeezen's Coalitions for Safety and ROI VISUAL. As a real life version of traffic safety education, the palypark expects more than 30,000 visitors each year.



Hot Items

Sunkist POLI, 20% increase in sales only within 2 months after its launching

Only 2 months after its launching with 4 kinds of pet beverage, 'Sunkist POLI' has received tremendous love from children. Comparing to sales of Disney Sunkist product last year, sales of 'Sunkist POLI' showed an increase about 20%.

100% Pure Fruit Juice in Taiwan

100% pure orange and apple juice were launched. Kuang Chuan Daily, the most well-known beverage company in Taiwan, launched Robocar POLI fruit juice as its first licensing product.



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CAA-GBG Deals for Coca-Cola Capsule



Coca-Cola and fashion label Desigual have joined forces to launch a new capsule collection for fall/winter 2018.

CAA-GBG, the beverage brand's licensing agent, brokered the deal.

Featuring the iconic Coca-Cola logo, the initial collection will be comprised of seven pieces—including biker jackets, outerwear, shirts and shoes for women as well as two t-shirts for men.

Founded in Barcelona in 1984, Desigual is an international fashion company with a presence in nearly 100 countries via 13 sale channels and more than 500 of its own stores.

Godzilla: King of the Monsters Invades Spanish Market

GODZILLA

Japanese company Toho Co. has appointed Ypsilon Licensing as the exclusive agent for Godzilla in Spain. The franchise has had a significant cultural influence since the launch of the first movie in 1954. The original film is widely regarded as a masterpiece, and Godzilla has become a global pop culture icon.

The new film, *Godzilla: King of the Monsters*, sequel to the 2014 *Godzilla* film, will be launched in 2019 to become the 35th film in the franchise. Ypsilon will work closely with Toho to create a merchandising and promotional program targeted to kids and adults to maximize the brand potential of this iconic franchise.

Barcelona-based Ypsilon Licensing is a joint venture between Ypsilon Films and the Multitrade Group and operates as exclusive brand managers of iconic animated and live-action characters, food brands, fashion and lifestyle for leading producers and distributors in the territories of Spain, Portugal and Italy. The company has built comprehensive 360-degree licensing and PR campaigns with the leading TV networks, licensees and retail.

Ypsilon Films is a distribution company which acquires and markets international brands and high-profile programming via partnerships with international production and distribution companies for the exploitation of television and SVOD rights in Iberia and Italy as well as for the TV sale of selected programs in Europe, Israel, The Middle East and Asia. The Multitrade Group owns fashion boutiques, multibrand textile manufacturing and distribution in Europe and Asia and raw materials distribution in the U.S. and Central America, real estate and venture capital operations.

Imperial War Museum Debuts Kitchenware Ranges

Imperial War Museums (IWM) debuts its bestselling kitchenware ranges "Victory is in the Kitchen" and "While There is Tea There is Hope" as part of its diverse licensing program inspired by the museum's rich archives.

The ranges, which draw upon IWM's First World War collections, offer the potential for unique products that tell powerful stories. For example, during World War I, tea was a staple part of British soldiers' rations, according to the IWM. The unique line is now available to license.

IWM also unveils new partnerships with The Gifted Stationery Company and Kent & Stowe, adding to IWM's portfolio, which includes current partners The Royal Mail, The Royal Mint, Airfix and Smart Fox.

IWM licensees have access to the museum's robust collections, which include paintings, sculpture, photographs, film, graphic art and posters. IWM has a dedicated U.K.-based brand licensing team and a U.S. licensing agent, Spotlight Licensing.

Contact acheung@iwm.org.uk for licensing opportunities.





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The Elf on the Shelf Takes the U.K. by Storm

Rocket Licensing has secured numerous U.K. licensing agreements in support of The Elf on the Shelf Scout Elves for Christmas 2018.

Key partners include Baby Republic (the exclusive U.K. distributor of The Elf on the Shelf products), DVD partner Universal, Aykroyds TDP for nightwear and underwear, Fashion U.K. for daywear, Roy Lowe & Sons for socks and Hachette for an activity sticker book. IG Design Group is also set to launch gift wrap and bags and Dreamtex has expanded

its range to include pillows and towels.

The festive brand is also teaming up with Kellogg's for a promotion this year.

"The hugely positive response we have received to The Elf on the Shelf from potential licensees and retailers has very quickly translated into significant signings and some really fantastic product entering the U.K. market this Christmas," says Rob Wijeratna, joint managing director, Rocket Licensing. "All our partners can see the benefits of this unique brand—the



only elf that creates real family moments, cherished memories and traditions and who reports to Santa."

Find The Elf on the Shelf at BLE at the Rocket Licensing stand B5.

Smiley Unwraps Deals With Mondelez, Unilever

The Smiley Company has entered into promotional deals with Mondelez International in Asia and Unilever in France.

Smiley and Mondelez released on-pack and in-pack promotions on Cadbury's Lickables and Gems candy products in India and Bangladesh.

The campaign gave customers the opportunity to collect 16 mini Smiley toys, such as fidget spinners, phone stands, puzzles, mazes and stamps, and to buy Cadbury products with Smiley-branded packaging.

Smiley will replicate the campaign in Indonesia, Malaysia and the Philippines through 2019.

Unilever has also

paired with the art emoticon brand once again for a second Smiley-branded loyalty program at Carrefour stores across France. Cartamundi brokered the deal.

The multi-category promotion, which ran from Sept. 24-30, rewarded customers that purchased a minimum of three Unilever products with an opportunity to win one

of thousands of prizes including Smiley Premiums, Unilever vouchers, high-tech Carrefour vouchers and even a vacation.

"Smiley brings a smile to the faces of consumers at retail, and we are helping big brands reach their customers in exciting ways," says Lori Heiss-Tiplady, vice president, brand strategy, Smiley. "Our FMCG promotions

continue to drive sales at retail, and this is opening up more partnership opportunities with the biggest and best in the industry. Working with Unilever and Mondelez is not just building brand awareness, it's allowing us to create integrated marketing experiences both at retail and on digital."



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Natural History Museum, Roald Dahl Story Company Team Up

The Natural History Museum and The Roald Dahl Story Company recently announced plans for a collaboratively co-branded product range that will bring to life the many animals featured in Roald Dahl's globally-loved stories.

The range, which will likely include science kits, puzzles/games, paper products, craft/activity items, plush and apparel, will be aimed at boys and girls ages 5 to 11.

Combining Roald Dahl's humor, storytelling and love of the outdoors with the Natural History Museum's knowledge and authentication of the natural world, the partnership aims to create products that are fun and engaging and will inspire a love of nature in children everywhere.

The designs will reference a number of Roald Dahl's iconic stories, including *James and the Giant Peach*, *Fantastic Mr. Fox*, *The Enormous Crocodile* and *Matilda*, and marry them to the museum's scientific expertise.

The range will also highlight key themes relevant to the museum and its work, including helping animals to flourish in their natural surroundings, looking after the environment, and STEM learning.

Expected to launch in early 2020, this initiative follows the highly successful *James and the Giant Weekend*, a family festival held at the museum, during which the Natural History Museum and The Roald Dahl Story Company joined forces for a takeover of the Orange Zone of the museum.

"This collaboration with an enduringly popular children's writer, one who shared many of the Natural History Museum's aims and ideals, is a major licensing initiative that will educate, inspire and entertain children everywhere," says Maxine Lister, senior licensing manager, Natural History Museum.

"Roald Dahl was a huge lover of the outdoors," says Stephanie Griggs, licensing and design director, The Roald Dahl Story Company. "The Natural History Museum will provide invaluable authenticity to the key themes."

Bulldog to Showcase Robust Portfolio

Bulldog Licensing will highlight a smattering of brands during Brand Licensing Europe this year including "Angry Birds," "Miraculous," Moose Toys' Pikmi Pops and "Sesame Street," among many others.

"BLE is always a major event for us, but we're particularly excited this year as we have such a diverse range of quality brands—both established big-hitters and new arrivals—that will offer considerable commercial opportunities to potential partners," says Rob Corney, managing director, Bulldog.

First in the lineup is Moose Toys' Pikmi Pops, a collection of scented miniature plushies packaged in a lollipop vessel. Licensees on board in the U.K. include Spearmark for housewares, Blueprint for stationery, Aykroyds/TDP for nightwear and swimwear and Blues for leisurewear, with additional discussions currently underway.

Also from Moose Toys is Shopkins and the new collectibles brand Treasure X, which features multiple layers before uncovering a collectible treasure under with its own distinctive weapon. Bulldog will launch its first licensing initiative for the brand during BLE.

Next, Bulldog will present BioWare and EA's action-RPG "Anthem." The video game, which is set to launch early next year, features a world left unfinished by the gods and a shadowy faction that threatens all of mankind. During the game, players will explore vast ruins, battle enemies and claim otherworldly artifacts to defeat the dangers of an ever-changing world. Bulldog is seeking partners across multiple categories.

"Angry Birds," meanwhile, will see Silver Fox Collectibles join its existing roster of licensees—including Whitehouse Leisure, Poetic Brands, Gemma International and Winning Moves. Bulldog is also planning support activity across key retailers, and Rovio has partnered with Perfetti Van Melle for an extensive range of "Angry Birds"-themed Chupa Chups products.

The "Sesame Street" brand will also

be expanding its international presence on all fronts during BLE. With all new content to set to launch this fall, Bulldog plans to extend the brand in categories such as goods, accessories and gifting.

The trading card game Match Attax will also be available for licensing opportunities across apparel, accessories, sports toys and gift products. Centum Books, Cooneen

and Sambro are already on board for publishing lines, nightwear and stationery, respectively.

Adding to Bulldog's robust portfolio is Care Bears, which recently expanded its licensing program into adult apparel through a deal with Alice Vandy. Sambro is also set to launch a new baby toy range to accompany the core product lines from Flair.

Next, *That's Not My...*, a series of touchy-feely board books from Usborne, will be on display. Most recently, both Dennicci and TU at Sainsbury's signed on for baby apparel. Rainbow Designs also came on board for baby and infant toys, and Bulldog is currently in talks with several potential partners across a range of categories.

Meanwhile, more than 25 licensees across a range of categories have signed on for "Miraculous: Tales of Ladybug & Cat Noir." Highlights include soft lines, nightwear, t-shirts, stationery and accessories.

America's famous Route 66 will also make its way to BLE, backed by a host of resources including 125 high-res photos and 367 original artworks. While relatively new to the U.K. market, the brand's potential is illustrated in Germany, according to Bulldog, where the program is already up and running.

Finally, *The Magic Faraway Tree* by Enid Blyton will be showcased to drive licensing opportunities for the brand ahead of a new live-action film, which currently in development by StudioCanal and Neal Street Productions. Previously, Bulldog had success in developing licensed programs for Blyton's *Famous Five* series.





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Santoro Shines Spotlight on Gorjuss and Poppi



Award-winning fashion and lifestyle brand Santoro returns to Brand Licensing Europe to showcase its Gorjuss brand, which has become a global sensation over the last nine years.

The brand has been able to appeal to both the high-end consumer as well as the mass market. Santoro, who just won the Queen's Award for Enterprise for International Trade 2018, will also shine a light on its newest treasure Poppi Loves, which it first debuted in June 2017. Poppi, the cute little girl in a red coat, was new to BLE in 2017 but is already available in 25 countries.

Other Santoro brands on the radar are Mirabelle, which has led to collections of fashion accessories, cosmetics and bespoke retail collections. The Kori Kumi textiles and apparel collections will be showcased at BLE, along with Santoro's sophisticated Felines range for cat lovers.



BLE Panel: Toei Animation and VIZ Media Talk Anime

Toei Animation and VIZ Media will share their vast insights and appear together on a panel titled, "Anime Pops into the Tops" at BLE on Oct. 9 at 4:00 p.m. in the Licensing Academy (#F130).

For the first time, both companies will present a case study on how anime entertainment content affects the licensing market, how anime licenses generate high interest and how anime evolved from an exclusively Japanese category to an EMEA sensation.

"We are delighted to join our longtime partner, VIZ Media Europe, in having this important discussion with Brand Licensing Europe attendees," says Ryuji Kochi, president, Toei Animation Europe.

"From niche to mass market, anime



content is now taking over all the headlines becoming a stronghold in the licensing industry," says Kazuyoshi Takeuchi, president, VIZ Media Europe. "It is with great pleasure that we are joining forces with our close collaborator and longtime partner to cross-highlight the power of anime content in our industry today."

Creative Licensing Unveils Licensees for *Bill and Ted*

Creative Licensing has signed on a number of licensees to celebrate the 30th anniversary of *Bill and Ted's Excellent Adventure* as well as the upcoming release of *Bill and Ted Face the Music*.

Partners include Built Games for a mobile game, titled "Wyld Stallyns"; Boom! Studios for its fourth *Bill and Ted's* graphic novel series, titled *Bill and Ted Save the Universe*; Middle of Beyond for ugly sweaters, a Christmas ornament and Hawaiian tee designs; Bioworld for apparel; Surreal Entertainment for beverageware, home goods and novelties; and many others for subscription box products, gambling games, collectibles and board games.

Creative Licensing will be on-site at stand B71.





Get Ready for Another Pokémon Adventure

Launching exclusively for Nintendo Switch on 16 November, *Pokémon: Let's Go, Pikachu!* and *Pokémon: Let's Go, Eevee!* are designed for players experiencing a Pokémon video game for the first time

- The next Pokémon core series game is currently in development and will launch in the second half of 2019 on Nintendo Switch
- Pokémon is one of the most successful video game franchises of all time, with more than 300 million games sold worldwide
- The Pokémon animated television series has now reached over 1,000 episodes, spanning 21 seasons
- The Pokémon Trading Card Game is one of the best-selling trading card games in the world—more than 23.6 billion cards have been shipped to 74 countries in 11 languages
- The first-ever live-action Pokémon film, *POKÉMON Detective Pikachu*, featuring an all-star cast including Ryan Reynolds, Justice Smith and Bill Nighy, will release in May 2019

**For licensing opportunities,
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Licensing Director—Europe
m.galante@pokemon.com

Harris McQueen
Senior Licensing Manager—
UK, Nordics, Germany
h.mcqueen@pokemon.com

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‘Lilybuds’ Flies into the U.K. with Zodiak Kids

Sony Pictures Television Networks U.K. has secured the rights to the new animated series “Lilybuds” from Banijay Group’s Zodiak Kids.

Under the terms of the agreement, Sony will air the program on its preschool channel, Tiny Pop, and will launch it later this year.

Produced by Zodiak Kids Studios, “Lilybuds” is a co-production between France Télévisions and Discovery Kids LatAm, both of which launched the series this summer, and follows the adventures of a community of tiny magical gardeners known as Lilybuds. The group of friends are united in their purpose to tend to the extraordinary garden where they live while caring for the animal creatures that live nearby.

Additionally, Zodiak Kids owns the worldwide licensing rights to the series and will roll out a full consumer products line for the property.

Miffy Expands to New Categories



Miffy has been a fixture in the playroom for decades, and the appeal of the adorable white bunny is greater than ever as Miffy’s simple, iconic design appeals to today’s parents who want for stylish nursery décor.

This fall, Rainbow Designs launched two plush lines, a fashionable grey range exclusive to John Lewis, and a fresh new mint range which will roll out across high street stores.

DRI’s partnership with Tobias and the Bear will continue into 2019 with the high-end clothing brand creating unisex clothing and the hugely successful Miffy collection of simple but fashionable babywear. New lines will be added to the stylish monochrome range, including muslins and a 3D Miffy cushion.

Miffy has also expanded into the girls’ nightwear and daywear business. The women’s nightwear category, with ongoing launches in Primark, has been a huge success for the IP. Miffy will also make its mark in the hobby sector with knitting and crochet kits from Stitch and Story and quilting fabrics from Visage Textiles.



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Maurizio Distefano Licensing Targets Italy, Poland and Eastern Europe

Four years after its formation by respected industry veteran Maurizio Distefano, Maurizio Distefano Licensing has an extensive list of properties and clients, including some of the most popular names in entertainment around the world. The agency's new Warsaw office serves as a base from which MDL can grow its Polish business and allows MDL to explore and develop other eastern European territories.

In Italy, MDL represents "Masha and the Bear," a massive pre-school hit which has a new 10,000-square-meter themed area at Leolandia, Italy's most popular theme park.

Rovio Entertainment's "Angry Birds" and the spin-off "Hatchlings" have inspired games, a hit movie, theme parks, animated series and a strong presence on YouTube, as well as a wide range of licensed products in such categories as back-to-school, personal care, publishing, toys, clothing and food. With 4.3 billion game downloads since 2009 and a successful and ongoing licensing campaign, "Angry Birds" is likely to remain a leader in the MDL portfolio. The second "Angry Birds," introducing new characters and exciting new locations and set for release in September 2019, will be a boost to an already strong licensing campaign.

A new broadcast deal with RAI in Italy has brought "Bing" to Italian TV screens for the first time. The award-winning preschool show is proving



to be a huge success, with 15 episodes per day on RAI YoYo and a strong presence on social media.

Anniversaries are big for several brands represented by MDL. "ALVINNN!!! And the Chipmunks," an all-new version of the kids' show, has a strong licensing campaign which will benefit from the 60th anniversary of the Chipmunks next year, and Tetris, one of the most recognizable and influential video game brands in the world, celebrates its 35th anniversary in 2019.

Emoji—The Iconic Brand has an appeal that crosses generations and genders. The IP's owner, the emoji company, owns the registered emoji trademark in up to 25 classes in more than 100 countries around the globe. The company owns more than 800 trademarks and created more than 10,000 registered icons and characters protected under applicable copyright laws and

available for legal licensing and merchandising, promotions, loyalty programs and marketing activities. The emoji company works with more than 500 global licensees and partners with Zara, Sony Pictures Animation, Global Brands Group, Kipling, Walmart, Mango, Pull & Bear, Target, DeFacto, Koton, Urban Outfitters, Primark, Unique Industries, Fuji, O2, Nikon, Nestle, Ferrero, Kellogg's, Tesco, Danone, Burger King and C&A.

Other properties in MDL's portfolio include:

- Children's brand "Monchhichi," which airs on Frisbee and DeA Junior and recently forged a toy distribution deal for Italy.
- Fashion brand Camomilla Milano and fashion and accessories brand Chic & Love, which combines a sexy and attractive street look with a modern and comfortable style and incorporates Swarovski crystals into many of its collections.
- GAPCHINSKA, based on the art of popular Ukrainian artist Eugenia Gapchinska. The IP is inspiring a strong global licensing program.
- Children's IPs "Simon's Cat," an animated cartoon and book series about a hungry house cat, "Gigantosaurus," the adventures of four young dinosaurs and web hit "Hamsta World."
- The French animated comedy series "Oggy and the Cockroaches."
- Football superbrands Inter FC, AS Roma, Atletico Madrid and Gornik Zabrze.

SYBO Games Announces Launch of SYBO TV



SYBO Games, IP-owner and game developer of mobile game "Subway Surfers," has announced the launch of SYBO TV, a video streaming, content creation and distribution platform.

SYBO TV will launch in Q4 2018 and will offer various content and programming, including "Subway Surfers:

The Animated Series," Jake's Shakes bite-size videos, game live streams, trailers, extensive behind-the-scenes looks, lifestyle content and more.

"SYBO TV is the latest in our commitment to deliver rich content, cool consumer products and authentic experiences," says Naz Amarchi-Cuevas, head of licensing and brand marketing, SYBO Games. "So many of our fans identify with the Subway Surfers lifestyle, and we are keen to provide a one-stop digital destination for them to dive further and share the experience."

SYBO Games will be exhibiting its Subsurf consumer lifestyle brand at BLE at booth F92.

Planeta Junior Brings Pucca Back

Planeta Junior is set to relaunch the PUCCA lifestyle brand created by Korean company Vooz, based on an international character seen in 170 countries.

Pucca is back to win the hearts of Millennials and young adults alike, with her audacity, fun and inclusivity, and with a message of love based on the idea of "being yourself."

Pucca is also the star of a TV series. The first two 2D seasons are already available, and CGI season 3 is set to launch in 2019.

Planeta Junior is the brand's licensing agent and TV distributor for the series in Europe, Middle East and North Africa.



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APMEX Launches Anne Stokes Minted Coin Series

Precious metal retailer APMEX has launched a six-coin series, Anne Stokes Dragons, by licensee Anonymous Mint. The limited-edition series includes Stokes' dragons in 999 fine silver.

"At APMEX, we take pride in building relationships that allow us to provide our customers with unique product options they cannot find anywhere else," says Ryan Boyles, vice president, merchandising, APMEX. "The newest and one of the most exciting of these brings the legendary fantasy art of Anne Stokes to life. This new Dragons Series features breathtaking designs that will enthrall existing Anne Stokes fans and will surely create new fans."

The Anne Stokes Collection covers various fantasy subjects, including unicorns, enchanted forests and dragons. The collection will be presented at BLE at Art Ask Agency's booth N72, where visitors will be able to meet the artist behind the brand.

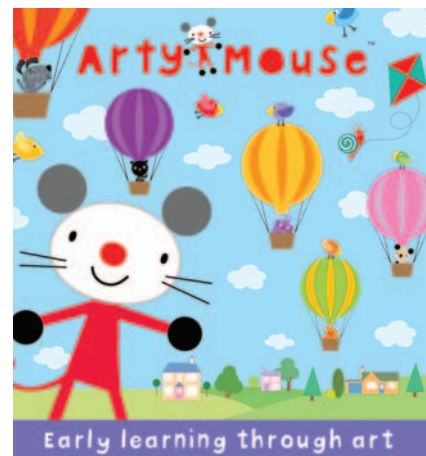
Edutainment Licensing to Extend 'Arty Mouse,' 'Flossy & Jim'

Edutainment Licensing, a U.K.-based agency focused on properties that are both educational and entertaining, will actively seek partners for "Arty Mouse," "Homur & Gumur," "Flossy & Jim" and "Super Geek Heroes" during Brand Licensing Europe.

"Arty Mouse" is a small character who is big on creativity. The "Arty Mouse Activity" title program supports the U.K. National Curriculum and has been sold in more than 50 countries worldwide. Today, the program spans categories including educational apps, game and learning software programs, animated ebooks, personalized gift books and more. During BLE, Edutainment Licensing will seek partners for story books, arts and crafts, educational toys and plush, games and puzzles, greeting cards and more.

"Homur & Gumur," meanwhile, is a 3D animated series inspired by the tales of toys that come to life when no one is looking. The series encourages children to learn about friendship, develop problem-solving skills and introduces them to the value of teamwork. Broadcasters will be announced during MIPJunior, and Edutainment is currently exploring opportunities with master licensees in toys, plush, games and puzzles.

"Flossy & Jim" is a lifestyle brand currently available across categories such as publishing, gaming and apps, digital



stickers, homewares, apparel, mobile and tablet accessory and confectionery, and is looking to secure partners in stationery, greetings, party goods, toys and plush, bags and accessories.

Finally, "Super Geek Heroes" is an animated series available on platforms around the globe. The series educates and entertains children while aiming to enhance their development through preschool and early education. The series is currently available across apps and publishing, particularly educational magazines, and is seeking licensees in areas such as story books, educational toys and plush, games and puzzles and educational apps.



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Continued from cover...

Educational pack were made available to every school across the U.K. country and were downloaded more than 1,200 times in 2017. Kidscape will also contribute to Andersen Press' Elmer Day pack for schools, providing resources and lesson plans for schools to promote friendship around annual Elmer celebrations.

The partnership between Andersen Press and Kidscape was brokered by Louis Kennedy, an agency that identifies innovative strategic opportunities for brands and charities, connects them and explores joint commercial opportunities.

"It's clear that the themes and values of Elmer align perfectly with those of Kidscape," says Tracey Richardson, partnership and licensing director at Louis Kennedy.

"If Elmer can help in any way, no matter how small, to encourage friendships then he will, he tells me, feel very proud. As will I, as his creator," says David McKee, creator of Elmer. McKee's Elmer the Patchwork Elephant remains one of the most iconic and widely-read children's book series of all time, selling more than 10 million copies worldwide. The book has been translated into more than 50 languages since it was first published by Andersen Press in 1989.

Striker Heads to Europe with Fingerlings, Exploding Kittens

Striker Entertainment, a global licensing agency, has unveiled a score of European licensees for Fingerlings. The agency has also revealed plans to bring the card game Exploding Kittens to the U.K.

New partners for Fingerlings, which won Toy of the Year during the New York Toy Fair in February, include: Cardinal for puzzles and games, Centum for annuals, Commonwealth for non-feature plush, DK and Penguin Random House for publishing, Sambro for backpacks, Super Impulse for collectible keychain cases, Winning Moves for games and Addo for arts and crafts. In the spring, the Fingerlings brand will also appear on coloring products from Alligator, homewares and bedding from Character World and Chia Pets from NECA.

"WowWee has established, and continues to grow, a retail beachhead with the success of the core Fingerlings toy program, and Striker remains focused on parlaying that foothold into product categories and departments that extend the emotional and joyful connection kids are experiencing with the toys," says Russell Binder, partner, Striker Entertainment.

Meanwhile, Exploding Kittens is a card game version of Russian Roulette and is one of the most-backed Kickstarter campaigns of all time.

The game, which grew 225 percent in 2017

according to NPD U.K., will appear across construction toys and plush from Basic Fun and mini figures from Just Toys. In the new year, the brand will be expanded into gifting, stationery and accessories.



V&A Plants Faux Flowers with Philippa Craddock



Florist Philippa Craddock is set to launch a range of faux flowers in collaboration with the V&A as part of an expanded lifestyle offering. Using the V&A's vast archive of botanical illustrations, Craddock's new collection aims to celebrate the "beauty of the natural world with high-quality flora and foliage."

Key features from the line include wild meadow flowers and tropic stems in light tones. Additionally, every flower and stem is hand painted and can be incorporated into real floral and foliage displays.

"It has been such a pleasure and a privilege to work with the V&A for my first faux collection, interpreting just a small part of their incredible archive into my designs," says Craddock. "My philosophy and approach to floristry is very relaxed and down to earth and the collection is representative of that. The displays inspire a sense of calm, which I hope will be enjoyed by many."

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The U.K. Licensing Awards 2018

The Licensing Awards ceremony was held on Sept. 11 at The Grosvenor Hotel in London. Hosted by comedian Rory Bremner, the awards ceremony was sponsored by Brand Licensing Europe and supported by LIMA.



The LIMA UK Rising Star—Tasmyn Knight, Cartoon Network with Ryan Beard, Cartoon Network



Best Retailer of Preschool Licensed Products (Age Group 0-5)—Tesco: Vicky Cracknell, Becky Watkins and Pippa Woods, Tesco; Katie Rollings, Entertainment One; and Natalie Ackerman, Tesco



Best Retailer of Kids' Licensed Products (Age Group 5-16)—Primark: Hannah Mungo, NBC Universal, with Sarah Jackson, Sarah Jester and Sinead Duffy, Primark



Best Retailer of Adult Licensed Products—HMV Retail: Mark Hooper, Gary Williamson and Erwan Chairaham, HMV Retail, with Rachel Wakley, Warner Bros.



The Radar Award—Selfridges: Jack Cassidy, Chloe Donnelly and Bosse Myhr, Selfridges, with Charlotte Hill, DHX Media



Best Licensed Retail Execution Award—Paddington at Marks & Spencer: Rachel Clarke and Polly Emery, Copyrights; Joanne Granville, Premier; Kate Lambert, Studiocanal; Laura Barton, M&S; Demi Patel, Copyrights; Rebecca Garner, Gemma Sawyer and Paul O'Mara, M&S; and Fiona Macmillan, Centum Books



Top Retailer Award—Tesco: Vicky Cracknell, Becky Watkins and Pippa Woods, Tesco; Lisa Weger, Mattel; and Debbie Rabey and Natalie Ackerman, Tesco



Best Licensed Toys or Games Range—Jurassic World from Mattel: Jon Spalding, Universal, with Katharine Daniel, Mattel and Rikesh Desai, BBC Studios



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Best Licensed Paper Products or Stationery Range—Mr. Men and Little Miss Range from Moonpig: Sarah-Jane Porter, Victoria Connor, Sian Roberts and Dale Boreham, Moonpig, with Jon Rutherford, Boat Rocker Rights



Best Licensed Food or Drink Range—“Thomas and Friends” Collection from Kinnerton: Members of the Kinnerton and Mattel team with Emma Perrett, Kinnerton, and Simon Foulkes, Rainbow Productions



Best Licensed Dress-Up Or Partyware—Roald Dahl Collection for F&F at Tesco from R H Smith & Sons (Smiffys): Angeles Blanco and Aneesa Beasley, Beano; Dominique Peckett, Smiffys; Alex McCreddie, F&F; and Lindsay Rearden, Smiffys



Best Licensed Preschool Apparel Range (0-5 Years)—Tiny Tatty Teddy Baby Range for Primark from Paul Dennicci: Members from the Paul Dennicci, Primark and Carte Blanche teams



Best Licensed Children’s Apparel Range—Mickey Mouse Teen Collection for M&Co from Fashion U.K.: Julia Redman, M&Co; Amber Hill and Laura Kelly, Fashion U.K.; Shari Cabellero and Amy Walker, M&Co; Hema Parmar, Fashion U.K.; and Nikki Gie, Hasbro



Best Licensed Adult Apparel Range—“Rick and Morty” Collection for HMV from CID: Leila Loumi, Cartoon Network; Sam Flint, CID; Clara Wooller, Fox Consumer Products EMEA; Caroline Navin, Turner U.K.; Charlotte Estall, Turner; Max Arguile, Reemsborko; and Paul Osborne, CID



Best Licensed Written, Listening or Learning Range—“Paw Patrol” Treasure Cove Stories from Centum Books: Fiona Macmillan and Adrian Stimpson, Centum Books; Russell Dever, Those Licensing People; Richard Caddell, Sooty; and Charlotte Clarke and Richard MacDonald, Centum Books



Best Licensed Giftware Range—Classic Winnie the Pooh Collection from Rainbow Designs: Alys Dawson, Anthony Temple, Zara Grindrod, Alison Lakin and Denise Carr, Rainbow Designs, with Susan Bolsover, Penguin Ventures



Best Licensed Home Décor, Tableware or Housewares—Classic Mickey Art Collection from Pyramid International: Mordy Benaiah and Ally Mayer, Pyramid International, with Alison Graham, Spring & Autumn Fair



The Innovation Award—DC Superheroes Foundmi Range from Bioworld International: Andrew Wilebore, Bioworld International; Graham Saltmarsh, Cartoon Network; and Richard Radford, Bioworld International



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Best Preschool Licensed Property (Age Group 0-5)–“Paw Patrol”: Danny Schweiger, Character World, and Marianne James, Nickelodeon



Best Children’s or Tween Licensed Property (Age Group 5-12)–L.O.L. Surprise: Gary Bown, Misirli, with Jack Allen, Will Stewart, Hannah Stevens, Bethan Garton and George Birtchnell, The Point 1888



Best Literary or Design/Illustration Licensed Property–The Roald Dahl Story Company: Stephanie Griggs, The Roald Dahl Story Company; Alicia Davenport, DRI Licensing; and Katie Price, Hachette Children’s Group



Best Teen or Adult Licensed Property–Harry Potter: Rachel Wakley with the Warner Bros. team



Best Film Licensed Property–Marvel Avengers: Infinity War: Dan Scott, Disney, and Mordy Benaiah, Pyramid International



Best Music or Celebrity Licensed Property–The Beatles: Sarah Gilbert and Caroline Mickler, Caroline Mickler; Paul Cole, The Beatles; and Laurence Prince, Danilo



Best Sports Licensed Property–Liverpool Football Club The Classic: Christina Morley, Liverpool Football Club; and Andy Oddie, Funko EMEA



Honorary Achievement Award–Keith Chapman: Keith Chapman with Nikki Samuels, SAMBRO



Best Licensing Marketing Communications Award 2018–Roald Dahl’s Halloween with The Eden Project: Stephanie Griggs, The Roald Dahl Story Company, with Laura Freedman-Dagg, Brand Licensing Europe



Licensed Property Award–“Peppa Pig”: The eOne team with (second left) Emily Aldridge, GB Eye



Gold Partners



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- AARDMAN ANIMATIONS LIMITED
- ACTIVISION / BLIZZARD
- AMERICAN GREETINGS ENTERTAINMENT
- ANIMACCORD LIMITED (MASHA & THE BEAR)
- ART BRAND STUDIOS LLC
- ATLANTYCA ENTERTAINMENT S.P.A.
- AUTHENTIC BRANDS GROUP
- BEANSTALK
- BRANDGENUITY LLC
- BRAVADO
- CARTOON NETWORK
- CREATIVE LICENSING CORP
- DELISO S.A.S.
- DEPENDABLE SOLUTIONS
- DISCOVERY COMMUNICATIONS
- DORNA SPORTS S.I.
- EMOJI COMPANY, GMBH
- ENDEMOL SHINE GROUP
- ENTERTAINMENT ONE
- GAMES WORKSHOP
- GUANGZHOU LIUHUA FASHION WHOLESALE MARKET
- GLOBAL ICONS
- GICI TOYS
- HANDMADE CREATIVE
- IMPS S.A.
- INFINITY LIFESTYLE BRANDS
- ITV GLOBAL ENTERTAINMENT LTD
- KING FEATURES SYNDICATE
- KOCCA
- LEVEL-5 ABBY INC.
- LICENSING MANAGEMENT INTERNATIONAL LTD
- LICENSING MATTERS GLOBAL
- LIONSGATE ENTERTAINMENT INC.
- LIVE NATION MERCHANDISE
- LOCOCO LICENSING INC
- MANU
- MATTEL
- MAUI AND SONS
- MGA ENTERTAINMENT
- MONDO TV
- MYMEDIABOX
- NECA
- NELVANA INTERNATIONAL LIMITED
- NICKELODEON
- ONE ANIMATION
- OCTANE5 INTERNATIONAL
- OPSEC SECURITY LIMITED
- PARAMOUNT PICTURES
- PENGUIN RANDOM HOUSE LIMITED
- PGS ENTERTAINMENT
- PLAYSTATION
- POKEMON
- RAINBOW S.R.L.
- ROVIO ENTERTAINMENT LTD
- SANRIO
- SEGA
- SMILEYWORLD LTD
- SONY PICTURES CONSUMER PRODUCTS
- STRIKER ENTERTAINMENT
- TERRIFIED SUSHI
- TEZUKA PRODUCTIONS
- TOEI ANIMATION
- TOHO
- TSBA
- TSUBURAYA PRODUCTIONS
- TY INC
- UBISOFT
- UNIVERSAL BRAND DEVELOPMENT
- VIZ MEDIA
- VOOZ INC.
- WARNER BROS. CONSUMER PRODUCTS
- WWE
- ZOLAN COMPANY LLC

BRANDS & LIFESTYLE THEATRE

Tuesday, October 9

Live Q&A with Nadiya Hussain

10:30 a.m.-11 a.m.

TV chef, author and presenter Nadiya Hussain will take part in a live Q&A at Brand Licensing Europe as part of the show's food and beverage theme for 2018.

The First Custom Market Research Solution Dedicated to Brand Licensing

11:45 a.m.-12:15 p.m.

Speakers: Andrea Alemanno, group director, Ipsos and Fabio Fabbi, founder and chief executive officer, Movantia

Brand Jam: HALO Licensing—Where Licensing Properties, Fashion and Influence Meet

12:30 p.m.-1 p.m.

Speakers: Paolo Lucci, founder, Brand Jam, and Gavin Brown, founder, Crescendo Brands

National Geographic—Driving a Brand with Purpose

1:30 p.m.-2 p.m.

Find out about National Geographic's consumer connection and ambitions to lead a sustainable product message and to educate children with 130 years of scientific knowledge and exploration.

Speaker: Helena Mansell-Stopher, director, U.K. licensing, National Geographic

Earning the Right to Approach Food Licensees

2:30 p.m.-3 p.m.

Successful food licensing is the most difficult and provides the toughest negotiations. The investment from big licensees in food is huge. Entertainment properties are notoriously risky for big food companies. Team.1888 will demonstrate how to break this down.

Topics covered here range from rolling out a product for a brand, understanding food licensing, the journey to food licensing, working alongside the core brand team and how to work with retailers.

Speakers: Will Stewart, managing director, The Point. 1888 and Bethan Garton, retail and brand director, The Point. 1888

Wednesday, October 10

Art and Design Q&A: The Power of Us

11:30 a.m.-12 p.m.

Sarah Lawrence of This is Iris and Jehane Boden Spiers of Jehane are both business entrepreneurs who run their own licensing agencies. Collectively promoting and raising the profile of art and design, Lawrence and Boden Spiers are joining forces with guests for an insightful discussion.

Speakers: Sarah Lawrence, director, This is Iris; Jehane Boden Spiers, founder and agent, Jehane; Etta Saunders Bingham, head of licensing and product development, Half Moon Bay and publisher, Ice House Books; and Reggie Pugh, creative director, Paper Rose

Panel Discussion: Driving Value from Promotional Licensing

12:30 p.m.-1:15 p.m.

The combination of a license and a promotion (or any kind of marketing activity) has been going on for decades. Ensuring that each partner gets the value they are looking for from the activity is always a source of debate.

The Q&A session will explore this, the panel's own activity as well as favorites they have seen in the market. The panel will also take questions from the floor.

Moderator: Richard Pink, managing director, Pink Key Licensing
Panelists: Sean Clarke, head of Aardman Rights and brand development, Aardman Animations; Alex Ward, chief executive officer, Lime Communications; Dave Lawrence, planning partner, Brave; David Born, director, Born Licensing; and Charlotte Hargreaves, chief executive officer, Hargreaves Entertainment Group

Panel Discussion: How to Build a Successful Food Licensing Program

1:30 p.m.-2 p.m.

The panel will focus on existing food programs from both Chupa Chups and Diageo, with a question and answer session at the end led by Serena Sibbald.

The panel will explore what needs to be put into place to secure licensees, together with mechanisms for ongoing licensee and retail support. Real-life case studies will be discussed

from the brand owners' own experience, together with a look at future priorities and trends.

Moderator: Serena Sibbald, vice president, brand development, Beanstalk
Panelists: Christine Cool, licensing manager, Chupa Chups; and Declan Hassett, senior brand licensing manager, Diageo

How to Keep Innovating with Food & Beverage Brands in Licensing

2:30 p.m.-3 p.m.

Representatives from Chupa Chups will share 20 years of success stories in lifestyle with the brand, recent diversification of Chupa Chups' brands in F&B licensing and growing the model with other brands.

Speakers: Christine Cool, licensing manager and Marta Ballesteros, licensing manager, Perfetti Van Melle

Panel Discussion: Opportunities in Sports Licensing

3:30 p.m.-4:15 p.m.

Moderator: Kelvyn Gardner, managing director, LIMA U.K.

Panelists: Jenny Brown, head of retail licensing, The Open at the R&A, Steve Scebelo, vice president, licensing and business development, NFLPA and Yannick Guitot, licensing manager, French Tennis Federation

Thursday, October 11

The Rapid Growth in Social Media: Influencers and the New Opportunities in Licensing

10:30 a.m.-11 a.m.

Speaker: Ian Shepherd, founder and chief executive officer, The Social Store

Repositioning an Icon: The Hello Kitty Gang

11:30 p.m.-12 p.m.

Speakers: Martina Longueira, senior marketing manager, Sanrio, and Bettina Vicente, marketing executive, Sanrio

License This! Finale

12:30 p.m.-2 p.m.

THE LICENSING ACADEMY

Tuesday, October 9

Introduction to Licensing

10 a.m.-10:30 a.m.

Speaker: Kelvyn Gardner, managing director, LIMA U.K.

Brand Licensing: The Seven Deadly Sins

10:30 a.m.-11 a.m.

Speaker: John Burns, partner, Gateley PLC

The Invention of Little Miss Inventor

11 a.m.-11:30 a.m.

Speakers: Sabrina Segalov, senior licensing manager, Sanrio, and Hannah Rowlands, marketing and digital manager, Sanrio

BLE Official Keynote Session 1

12 p.m.-12:45 p.m.

Licensors know that owning the best characters and entertainment properties is critical to success. A diverse portfolio of properties is a key strategy for the newly-formed Viacom Nickelodeon Consumer Products (VNCP), led by Pam Kaufman, president.

The globally-unified consumer products organization gives Viacom a supercharged portfolio of properties with something to offer "every age, every aisle, everywhere around the world." The keynote will feature a fireside chat between Kaufman and Amanda Cioletti, content director, *License Global*.

Kaufman will discuss her insights into the changing retail landscape, why a globally-aligned VNCP positions the company for success, and where consumer products fits into Viacom's larger strategy.

Korean Licensing Showcase

1:30 p.m.-2:15 p.m.

Speakers: Marina Lee, Smart Study; Jieun Lee, Taktoon Enterprise; and Sang Lee, B.I. Group

Anime Pops into the Tops

4:30p.m.-7 p.m.

TOEI Animation Europe and VIZ Media Europe will bring you insights on why anime licenses generate high interest and settle down as sustainable brands in a crowded market.

For the first time, a case study will be presented on the influence of anime entertainment in licensing, highlighting its strong anchorage into the pop culture phenomenon, covering all generations.

Moderator: Laurent Taieb, chairman, LIMA France
Panelists: Isabelle Favre, head of marketing and new business, TOEI Animation Europe; Mathilde Le Calvé, brand and movie manager, VIZ Media Europe; Aádil Tayouga, TV series/films and licensing executive manager, VIZ Media Europe; and H  l  ne Virenque, EMEA licensing senior manager, TOEI Animation Europe

Wednesday, October 10

Introduction to Licensing

10 a.m.-10:30 a.m.

Speaker: Kelvyn Gardner, managing director, LIMA U.K.

The "Moominvalley" Animation Series: Creating a Brand-New Take on a Beloved Heritage Brand

11 a.m.-11:45 a.m.

In 2019, Gutsy Animations, in cooperation with Moomin characters, will bring the Moomins to life in the animated family TV drama "Moominvalley." The show is created using a cutting-edge technique with a unique visual look. During this session, learn how to create a new visual style and storylines that work for artistic and merchandise purposes, while staying true to the original stories loved by millions of fans.

The "Moominvalley" creative team includes creative director and executive producer Marika Makaroff, Oscar-winning director Steve Box (Wallace & Gromit), BAFTA-winning producer John Woolley and Emmy-winning writers Mark Huckerby and Nick Ostler. "Moominvalley" will be backed by a worldwide publishing and merchandising program through Bulls Licensing and Rights & Brands.

Moderator: Kira Schroeder, producer, Moomin Characters

Speakers: Marika Makaroff, executive producer, "Moominvalley," and Sophia Jansson, chairman of the board and creative director, Moomin
*** This session is brought to you by Bulls Licensing and Moomin.**

BLE Official Keynote Session 2: The Olympic Global Licensing Strategy—The IOC's New Approach to Licensing

12 p.m.-12:45 p.m.

Historically, licensing within the Olympic movement has been mainly managed by the organizing committees of the Olympic Games in the host countries, only. The IOC has now developed a new licensing strategy with the mission to create a tangible connection to the Olympic Games and Olympism, through merchandising programs that are aligned with the Olympic image and enhance brand value and goodwill.

The aim is to strengthen and promote the Olympic brand, not only during the Olympic Games, but between games as well to engage with consumers all around the world. This session will present the IOC licensing strategy and the three core licensing programs, aimed at specific target groups.

Speaker: Elisabeth Allaman, vice president, commercial integration, IOC Television and Marketing Services

Redefining Preschool

1 p.m.-1:30 p.m.

Preschool is one of the most crowded and challenging sectors in the licensing industry. Children develop faster between the ages of 6-months and five than at any other point in their lives, and the developmental differences between the higher and lower end of this demographic are vast. In contrast, the industry currently tends to present all products, content and brands for children in this age band together as preschool with little differentiation.

Presenting new findings, a panel of leading experts asks whether it's time to rethink this broad category, providing bigger opportunities for retailers and brand owners

that will also benefit consumers.

Speakers: Dr. Amanda Gummer, founder, Fundamentally Children; Tom Roe, commercial director, DHX Brands; and Charlotte Hill, director, global brand management, DHX Brands

Playing with Brands Panel Discussion—Mojo Nation

2 p.m.-2:40 p.m.

Moderator: Billy Langsworthy, cofounder, Mojo Nation

Panelists: Fi Murray, founder, Making Things Studio; Pete Cartlidge, director, FUSE London; and Rob Harris, head of development, Modiphius Entertainment

"Gormiti": The Global Phenomenon is Back

3 p.m.-4:45 p.m.

The biggest adventure of all time returns with the brand-new TV series "Gormiti," based on the massive phenomenon that sold over 500 million figures around the world. The new 3D CGI action/comedy series will bring back the powerful and epic "Gormiti" characters. A bunch of unstoppable adventures and humor will engage kids all over the world together with four new heroes and many exciting newcomers to the "Gormiti" universe.

***This event is by invitation only**

Thursday, October 11

Licensing Overseas: LIMA's Three-Step Guide to Doing Business Internationally

10 a.m.-10:45 a.m.

Moderator: Kelvyn Gardner, managing director, LIMA U.K.

Panelists: Jiggy George, LIMA India; Peter Hollo, LIMA Germany; Marina Semenikhina, LIMA Russia; Laurent Taieb, LIMA France; and Tani Wong, LIMA China

Fireside Chat with Bethany Koby, chief executive officer, Tech Will Save Us

11 a.m.-11:45 am

Having recently launched the firm's first licensed product in the form of its Avengers Electro Hero Kit, Bethany Koby, chief executive officer, Tech Will Save Us, sits down with Mojo Nation's Billy Langsworthy to talk about the company's debut in the world of licensing and her passion for shaping a brighter future for kids by empowering them to create with—rather than be fearful of technology.

Panelists: Bethany Koby, co-founder and chief executive officer, Tech Will Save Us, and Billy Langsworthy, Mojo Nation

Pioneers and Mercenaries: Hiring YouTubers to Reshape the Attention War

12 p.m.-12:30 p.m.

Speakers: Matthieu Castel, lead Business director, Syphe, and Samy Senhadji, chief executive officer, Syphe

COMPANY NAME	STAND	COMPANY NAME	STAND	COMPANY NAME	STAND	COMPANY NAME	STAND
"Ahh" Inspiring Art	N12	DIC 2 Srl	G65	KREAM Helsinki	F120	SEGA Europe	E45
#POWEROFARTANDESIGN	N24	Discovery Consumer Products	C80	Larkhead Media	A65	Shanghai Animation & Cartoon Association	F104
0+ Media	F96	Dorna Sports	L80	Lemon Ribbon	N34	Shanghai Left Pocket	
20th Century Fox Consumer Products	C30	Dracco Company Ltd	A55	LEONI S.P.A.	C104	Animation Studio Ltd	F104
4K Media	G122	Dream Factory Studio	C35	Level-5 abby Inc	C85	Shoefilou	N41
4PLAY	N98	DRI Licensing	B15	LEXIFONE	G116	Sinigaaglia	B40
Aardman	B30	Ducati	M82	Licensing Link Europe Ltd	A20	SmartStudy	C35
Acamar Films	F94	Dynit Srl	B12	Licensing Management International	B90	Smidt-imex	A60
Activision Blizzard	E60	EDEBE LICENSING	F30	Licensing Matters Global	C62	Sony Creative Products INC	G10
Adidas - Real Madrid	M92	Edutainment Licensing	A35	Licensing Source Book Europe	B105	Sony Interactive Entertainment	D20
Admiral Sportswear	L56	Eezmah	M22	Licensing.biz	D122	Sony Pictures Entertainment	C15
AEX Italia	G105	EL OCHO LICENCIAS Y PROMOCIONES	F30	LIMA	M52	Sorare	N96
Air Guitar World Championship	F120	Elves Behavin' Badly	F105	Linda Wood Licensing	M12	Spain Licensing Pavilion	F30
Allsorts Licensing	C72	emojil company GmbH	C50	Lionsgate	E50	Sport Lisboa e Benfica	N94
Alpha Group	F68	Endemol Shine Group	E100	Lisle International LLP	M40	Start Licensing Limited	F66
ANEKKE	F30	Entertainment One	E35	Live Nation Merchandise	F54	Striker Entertainment	B80
ANIMA	F30	ETS Studios SRL	B66	LoCoco Licensing	B10	Studio 100 Media m4e	F15
Animaccord/Masha and the Bear	E70	Euro Lizenzen	C4	Lucy Pittaway Ltd	M23	Studio Pets By Myrna	L54
Animaru	M10	European & Global Licensing BV	F100	Ludorum	E94	Studiocanal	E82
Arsenal FC	M86	Fantawild Animation Inc	F58	Magic Light Pictures	F90	STUDIOINYO CO., LTD.	C35
Art + Science International	F32	Fashion UK	D125	Manchester City FC	P90	Swissbrand	P80
Art Ask Agency s.l.	N72	FC Barcelona	P82	Mandarin Creative Ltd	N42	SYBO Games	F92
Art Brand Studios	N78	FC Porto	P92	Markosia Enterprises	N30	Sylphe	B76
Art by Lis Goncalves	M34	Ferly Ltd	G70	Master Italia	N76	TakToon Enterprise	C35
AS Roma	P75	FIAT	L32	Mattel Brands Consumer Products	C10	TCC Brands	F95
Assaf Frank Photography Licensing	N10	FIFA	M94	Maui and Sons	L84	Tempting Brands AG	L72
Atlantycy Spa	F45	Fluid World Limited	G35	Maurizio Distefano The Evolution of Licensing	F122	TF1 Licenses	G55
Aurora World Corp.	C35	FOCO UK	C115	MAYA STUDIO	F30	The Copyrights Group	E82
Automatic Brands Group	C65	FranceTV Distribution	F34	Mediatoon Licensing	B22	The Football Association	M96
Automobili Lamborghini	M60	Freddy Leck seine Marken GmbH	N40	Maze Theory	B125	The Light Fund Company	F125
Babblarna	F120	French Football Federation	M96	Melnitsa	F47	The Open	M88
BANDAI NAMCO Entertainment Europe S.A	B32	Gallimard Jeunesse - Casterman	L50	Mercis BV	B15	The Partnership	M80
BARUCK	C35	Games Workshop	A25	Metrostar	K30	The Point. 1888	L60
Bavaria Sonor Licensing	M84	Gateley Plc	G120	MGA Entertainment	E120	The Pokemon Company International, Inc.	C55
Beano Studios	E87	GCP Corp	C100	MGL Licensing	M35	The Smiley Company	C25
Beanstalk	K80	Giochi Preziosi Group	B56	Mimmit	F120	This is Iris	P20
Benesse Corporation	C74	Global Brands Group - Apparel & Accessories	F52	Mondo TV	D70	Those Licensing People	D112
BI Group	C35	Global Icons	K60	Monika Suska Illustrations	M33	Tiago Azevedo Art	N22
Biplano Licensing	F40	Global Merchandising Services Ltd	G25	Moomin	C40	Toei Animation Europe	F25
BJA	G85	Globetrade beetosee	A15	Movantia	G108	TOHO	C90
Blue Zoo	C3	Glory Innovations	B67	MyMediabox	D100	Tokidoki	F60
Blues Clothing / Paul Dennicci	C110	Golden Goose	L82	Napa Arts & Licensing	F120	Toncar S.r.l	G45
Bonus Marketing Productions	B37	Grafizix Co., Ltd.	C35	National Basketball Association	N82	Topps Europe Limited	B65
Brand Alliance	L40	Grani & Partners	B56	Natural History Museum	N80	Total Licensing	A27
BrandComply	A40	Grumpy Cat	B52	NEARKO Limited	M21	Tour de France, Dakar &	
Brandgenuity	N60	Gruppo Alcini	G107	NECA	F22	Paris Saint-Germain	N90
Brands & Rights 360	F30	Guangzhou Lihua Fashion Wholesale Market	F33	Nelvana International Limited	F56	Tractor Ted	B68
Brands Media	G114	GWCC Apparel Masters	D121	Nominet	D123	Tradheir	N74
Brands With Influence	F123	Happy Birthday BLE and License Global	D124	Nordic Brand Licensing Market	F120	Tretyakov Gallery by b4r	K22
Bravado, Copyright, Studiocanal	E82	Hasbro Consumer Products	D40	Old School Art Studio	M34b	Tulipop	C103
Brotmeister	P40	HCA Creation	P30	On Entertainment	F20	Turner Cartoon Network	D50
Bulldog Licensing	C2	Hearts by Tiana	C118	One Animation	E90	TY	D80
Bulls Licensing/Moomin/Rights & Brands	C40	Helz Cuppleditch	N26	OpSec Security	M90	Ubisoft EMEA	C20
by Hartwig Braun	M20	Heros Entertainment Co., Ltd.	C35	Panini	N75	UCLA	M64
CAA-GBG Global Brand Management Group	K70	HILLA Entertainment	F120	Paramount Pictures	F72	UEFA Euro 2020	K50
Carbon 12011 Licensing	L20	Howard Robinson & Associates	M26	PEA & PROMOPLAST SRL	G50	Universal Brand Development	D60
Caroline Mickler	G60	ICEX España Importación e Inversiones	F30	Penguin Ventures	B45	University of Cambridge	N63
Carte Blanche	D85	Iconix Europe	L90	PGS Entertainment	F80	V&A (Victoria and Albert Museum)	N70
Casterman	L50	IMG	H60	Pink Key Licensing	M62	Ventana Licensing Group	P32
CEE Ltd (Capcom)	D105	IMPS S.A	F50	Plain Lazy	P41	VIA 88	M36
Celebrities Entertainment	D2	Infinity Lifestyle Brands	N50	Planeta Junior	F15	Viacom Nickelodeon Consumer Products	D10
Centa IP/ Withit Studios	C70	INK Group	E70	Prodigm Co., Ltd.	C35	Vicki Thomas Associates	M25
CHF Entertainment Limited	C123	International Basketball Federation (FIBA)	N85	Pyjama Films	F120	Viewpoint Games	C105
Chupa Chups	L70	ioguis	A57	Rachael Hale	F62	Vivendi	E82
Claire Louise	N32	ITV Studio Global Entertainment	E20	Rainbow Spa	E10	VIZ Media Europe	B55
Cloudco Entertainment	B20	IWM (Imperial War Museums)	L42	Rediks Graphics	C35	Vooz	E110
Coollabi	C68	Japan Connection	K20	Rights & Brands	C40	Walker Books	F64
CPLG	E30	JCB Consumer Products	B50	Rocket Licensing	B5	Warner Bros. Consumer Products	D30
CrazyBell Agency Srl	A30	Jeep	L30	ROI VISUAL	F35	Warner-Elektra-Atlantic Corp.	E130
Creative Licensing Corporation	B71	JEHANE Ltd	P20	Roland-Garros	L52	Women in Toys Inc	C120
CTC Media	F47	JELC	L65	Rovio Entertainment Corporation	F10	WWE	C45
Cup of Therapy	F120	Joseph Sankar	N20	Royal Museums Greenwich	N65	Xilam Animation	B74
Cyber Group Studios	B72	Juventus Football Club	K90	Rugby World Cup 2019	K45	YOU NEED CHARACTER Co., Ltd.	B95
De Agostini Publishing Italia	G110	KAZACHOK	B110	Sagoo	B14	YoungToys	C35
Deliso - Sophie La Girafe	B38	Keen Advisory	G95	Sailor Ted	C111	Ypsilon Licensing	A70
Dependable Solutions Inc.	N84	King Features	E40	Sanrio	C60	Zag	F20
DHX Media	E30	KNVB (Dutch Football Federation)	M96	Santoro Licensing	E2,E5	Zoan	F120
Dibidogs	F120	KOCCA	C35	Science Museum Group Enterprises	K40	Zodiak Kids	B35



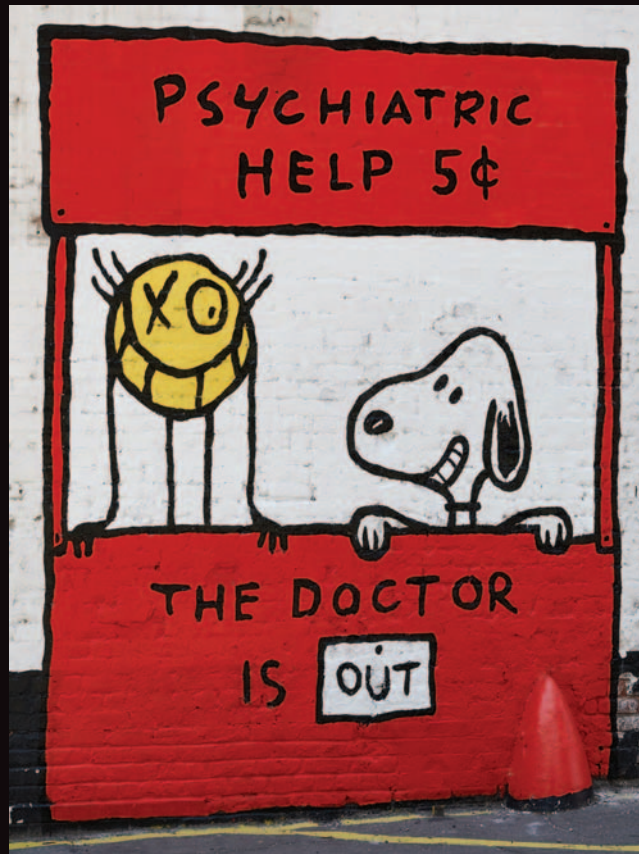
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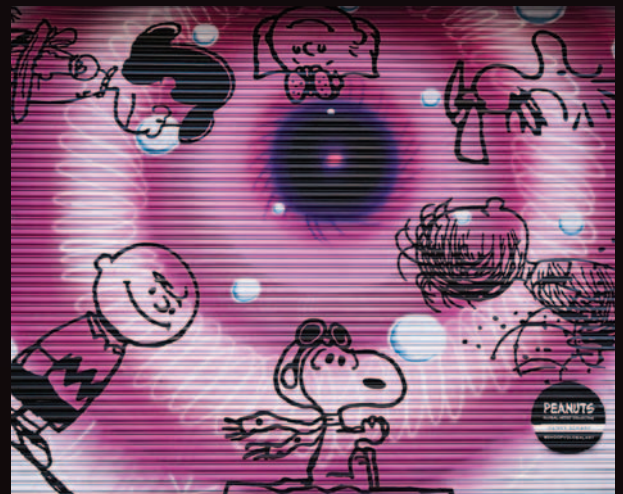
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