THE OFFICIAL PUBLICATION OF BRAND LICENSING EUROPE



October 10, 2018 | Day 2

BRAND LI©ENSING SEUROPE 2018

'Barbie Dreamhouse' Pops

the show include Gulli in France, SONY Pop in the

U.K., Super RTL in Germany, Boing Turner in Italy,

Panda in Portugal, AMC Minimax in Eastern Europe,

Channel One in Russia, Nine Network in Australia, SBT in Brazil, Televisa in Mexico and Cartoon

Network in both Latin America and Asia.

News

Kaufman Says Licensing 'Best Industry in the World'

Brand Licensing Europe kicked off with the first official keynote session at The Licensing Academy with Pam Kaufman, president,

Viacom/Nickelodeon Consumer Products.

During the fireside chat with Amanda Cioletti, content director, License Global, Kaufman shared insights into the changing retail landscape and discussed how the

newly-formed, globally-aligned Viacom/ Nickelodeon Consumer Products positions the organization for success and how consumer products fits into Viacom's broader strategy.

Kaufman said that she was having "the best time ever" in her new role and is positive about the collaboration between

> Nickelodeon. Now that one team is handling the portfolio across the company, she is looking for within the new and classic library at VNCP and Paramount Pictures for films such

as Top Gun, Clueless and more. She is also meeting with teams and assessing markets, with a focus on Asia, Brazil and Mexico.

Read more on page 52

up in More Countries Mattel has announced new broadcast partnerships for its show "Barbie Dreamhouse Adventures." New partners who will broadcast season one of

Viacom and licensing opportunities

Today's Events ■ 11:00 a.m. – "MasterChef" Live Demonstration 1 with Ping Coombes and Kenny Tutt at BLE Kitchen

■ **12:00 p.m.** – BLE Official Keynote Session 2: The Olympic Global Licensing Strategy-The IOC's New Approach to Licensing at The Licensing Academy

and Demo Area

- 2:30 p.m. How to Keep Innovating with Food & Beverage Brands in Licensing with Christine Cool and Marta Ballesteros, Perfetti Van Melle
- 3:00 p.m. "MasterChef" Live Demonstration 2 with Ping Coombes and Kenny Tutt at BLE Kitchen and Demo Area

For today's full schedule for Brands & Lifestyle Theatre and Licensing Academy, turn to page 46





LIMA: U.K. LICENSED ROYALTIES REACH \$818M IN 2017

The U.K. is the number one market for retail sales of licensed goods in Europe, reaching a record \$14.04 billion in 2017, according to new findings by the International Licensing Industry Merchandisers' Association (LIMA).

The news comes as industry professionals gather in London for Brand Licensing Europe. The annual sales total generated royalties of \$818 million for property owners.

The research emphasizes the U.K.'s role as a market for licensed goods and services, while simultaneously exporting brands and characters, such as Harry Potter, "Peppa Pig" and Manchester City Football Club. Read more on page 6











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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'The Amazing World of Gumball' **Enjoys Sweet Success in EMEA**

"The Amazing World of Gumball" continues to elevate its licensing program with a host of sweet licensing partnerships that will expand the IP across

In Spain and Portugal, the award-winning Cartoon Network animated comedy is strong in the back-to-school and apparel categories, with regularly-updated ranges available at Zippy, El Corte Ingles and Continente. Over the last two years,

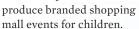
Continente has carried more than 100 licensed food and drink products.

with new products, such as soups, yogurts and desserts, set to hit store shelves in 2019.

In the Middle East, the focus is on live events and promotions. This summer, the property's first live show and mall events were held in Dubai and Doha. "The Amazing World of Gumball" zone at the IMG World of Adventure theme park in Dubai remains a top attraction, and the

property's official merchandise is popular at the park's gift shops.

Edipresse will launch a bimonthly "The Amazing World of Gumball"-based magazine in Poland as well as four special-edition books in 2019. Also in Poland, BWP Group will continue to







'Dora' to Lead English Language Programs

Nickelodeon Consumer Products and Oxford University Press have signed a global agreement to create an English Language Teaching program featuring "Dora the Explorer."

The partnership will assist 200,000 children across 30 countries, and is the first of its kind for both OUP and is Nick's first comprehensive ELT item

The story-based series will use books, videos, songs and other resources to teach language fundamentals. In addition, a series of readers will offer content from other Nick properties including "Team Umizoomi" and "Blaze and the Monster Machines."

The English language teaching program will be available in all markets outside of North America.

"Nickelodeon's characters have captivated kids for decades, and now they will engage and empower young students as they start their Englishlanguage-learning journey," says Mark Kingston, senior vice president, international, Viacom Nickelodeon Consumer Products. "The goal of our collaboration with Oxford University Press is to create a compelling ELT program that both teachers and parents can use at school or at home."



Continued from cover

The U.K. is the world's second largest licensing market-behind the United States-and has generated more sales than Japan, Germany and China/Hong Kong.

However, of the top five countries, China/Hong Kong experienced the most growth, 9.8 percent year-over-year.

"It's great to be hosting this multi-billion-dollar industry here in London once again, where the very best of British and European licensing talent meets with international colleagues to build brands and create products with worldwide appeal," says Anna Knight, brand director, Brand Licensing Europe.

More than two-thirds of U.K. royalties resulted from products in the entertainment/character category, while corporate/brand accounted for 8.6 percent. Sports made up 8.3 percent, and fashion marked 7.6 percent. Royalties generated in the U.K. were 5.6 percent of the \$14.5 billion total royalties tallied worldwide from licensed merchandise sales in 2017, compared to \$682 million in 2014.

"Once again, the industry comes together in London to identify and capitalize on the huge opportunities presented by licensing to retailers and the creators of fantastic licenses," says Maura Regan, president, LIMA. "It is right, then, to look at the role of the U.K. as a catalyst within the global licensing community, both as a highly-valuable market for licensed retail sales and also as a provider of licenses which generate royalties in markets around the world. These figures show how well the U.K. is positioned as a global trading hub for licensed product, whether you are a buyer, a seller or a retailer."





'It's Nerf or Nothin'!' at Tesco and Asda

Hasbro has launched a new Nerf-inspired line of apparel, exclusively at Tesco and Asda retailers.

The collection is part of a year-long celebration of the 50th anniversary of the toy brand that will take place through 2019.

The Nerf Nation apparel line offers t-shirts, joggers, sweats and more.

"Hasbro is proud to unveil our new Nerf Nation apparel offering to the market," says Sally Carnota, director, U.K. and EMEA retail development, Hasbro Consumer Products, "With its incredible heritage, the Nerf brand has built a passionate and engaged audience of active fans, and we are thrilled to offer them [a] cool apparel range they can wear to demonstrate the power of Nerf Nation!"

The Nerf Nation collection is available now at F&F at Tesco and George at Asda and is supported by in-store POS displays and marketing campaigns across social media.

Toei Animation Celebrates New Deals, Major

Milestones

Toei Animation is maintaining its global momentum with major international partnerships and important milestones.

The company's partnership with Adidas will see the launch of eight exclusive sneakers using original artwork from "Dragon Ball Z." The first two pairs were released in September, and the remaining pairs will be released each month until the end of the year.

In 2019, Bandai Namco will release "One Piece: World Seeker," a video game that will celebrate the 20th anniversary of "One Piece." The video game will showcase two new characters and will be available for the Xbox One, PS4 and PC digital, Skechers has designed six pairs of "One Piece"themed sneakers featuring artwork on its D'Lite product line. Bandai Namco also successfully released "Dragon Ball FighterZ"





on the Nintendo Switch in September.

Yesterday at BLE, Toei Animation executives held a session called "Anime Pops into the Tops" alongside Viz Media Europe, during which they discussed the high interest in anime licenses.

"Brand Licensing Europe is one of our

company's most important events of the year," says Ryuji Kochi, president, Toei Animation Europe. "Our merchandising efforts remain the backbones of our brands, and we look forward to seeking new opportunities amidst a year that has proven to be one of our biggest yet."

Rovio Adds New Augmented Experience

Rovio Entertainment has entered a deal with Zappar for a new augmented reality app that pairs Rovio licensed products with the digital "Angry Birds" universe.

The new app, which is being referred to as "Project Magic," will invite players into a new world in which they can interact with new branded content experiences including a journey to Bird Island, home of the Angry Birds, where they can explore AR locations and events.

"Project Magic' represents a major licensing milestone for Rovio's brand licensing unit as our vision of being able to add digital overlay to licensed products is now reality," says Simo Hämäläinen, senior vice president, brand licensing, Rovio Entertainment. "We've been working diligently alongside our long-time AR partner Zappar to create a cool, always on digital brand licensing ecosystem that not only adds value to consumers but also helps to bridge the physical and digital worlds of Angry Birds. Licensing partners will have an incredible opportunity to create exceptional branded content experiences across our physical and digital touchpoints, and our consumers will be able to immerse themselves even further in the wonderful world of the 'Angry Birds."

"Project Magic" is set to rollout in 2019.





'Oggy' to Party **Across Paris**

Xilam Animation is celebrating the 20th anniversary of "Oggy and the Cockroaches" with a month-long celebration kicking off in France.

Planned events include:

- A themed escape room in Paris that brings the show's fifth season to life through a branded experience involving puzzles and a clock.
- A partnership with Musée des Arts et Métiers (The Museum of Arts & Crafts) in Paris that will offer young visitors a chance to partake in animation workshops, one of which will be held by Xilam animators. Visitors will also receive a booklet that outlines the history of the series.
- A partnership with L'Aquarium de Paris (The Paris Aquarium) that gives every child an "Oggy and the Cockroaches"-branded booklet and includes a treasure hunt based on the museum.
- A branded truck that will tour six French cities including Lyon, Montpellier, Toulouse, Bordeaux, Angers and Paris will hit the road later this month and offer fans a chance to interact with costumed character meet-and-greets, episode screenings, competitions, games, workshops, goodie bags and more.

"For two decades, 'Oggy and the Cockroaches' has been entertaining audiences all around the world with its fantastic characters, slapstick humor and surprisefilled storylines," says Marc du Pontavice, founder and president, Xilam Animation. "After an unprecedented 20 vears of non-stop content production in France, 'Oggy' is now one of just a handful of French animation properties to reach its milestone 20th anniversary. After all this time, 'Oggy' has never been so popular and commercially successful. We're delighted to be marking this landmark moment with a hugely exciting activity lineup that ensures there's something for fans of all ages to enjoy."

UCLA Licensing Fetes 99 Years

The University of California, Los Angeles Trademarks and Licensing (UCLA) will celebrate its 99th anniversary, beginning with an appearance at Brand Licensing Europe. UCLA will exhibit for the first time at BLE (stand M64).

In addition, UCLA has extended its agreement with Plus Licens for representation to expand its brand retail program across Europe, CIS, Turkey and Israel.

"The growing interest from the licensing community in lifestyle brands with a 'real substance' coincides with UCLA's wish to expand and strengthen its presence within the European region," says Eva Karlsson, commercial director, Plus Licens. "In times where education, understanding of different cultures and creativity are important values to emphasize, UCLA has a lot to offer."

Most recently, Plus Licens inked a deal with H&M to bring the UCLA brand to retail locations across the globe.

"Plus Licens has been a strong resource for many years, providing assistance since 2003 with the identification and development of strong licensees for UCLA apparel and accessory programs throughout Scandinavia," says Cynthia Holmes, director, UCLA Trademarks & Licensing. "I'm thrilled to have the opportunity to expand their territory rights and to continue collaborating with them as we vigorously pursue the expansion of UCLA's historic and uniquely successful international licensing program."



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Harry Potter Takes European Retail by Storm

Warner Bros. Consumer Products is bringing the Wizarding World to EMEA retailers-launching the biggest licensing program to date for the Harry Potter franchise.

Harry Potter has deeply penetrated European retail with presence in more than 100 retailers, where the brand is coming to life via a host of fanfocused events that include themed areas, photo opportunities and toy demonstrations.

Toy retailer Hamleys has transformed the basement of its Regent Street store in London into a space filled with a large selection of Harry Potterinspired products. The area includes robes that can be used as dressing gowns, LEGO versions of key characters and film locations, and a flying golden

Primark continues to support the Harry Potter brand via its cross-category lifestyle campaign. Stores in London, Dublin, Manchester, Madrid, Antwerp and Boston are must-visit destinations for fans of the Wizarding World, providing a backdrop for fans to take selfies.

Spanish department store El Corte Ingles ran a "Back to Hogwarts" campaign for the key back-toschool period, and high-end fashion licensees OVS in Italy, Cyrillus in France, EMP in Germany and LPP across Eastern Europe offer on-trend apparel in partnership with the brand.

"As fans around the world celebrate the 20th anniversary of Harry Potter, our robust licensing program continues to evolve and expand to include reimagined products and experiences," says Paul Bufton, vice president, licensing and business development, WBCP EMEA. "Harry Potter fans across Europe and beyond are spellbound by our most expansive consumer products campaign to date, and retailers are supporting the franchise with creatively themed retail environments that showcase the fantastic range of new products."

eOne Preps for 'Peppa Pig,' 'Ben & Holly's' Anniversaries

Entertainment One is gearing up to celebrate the 15th and 10th anniversaries of "Peppa Pig" and "Ben &Holly's Little Kingdom," respectively, in 2019 with a plethora of activities, products and more.

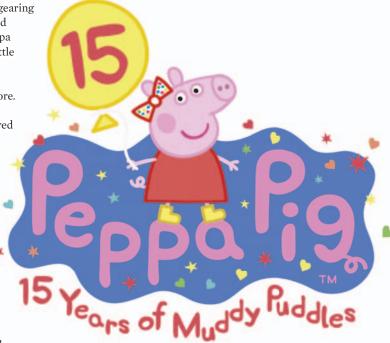
The "Peppa Pig" anniversary will be anchored in the U.K. and Australia with an hour-long theatrical release, called Peppa Pig: Festival of Fun, that will feature 10 new and never-beforebroadcast episodesincluding a two-part festival special and exclusive, live content filmed specifically for the release.

Additionally, eOne will support the series with top-tier brand partnerships and retail activations to drive product sales.

For "Ben & Holly," eOne has tapped Fiery Light Productions to bring back its popular live stage show for a 40 theater tour across the U.K. and Ireland, beginning in February.

"It's testament to the quality of content that we're here many years later to celebrate the 15th anniversary of 'Peppa Pig' and the 10th

anniversary of 'Ben & Holly's Little Kingdom," says Rebecca Harvey, senior vice president, global brand management, family and brands, eOne. "These shows have become an indelible part of the childhood memories of many generations since they first launched on air and we're excited to be bringing fans experiences and events in 2019 to celebrate these much loved brands."



Beano Studios Announces New Product Ranges

Beano Studios has inked two new deals and renewed a key partnership that will expand its consumer product ranges.

The studio has signed a deal with Blackbird London for a bespoke jewelry line, "Licensed to Charm." The line, which will feature designs inspired

by Beano, will launch in October. The sterling silver range will include charms, key rings, bag tags, pins and scarves.

Beano Studios has also signed a deal with Half Moon Bay to develop 3D mugs, water bottles, lunch boxes, travel cups, ceramic mugs and drinking glasses. Half Moon Bay is a familyowned wholesaler of licensed and themed giftware throughout Europe.

Smiffy's has renewed its contract with Beano Studios and will continue developing Bananaman dress-up costumes. The high-quality costumes cater to the whole family-men, women and children.



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Rubik's Inks Deal with McDonald's

The Smiley Company, master licensee for the Rubik's Cube, has announced a deal in which Rubik's will be featured in a McDonald's Happy Meal promotion.

The Marketing Store brokered the deal.



As part of the promotion, which will encourage kids to play smart, the iconic Happy Meal box will be transformed to mirror the Rubik's Cube.

"We have worked closely with The Marketing Store and the whole team at McDonald's and

are really pleased with the innovative and high-quality content of this campaign," says Nicolas Loufrani, chief executive officer, The Smiley Company. "From the robust mini Cubes and the unique Rubik's-Cubeshaped Happy Meal box to the TV ads and bespoke games created for the Happy Studio app, every aspect of the promotion has been crafted to perfectly leverage the Rubik's brand mission of encouraging children to play smart and further our goal of bringing intelligent play to kids of all ages."

The campaign first launched in France last summer and will roll out across other regions through November 2018. Those regions include Italy, Spain, Austria, UAE and Canada.



Rainbow Partners with **Artsana Group for '44 Cats'**

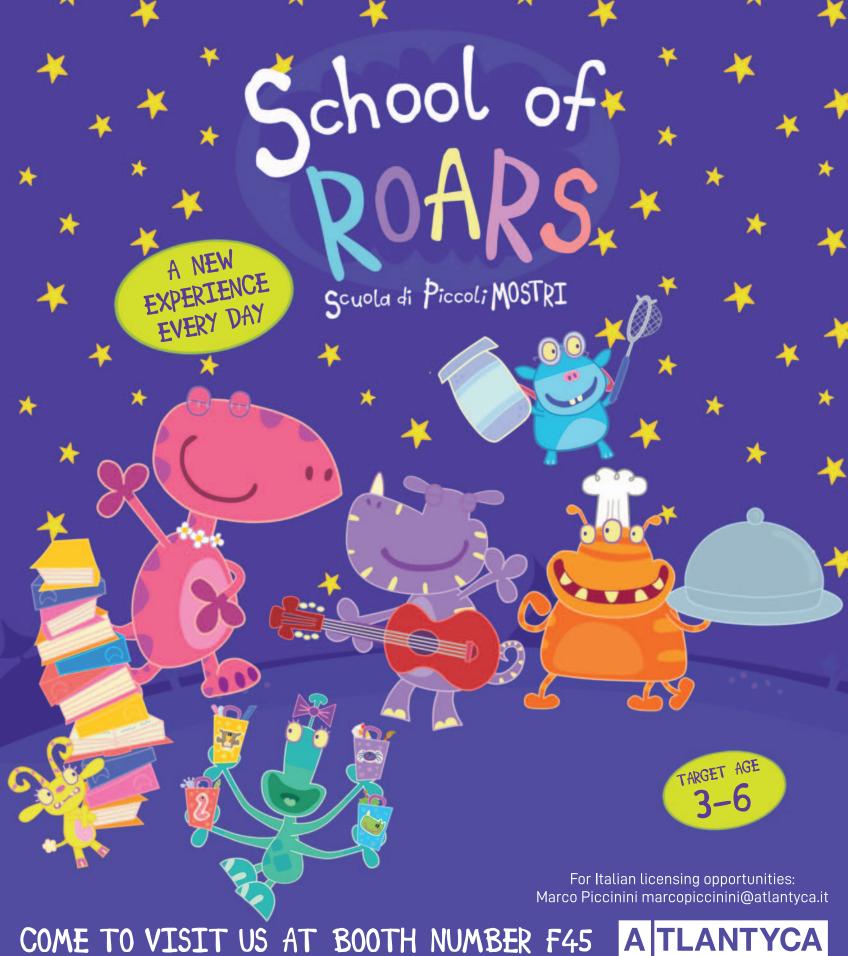
Rainbow has inked a deal with Artsana Group, a leader in baby care products, for its upcoming preschool property "44 Cats."

As part of the deal, Artsana Group will develop "44 Cats"-themed infant and educational toys and a nursing line under its Chicco brand. The deal will also include accessories and apparel collections for Prenatal and Chicco. Products will hit store shelves in 2019

"44 Cats" will debut on Rai Yoyo in November, and broadcasting deals are confirmed with Nickelodeon for worldwide distribution, Super RTL in Germany and Discovery for Latin America.

"We are delighted to announce our partnership with the top-level Italian group Artsana," says Cristiana Buzzelli, senior vice president, sales and acquisitions, Rainbow. "Rainbow and Artsana Group represent two Italian excellence sharing a true sense of tradition and at the same time care about giving the best through the latest innovations: it's a perfect match"





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A TLANTYCA entertainment

Popeye Turns 90, Announces New

Partners, Content and Branding

King Features recently unveiled a full slate of new content and merchandise for Popeye's 90th anniversary celebration in 2019.

King Features is bringing Popeye's "Cartoon Club" back with a special twist. This time, King is inviting cartoonists from around the world to contribute their own comic strip featuring Popeye and his friends. These new original strips will be published weekly throughout 2019.

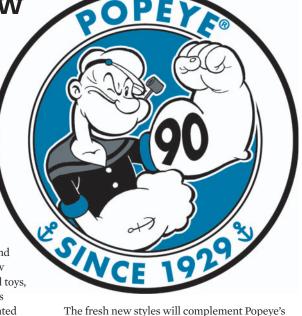
King Features has joined forces with leading children's entertainment studio WildBrain to produce the first original Popeve content in over 10 years. WildBrain has taken over worldwide management of the Popeye and Friends Official YouTube Channel to enhance existing programming and grow the character's global audience across the platform. The digital studio recently unveiled new compilations of cartoon favorites including "Classic Popeye," "Popeye and Son" and "The Continuing Adventures of Popeye." All-new shorts in the squash and stretch animation style will debut this fall.

King Features has brought dozens of international and domestic partners on board to support the salty sailor at retail across all major categories, including apparel, accessories, collectibles, health and nutrition and publishing. Popeye continues to stand for strength, fitness and nutrition, and new partners in these categories include GameFood Company for vitamins and

protein bars in Russia and Brasterapica Industria Farmaceutica for nutritional supplements in Brazil.

King Features also continues to expand Popeye's presence in Asia, Australia and Latin America with new apparel deals with HUF and Giordano, C-A-P Co, Aurimoda and Hanes. Fans will also love new footwear collaborations with collections from popular brand Sperry, as well as offerings from NotLikeYou, who will bring unique Popeye designs to custom Converse Chucks and Timberland Boots in Germany. Additional new Popeve product lines include Funko Pop! vinyl toys, magazine promotions for Olive Oyl and Brutus with Magazine House Co. in Japan, hand-painted figurines and gift items from Arguydal, pop art from Mr. Brainwash and Super A, adult costumes from Rubies in the U.S. and Canada and from Metamorph in Germany, Austria, Switzerland, Spain and France and much more.

King Features is also launching new creative focusing on Popeye through the ages. King Features has created a newly redesigned brand logo and packaging, a fresh, interactive website that includes video content, the latest news, an interactive timeline charting his history and a photo filter feature that allows fans to brand and share and new YouTube channel.



recent successful street style collaborations with top tier brands including A Bathing Ape, Joyrich, and New Era.

"Popeye is a pop culture icon that has been beloved for decades and we are very excited to have so many best-in-class partners on board to help us celebrate his 90th anniversary next year," says Carla Silva, vice president and general manager, global head of licensing for King Features. "A vear-long celebration will kick off with limitededition merchandise, plans for a host of events, partnerships, new entertainment and additional product launches around the globe."

Endemol Shine Brings Fan-Favorite TV Series to BLE

The Endemol Shine Group will showcase a variety of IP during this year's Brand Licensing Europe including, for the first time, "Peaky Blinders" and "Black Mirror."

The BAFTA-award winning series "Peaky Blinders," which airs across 182 countries and on Netflix, will be represented for a score of categories including gaming,



publishing, experiential events and apparel. The series' fifth season

is confirmed for 2019.

"Black Mirror," meanwhile, is making its mark off-screen with products that "tap into the unique, cultural zeitgeist of the series." Earlier this year, Netflix revealed that the series will return for a fifth season.

Endemol Shine Group will also showcase a number of properties from its entertainment portfolio including "MasterChef," which has inspired live sessions in BLE's food activation area, as well as "Simon's Cat" and "Mr. Bean," both of which are driving brand licensing opportunities worldwide.





Plus Licens

UCLA

DHX Redefines Preschool With First Steppers Framework

In an effort to rethink the broad preschool category and provide greater opportunities for licensees, retailers and brand owners, DHX Brands has introduced the First Steppers initiative.

First Steppers repositions the broad preschool category into a new subcategory for brands which meet the socio-developmental and entertainment needs of children, ages 6-months to 2-and-a-half-years-old. About 1.5 million children fall into this demographic at any one time, according to

With a world-class portfolio that includes "In the Night Garden," "Teletubbies" and "Twirlywoos," all developed with early years specialists and aimed at First Steppers, DHX has an intimate understanding of this age group.

The company teamed up with one of the leading child development and play experts, Dr. Amanda Gummer from Fundamentally Children, to conduct comprehensive research with parents of First Stepper children that included online surveys, focus groups and shopper research. Findings from the study reinforced for DHX the belief that increasing awareness of the developmental needs of these children and the issues their parents face on a daily basis represent fresh opportunities for brands, retailers and consumers.

Research highlighted opportunities in helping parents navigate everyday life activities, such as mealtimes, tantrums and safety aspectsaspects that can create challenges for dealing with children in this age group. Parents acknowledge that characters can help encourage children to transition through key milestones, and they actively seek products from trusted brands to make these tasks easier. That said, they admit they often become confused by the overwhelming array of preschool products available and can become confused by a lack of clarity over the ageappropriateness of these products.

The First Steppers framework looks to address those challenges through explicit product marketing and point-of-sale communication.



"The First Steppers framework helps everyone understand the important developmental milestones that are achieved in the very early years, so they are able to make developmentally engaging products and support parents in what is a critical time in any family's life," says Dr. Gummer.

Working with current and new partners who embrace the First Steppers framework, DHX has reviewed product development for its own brands to develop new, innovative products and is working with retailers on dedicated offerings for First Stepper children. Tom Roe and Charlotte Hill from DHX Brands, along with Dr. Gummer, will discuss the initiative at BLE's Redefining Preschool seminar, taking place at 1 p.m. on Wednesday, Oct. 10, in the Licensing Academy.

Meli Melo to Debut New York City-**Inspired Collection**

In a deal brokered by CAA-GBG, NYC &Company, the official marketing arm of New York City, has tapped Melissa Del Bono of Meli Melo to create a series of handbags and accessories inspired by the American city.

The upcoming handbag line will feature five different colors that represent each borough-Manhattan, the Bronx, Brooklyn, Queens and Staten Islandacross a line of backpacks, bum bags, lightweight shoppers and small leather

goods like coin purses, card holders and

Additionally, Meli Melo has created two exclusive lines, Taxi and Pink, which will aim to embrace the essence of the

The pre-spring/summer 2019 Meli Melo x NYC collection debuted during New York Fashion Week last month and talks are currently underway with buyers for exclusive retail doors in London, NYC and China.











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Animaccord Teams Up with Yandex. Taxi for Safety **Program**

Animaccord, producer and distributor of the animated series "Masha and The Bear," has teamed up with Yandex. Taxi, Russia's largest online taxi booking service, to teach children car safety rules. Animaccord created an educational video for its "Masha and the Bear" YouTube channel that explains the importance of using appropriate car seats for children. In support of the joint educational program, Yandex. Taxi worked with more than 200 of its drivers in Moscow, St. Petersburg and Yekaterinburg to place images of "Masha and the Bear" on their vehicles.

Yandex N.V., the multinational corporation specializing in internet-related products and services that owns Yandex. Taxi, has created a series of tutorials for the educational program that will be used along with animated videos, social media posts, banners and special sections on the "Masha and The Bear" website to educate children about road safety through simple and entertaining messages.



Caroline Mickler to Showcase Beatles, Moomin and More

Licensing agency Caroline Mickler will display a variety of brands including The Beatles, Yellow Submarine, "Moomin," "Horrid Henry," Jamie Raven and Lord's during BLE.

The Moomin brand is expected to be a hot commodity during this year's show, with the arrival of a new animated TV series in 2019. The brand, which has already experienced long-term success, is continuing to be developed in categories such as adult fashion and gifting.



"Horrid Henry," meanwhile, is an animated series on CITV that offers licensing opportunities in multiple categories, particularly in toys and games.

During the show, the agency will also look to expand The Beatles and the Yellow Submarine property, which celebrates its 50th anniversary, into additional categories.

"We're expecting a busy BLE, with 'Moomin' and The Beatles in particular making headlines now and in 2019-but visitors to stand A60 will again find the varied range of brands with diverse consumer appeal that has become our trademark," says Caroline Mickler, managing director, Caroline Mickler.

Beanstalk Extends Baileys Food Program

Alcoholic beverage brand Baileys has entered into new deals with Finsbury Food Group, Tassimo, DMK and Baulifor for a host of new products.

Beanstalk, Baileys' licensing agency, brokered the deals.

Finsbury Food Group will create an indulgent Baileys Freakshake cake, which launched at Asda stores in September. Finsbury will also launch a Baileys Yule Log across Tesco and Asda stores.

The brand has extended its partnership with Tassimo for a new range of hot chocolate pods. The Hot Choco pods launched across German grocers in September.

German dairy group DMK launched a Baileys ice cream range across Tesco stores in September, and Italian cake maker Bauli has teamed with Baileys for a pandoro cake that will launch in Italy for the holidays.

Beanstalk is exhibiting at stand K80 at BLE.



JELC Brings Birds, Nat'l Gallery to BLE

JELC has a number properties ready for expanded licensing opportunities.

The National Gallery, the third most visited museum in the world, boasts an internationallyadmired collection of paintings in the Western European tradition from the 13th to the 19th century. The collection has inspired a global licensing program with nearly 40 licensees.

JELC recently signed Blackstone Designs for a new range of t-shirts, featuring a selection of iconic works from the National Gallery's collection, coming to Topshop this fall. Roy Lowe & Sons, manufacturer of licensed character socks, is planning a range of National Gallery socks for children and adults due at retail in spring 2019 and Scoop Designs is expanding its exclusive Boots food gifting range, known as Delicious Art, for in time for Christmas.

The National Gallery brand is continuing its expansion into new markets with partnerships with Copyrights Asia (the National Gallery's agent for Japan), Afilio Brands (master licensee for China) and Bravo & New (licensing agent in South Korea).

The avian-themed illustrations from the design brand I Like Birds are also on a growth trajectory, says JELC. The brand, which claimed a finalist spot in the 2016 License This! competition, now has four key licensing partners on board including Quadrille Publishing for stationery, Brown Trout for calendars, My Gift Trade for gifting and kitchen textiles and The Art File for greeting cards and wrapping paper.

The Art File's I Like Birds products appear in Paperchase stores, Blue Diamond, Waterstones, Blackwell's, RNLI, RSPB and Wyevale.

> JELC is also seeking partners for other brands in its portfolio.

With 86 percent consumer awareness and 1.7 million visitors to its website each year, Crimestoppers boasts a number of partners with more expected to follow.

Celebrating more than 70 years as one of the U.K.'s leading bed brands and family sleep expert, Silentnight is uniquely placed to lead the multibillion-pound sleep category. The brand's growing licensee portfolio



includes Beds for Pets from GHS and a recently renewed agreement with Benross for room diffusers, air purifiers and a sunrise and sunset

JELC has helped Help for Heroes, the charity founded to provide lifelong support to service personnel and veterans with injuries and illness sustained while serving in the British Armed Forces, forge alliances with licensees across a wide range of categories.

JELC's latest property, House of Turnowsky, is looking for partners to bring the luxury greeting card, stationery and lifestyle brand to a number of categories including homeware and tableware, home textiles, soft toiletries, soft furnishings and fashion accessories.



Dependable Solutions Secures Privacy Shield Certification

Dependable Solutions has committed to handling EU personal data with strict guidelines set by the Privacy Shield Framework established by U.S. Department of Commerce, the European Commission and the Swiss Administration, achieving certification as a participating organization.

The Privacy Shield Framework requires transatlantic companies, such as Dependable Solutions, to demonstrate that they have aligned their data protection policies to meet EU legal standard for data collection and processing.

Through the certification, clients can be assured that their personal data is protected from unwarranted collection, misuse and transfer.

"We're proud to join the list of U.S. companies operating across the EU who meet the strict data processing standards of PrivacyShield," says Marty Malysz, president, Dependable Solutions. "It reflects the hard work and care our team take each day to make sure every aspect of our clients' relationship with us is as high quality as possible."





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Sprayground Debuts NFLPA Backpacks

Trendsetting backpack brand Sprayground is introducing licensed NFL Players Association (NFLPA) product to the European market for the first time this fall with a line that will feature a minimum of five limited edition styles available from a selection of current NFL stars.

On display for the first time at Brand Licensing Europe's new product showcase are backpacks from Los Angeles Chargers running back Melvin Gordon and Cleveland Browns wide receiver Jarvis Landry. Both signature backpacks will be raffled after the show.

A new licensee of the NFLPA in 2018, Sprayground's collaboration captures the excitement around the football players and the game's growing appeal in Europe. Via its licensing and marketing arm NFL Players Inc., the NFLPA retained leading brand licensing agency Brandgenuity to grow and manage its licensing efforts in Europe, connecting more fans with their favorite players on



new products, at retail and at events.

The NFLPA offers exclusive group licensing rights to more than 2,000 active NFL players, and provides manufacturers and retailers access

to player names, numbers, signatures, likenesses and voices, while creating customized business solutions for partners through licensing, marketing endorsements and player activations.

In North America, NFLPA has more than 70 licensees and generates more than \$1.6 billion in retail sales. Through Brandgenuity's efforts, the business is positioned for similar success throughout Europe.

Sprayground was founded in 2010 by athlete David Ben-David, with a mission to redefine and redesign the traditional boring black backpack. The brand catapulted to popularity after the success off the notorious "Hello My Name Is..." backpack, and now has collaborations with celebrities and some of the world's top brands and sports and entertainment properties. In 2015, Sprayground won the award for Most Creative Brand by Viacom. Today, the brand continues to push the envelope with its fun, edgy and adventurous designs.

DRi Drives Roald Dahl Licensing

Roald Dahl continues to be among the world's top storytellers. A Roald Dahl book is sold every 2.6 seconds and his stories are translated into 61 languages worldwide. The author's lifetime book sales are conservatively estimated to be more than \$250 million, and more than 30 million books have been sold globally over the last two years alone, says the brand's licensing agent DRi.

Dahl's books have year-round brand visibility, although sales spikes on World Book Day and Roald Dahl Day. At retail, World Book Day is a huge boost for the author's books, sparking dress

up products and educational goods. Roald Dahl's in-house World Book Day 2018 campaign had a 943 percent year-over-year reach last year.

Roald Dahl is now more visible than ever, with cross category ranges including costumes, nightwear and books.

For 2019, DRi Licensing has named Matilda as the hero title of the year. Celebrations kicked off this month to mark the book's 30th anniversary and publishing, marketing and PR activities are planned for the upcoming year.

In addition to The BFG, Charlie and the

Chocolate Factory and James and the Giant Peach, DRi represents the preschool The Enormous Crocodile program.

Across titles, the Roald Dahl brand has forged partnerships with Bloom and Blossom for a range of high end children's toiletries and has had significant growth in the gifting area, including extensive ranges from The Book People and Sainsbury's. In the toy category, Paul Lamond Games has released exciting new lines and Winning Moves launched a Roald Dahl Monopoly









Universal Brand Development Showcases Fan-Favorite IP

Universal Brand Development is heading into Brand Licensing Europe with a score of powerhouse franchises from the company's film and television partners including Universal Pictures, Illumination and DreamWorks.

During the show, Universal will spotlight its partnerships with local, regional and global licensees and retailers who are on board to support its roster of properties.

Key IP that will be featured include:

- Jurassic World-With a multiplatform content plan laid out through 2021, two, 22-minute broadcast animated specials and a new movie, Jurassic World has a score of licensees commit for the long-term.
- Fast and the Furious-The classic franchise will see a spin-off launch in August 2019, the next chapter of the saga in April 2020 and an animated Netflix series in 2019.
- The Voyage of Doctor Dolittle-Coming in April 2019, this new film is based on the tales imagined by Hugh Lofting.
- DreamWorks' Trolls-In addition to the first film, an all-new Netflix original series launched earlier this year. DreamWorks' "Trolls World Tour," the follow up to the 2016 film, meanwhile, is set to debut in April 2020.

- DreamWorks' How to Train Your Dragon-The next film in the franchise, How to Train Your Dragon: The Hidden World, is set for release in January 2019. Dragons is a priority brand with "huge" untapped potential in Europe.
- **Illumination's The Grinch**-With Benedict Cumberbatch voicing the Grinch, this holiday film is set to launch in November.
- Illumination's The Secret Life of Pets 2-The next installment in this furry franchise is set to make its big screen in June 2019.
- Illumination's Despicable **Me**-Highlighting everyone's favorite evil companions, Minions 2 is set to debut in 2020.
- DreamWorks TV's "Spirit Riding Free"-The Netflix original series is now rolling out across EMEA. Free-to-air broadcast partnerships have been secured across the G6 markets with Pop on board in the U.K., Super RTL in Germany and DEAKids in Italy. Toys from Just Play and Playmobil, meanwhile, launched last month.
- U-Vault archive-The U-Vault archive features a number of untapped classic brands including Jaws, Back to the Future and "Felix the Cat," among others.

Juventus FC Expands IMG Partnership to Include U.S. and Canada

The Juventus Football Club has renewed its existing agreement with IMG as well as expanded the multiyear agreement to include the U.S. and Canada.

IMG is currently the exclusive licensing representative for the football club in Asian territories, Australia and New Zealand. Since 2016, the Italian club's portfolio has grown to include product categories like apparel, gadgets, car accessories and luggage.

The club has been working to grow its international presence in the U.S. in recent years, with a "Summer Tour" that saw them play Bayern Munich in Philadelphia, Benfica in New York, Real Madrid in Washington D.C. and the MLS All-Stars in Atlanta. Moving forward, IMG will develop the team's brand licensing business through its network of Asian, American and Canadian offices, coordinated by its team in Milan.

"Our licensing program in Asia, Australia and New Zealand has already been hugely successful, and we're only just getting started," says Luca Montension, licensing manager, Juventus FC. "The U.S. and Canada are very exciting markets for us, with a fast-growing legion of engaged, passionate fans and an action-packed schedule of summer matches. We look forward to working closely with IMG to develop a range of high-quality, creative products that resonate with both loyal and new supporters."

Juventus FC recently made history by being crowned Series A champions for the seventh consecutive year, winning their fourth consecutive Coppa Italia in the process.

"Juventus continues to be one of the biggest names in world football, with their commitment to entertaining fans on and off the pitch and iconic black and white stripes," says Marcelo Cordeiro, licensing director, IMG. "We're looking forward to translating the success of their record-breaking season and our existing licensing program into the U.S. and Canada."

JUVENTUS











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 ranekd No.1 from the pre-school category. POLI has been also selected as 2nd fastest growing brand.

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 Novogorod, Volgograd, and Ekaterinburg until the end of May, 2017.





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, Citiezen'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.





Planeta Junior Launches 'Gormiti'



Planeta Junior has debuted "Gormiti," the new CGI action-comedy TV series based on the global toy phenomenon.

To celebrate, Planeta Junior will host a launch event at 3 p.m., Oct. 10, in the Licensing Academy, allowing potential partners to discover more about the brand from its creators.

"Gormiti" is set to feature 52 episodes, lasting 11 minutes each. To-date, Gulli has acquired the broadcast rights for France and RAI will debut the series in Italy.

Giochi Preziosi holds the master toy license to the series, while Planeta Junior manages TV sales and consumer products licensing worldwide.

Japan Connection Launches Kimusubi

Mizuhiki, the artistic Japanese craft created from paper strings made of Washi, a Japanese traditional handmade paper, comes in a wide variety of styles. The Japanese have used Mizuhiki as the final touch on greeting cards, envelopes and gift wrappings to personalized greetings for special occasions. Handcrafted with delicate and detailed techniques, Mizuhiki is a beautiful art.

Kaori Funaki, the Mizuhiki artist, has created her own brand, Kimusubi, using Mizuhiki stretched to wider designs suited for the modern lifestyle. Her designs all

have meanings. For example, Awaiimusubi represents a long lasting relationship, Musubikiri is used to celebrate a complete recovery from illness and sad occasions, Hanamusubi, signifies the repetition of fortune and celebration and Umemusubi represents a solidly bonded relationship that cannot be broken.

In Japan, the brand has received media coverage on TV, newspapers and magazines. Funaki's art is poised for wider rollout, and Japan Connection will be looking for licensing partners to bring her art to a global audience.



Acamar Films Amps Up Content Strategy for 'Bing'



With the success of its Emmy Awardwinning preschool property "Bing," Acamar Films is making a significant investment in content creation via its in-house YouTube studio.

Acamar Films recently created its own YouTube studio at its London headquarters in an effort to create more "Bing" content for distribution across a range of platforms that will ultimately boost brand recognition around the globe.

Content types includes how-to videos, compilations, games, music, storytelling and 2D animation aimed at young viewers.

Acamar will also develop content for adults based on the experiences of raising a young child.

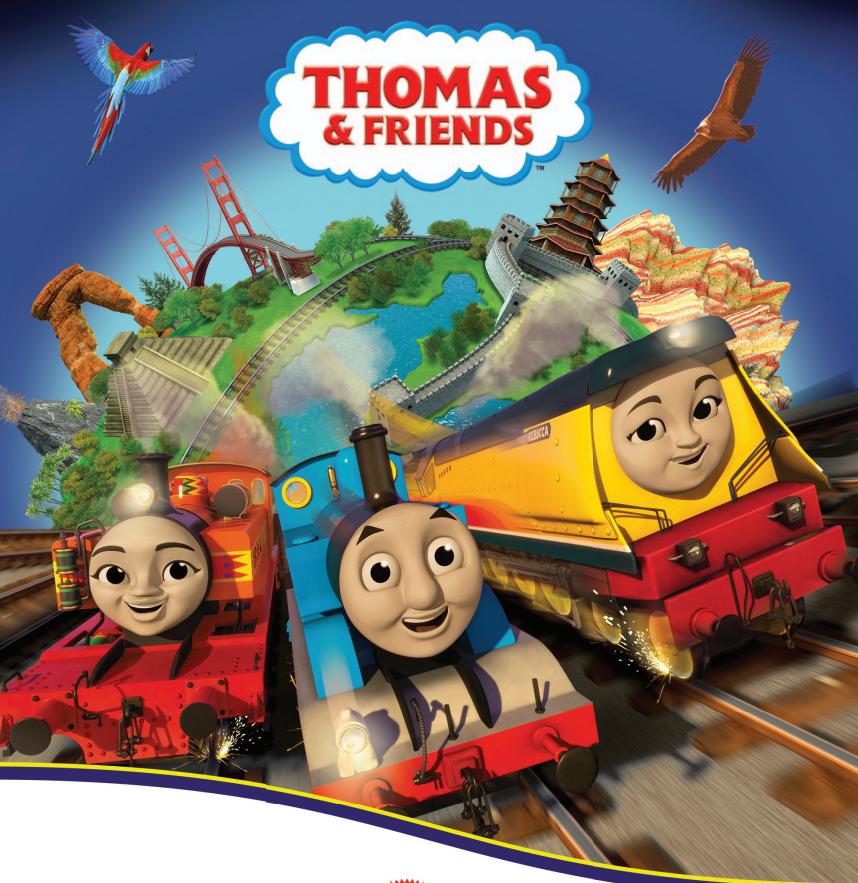
"Bing" is available globally via YouTube and available with local-language YouTube channels in the U.K., Poland, Italy, Spain, France and Germany. Local-language channels for Russia and The Netherlands are up next, says Acamar.

"Bing's' universally familiar content is proving popular around the world," says Sandra Vauthier-Cellier, chief commercial officer, Acamar Films. "An important

factor in its international expansion is a strong YouTube presence alongside terrestrial TV launches. We are committed to fulfilling the show's potential in a number of key markets over the next three-to-five years. We are investing in a multi-platform digital strategy, which is crucial to meet demand for fresh content to keep our audience engaged and entertained in the face of so much choice.

"Our aim is to deliver the right content at the right time on the right platform, while always remaining authentic and true to 'Bing," Vauthier-Cellier continues.

Acamar Films is making its Brand Licensing Europe debut this year with the goal to continue the on-going development of "Bing" across broadcast, digital and consumer products.



Come see us at **STAND C10**





Aardman Looks Ahead to Feature Film, New IP



Following the global release of prehistoric comedy adventure Early Man (directed by Academy Award winner Nick Park), Aardman Animations has a host of projects on the horizon, including an upcoming feature film and a new IP.

Aardman's animated television series "Shaun the Sheep" continues to grow globally, with season five broadcasting in more than 170 territories. The brand will further expand its reach with a Shaun the Sheep Movie sequel, which is currently in production and slated to be released in 2019.

The studio will continue working closely with Studiocanal on developing a strong licensing and promotional program for the film, including live experiences and publishing. Aardman will handle U.K. and international

rights via a network of agents across the globe.

"Learning Time with Timmy," a new educational online series for young Englishlanguage learners, launched on a dedicated YouTube channel in June and will also roll out with multiple international broadcasters.

The series, which features the studio's muchloved characters, was developed with the British Council to help English language learners, ages 2 to 6. Aardman plans to develop an international publishing and licensing program to further extend the "Learning Time with Timmy" brand.

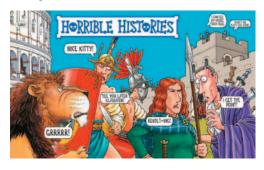
Also in 2019, classic brand "Wallace & Gromit" will celebrate 30 years, and Aardman plans to talk to licensing and promotional partners to kick off the brand's anniversary campaign.

Rocket Skyrockets into BLE with Hungry Caterpillar and More

Rocket Licensing will present a host of brands at stand B5 during Brand Licensing

Key properties include:

- The Very Hungry Caterpillar-Eric Carle's classic has been one of the U.K.'s most beloved children's book for nearly half a century. In honor of the brand's upcoming anniversary, a variety of new products, licensing categories and special promotions will launch in 2019. Children's educational toys, butterfly kits, confectionery, personalized gifts and greeting cards are among the latest signings.
- Elf on the Shelf-Released in the U.S. in 2005, Elf on the Shelf features a storybook and one of Santa's Scout Elves, who are sent into homes each holiday season to help Santa create his nice list. New partners in 2018 include TDP and Aykroyds for nightwear and underwear, Fashion U.K.



- for daywear, Roy Lowe for socks and Hachette for an activity sticker book. IG Design Group is also set to launch wrap and gift bags and Dreamtex has expanded its range to include pillows and towels.
- Horrible Histories-Scholastic's publishingturned-TV series has appeared across a number of product ranges including dress up, board games and social stationery. With the release of Horrible Histories: The Movie in 2019, Rocket will be presenting a number of opportunities for this classic brand.
- Love Is...-Danilo's Love Is... card range launched earlier this year and has secured a number of listings for Valentine's Day and Mother's Day 2019. New art assets and a style guide theme extension will also support new licensing opportunities ranging from apparel, accessories, publishing and stationery to housewares, beauty products and gifting.
- "Derry Girls"-Hat Trick Productions' comedy hit has inspired a licensing campaign that includes apparel, accessories, gifting, homewares, stationery, health and beauty and games and puzzles.
- Crunchyroll-Featuring a score of Japanese anime and Asian content, Crunchyroll has a portfolio of brands represented by Rocket including Bananya. During BLE, Rocket will look to fill categories such as publishing, health and beauty, apparel, food and confectionery.

- "Vikings"-With season six on the way, the historyinspired TV series is supported by GB Eye for posters, mugs, badges and prints, and Winning Moves for board games.
- ultimate boxing movie has established itself as a perennial brand. Creed II, the next installment in the franchise, is set to launch this November.
- "The Handmaid's Tale"-Following a dystopian society, "The Handmaid's Tale" just recently completed its second season on Channel 4.

Additional brands available from Rocket include JIffPom, the Pomeranian featured in Vivienne Westwood's fall/winter global advertising campaign; the BBC comedy "Mrs. Brown's Boys"; a portfolio of comic books from Valiant; and Gold's Gym, one of the most recognized fitness brands in the world, with target categories including sports apparel, accessories and nutrition.



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Frida Kahlo Children's Book Available in 15 Languages



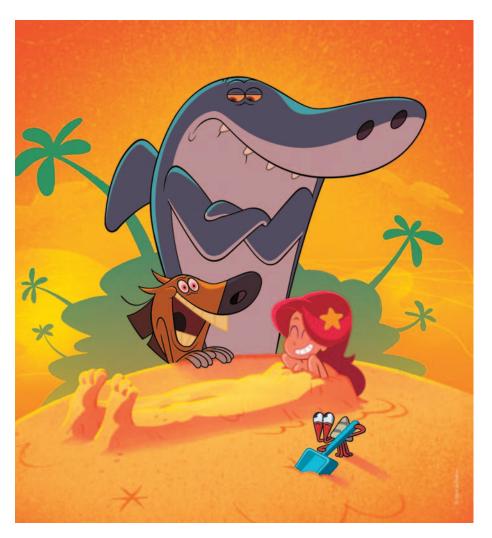
Spanish publishing house Alba Editorial announced that its Frida Kahlo title from the series Little People, Big Dreams is now available in 15 languages.

The educational Frida Kahlo children's book is available at most book retailers across the U.K. and Europe, including Asos and Amazon. A limited distribution of merchandise, mainly bags and notebooks, are also available. The book aims to provide readers with inspiring messages about women's empowerment and to educate them about iconic women throughout history.

"It's great to be able to get the important story of Frida Kahlo's life across to as many people as possible, even the very youngest," says Maria Strid, Art Ask Agency.

In collaboration with The Frida Kahlo Corporation, the Frida Kahlo license will be presented at BLE by Art Ask Agency, and who will offer visitors the opportunity to see products and review style guide assets.

The Frida Kahlo license has more than 40 licensees and has a presence in retail stores such as Asos, Topshop, Selfridges, Fenwick, Anthropologie and Harvey Nichols, among many others.



Xilam Animation Appoints Italian Agent for 'Zig & Sharko'

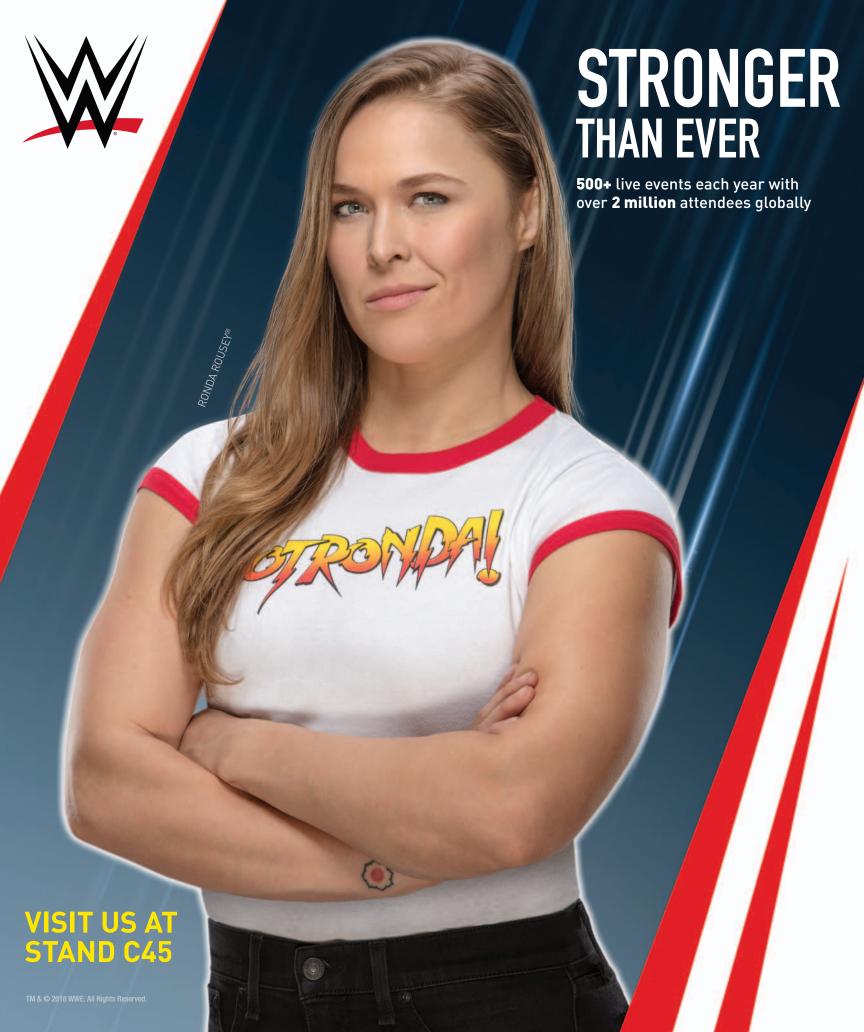
French animation studio Xilam Animation has appointed Maurizio Distefano as its licensing agent in Italy for its property "Zig & Sharko."

Distefano is developing a consumer products program for the series and is seeking partners in various categories, including toys and games, publishing, apparel, sporting goods, homeware, food and beverages and promotions.

"Zig & Sharko" is broadcast across 190 territories and airs on DeAKids and K2 in Italy. Season three of the series is currently in production.

"We have a significant and wellestablished fan base for 'Zig & Sharko' in Italy and are therefore delighted to be developing a product range with our newly-appointed licensing partner, Maurizio Distefano," says Marie-Laure Marchand, senior vice president, global consumer products, Maurizio Distefano. "The expertise and wealth of experience Maurizio Distefano has in developing engaging kids' consumer products programs makes them the ideal partner to capture the slapstick humor and evecatching visuals that makes 'Zig & Sharko' so popular, and we're very excited to see new products hit shelves."

Xilam Animation will be exhibiting at BLE stand B74.



Science Museum Makes Learning Fun with History Heroes

The Science Museum has signed a deal with History Heroes, an educational and entertaining card game series made in the U.K.

The collaboration aims to encourage children to learn about scientists and influential inventors and to help them get inspired by STEM (science, technology, engineering and mathematics) topics.

"The Science Museum is committed to igniting curiosity and inspiring everyone to enjoy and engage with STEM topics," says Abigail Ratcliffe, licensing manager, Science Museum Group. "History Heroes is a fantastic way to learn through

play, and we know that both children and adults feel more engaged and receptive to learning when facts are presented in interactive formats. History Heroes offers a fresh, fun way to discover the inventors and scientists who have helped shape the modern world and inspire players to find objects related to their favorite heroes on their next visit to the museum."

Each History Heroes pack contains 40 cards that feature historical figures and facts about their lives and their work.

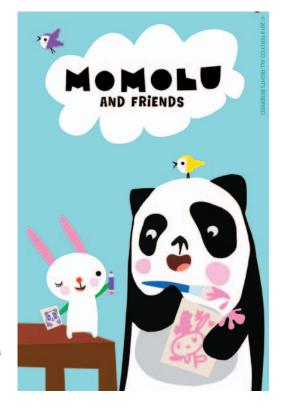
The Scientist and Inventor packs are available online now, and new card games in the series will be released later this year.



Ferly Launches YouTube Channel for Kids

Entertainment company Ferly is launching a YouTube channel that will be filled with short-form content for children and teens.

The company's first show "Momolu Makes It Easy" supports Ferly's brand Momolu & Friends. "Momolu Makes It Easy" is a preschool series that will teach children how to make simple arts and crafts projects.



Arty Mouse Makes a Play for Games

Edutainment Licensing has signed a deal with Sloveniabased Value Add Games on behalf of its awardwinning brand Arty



Value Add Games specializes in the design, development, production and distribution of topquality board games that offer educational value.

The Arty Mouse Drawing Game and the Arty Mouse Spin and Find Game will launch in 2019 and will be aimed at children, ages 3 to 6. The Arty Mouse Drawing Game will teach children to recognize and use shapes, and the Arty Mouse Spin and Find Game will turn the concept of remembering into a fun activity.



Get Ready for Another Pokémon Adventure

The next Pokémon core series game is currently in development and will launch in the second half of 2019 on Nintendo Switch

- 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
- Pokémon is one of the most successful video game franchises of all time, with more than 300 million games sold worldwide

 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

 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

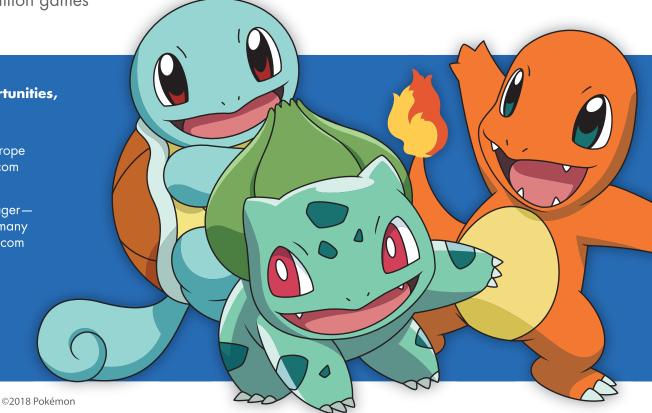
For licensing opportunities, contact:

Mathieu Galante Licensing Director—Europe m.galante@pokemon.com

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

Stand Number

C55



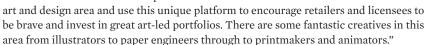
Sarah Lawrence and Jehane Boden Spiers Join Forces at BLE

Sarah Lawrence (This is Iris) and Jehane Boden Spiers (Jehane Ltd), business entrepreneurs who run their own licensing agencies, are teaming up for an engaging program of events at BLE. The two met while exhibiting at BLE and connected over their interest in art and design within the licensing industry.

The companies will exhibit alongside each another at BLE in the National Hall on stand P20.

The duo will jointly lead a licensing seminar on art and design and participate as judges on the panel of BLE's art and design category for License This!.

"We have worked incredibly hard throughout our careers to celebrate great design from all areas of the industry," says Lawrence. "Our BLE collaboration allows us to promote the



To learn more about art and the licensing industry, join Lawrence and Boden at their seminar, "The Power of Us," on Wednesday, Oct. 10, at 11:30 a.m. in the Brands & Lifestyle Theatre.



StudioCanal Announces Samsam Movie

StudioCanal's new IP Samsam movie is in production and expected to debut in 2020. The TV show is already broadcast in more than 50 territories, with a new season expected to launch

Samsam is the smallest of the great heroes. Serge Bloch designed Samsam to be a relatable hero for kids and a trusted brand for parents.

Samsam is a publishing Bayard IP that will come to life on the silver screen by animated studio Mac Guff (Minions). The film is produced by Folivari, the two-time Oscar nominated producers of Ernest & Celestine and The Triplets of Belleville.

StudioCanal holds worldwide licensing rights for the property.







'Peg + Cat' Lands in Iberia

9 Story Brands has appointed Ypsilon Licensing to represent the animated preschool series "Peg + Cat" for licensing in Spain and Portugal.

Moving forward, Ypsilon will exclusively manage the licensing and promotional rights across a variety of categories in the region including books, puzzles, back-to-school, plush

Additionally, Ypsilon Licensing and 9 Story have prepared a robust social media communications campaign that will feature select influencers, contests and more.

Co-produced by 9 Story Media and Fred Rogers Products for PBS Kids, "Peg + Cat" is currently available in more than 180 countries worldwide and has earned six Daytime Emmy awards.

Halloween Readies for 40th Anniversary

Trancas International Films and Compass International Pictures are gearing up for the 40th anniversary of the classic horror franchise Halloween with a score of partners.

The deals were brokered by the film's licensing agent, Creative Licensing.

Product ranges will range from t-shirts and art posters to Bishoujo-style sculpts and model kits. Current licensees on board for the Halloween film franchise include BHVR Games, Kotobukiya, Mezco, Microgaming, Middle of the Beyond, Madrid Skateboards, NECA, Park Agencies, Stance Socks, Terror Threads, Universal Horror NIghts, Bottleneck Gallery, PCS Sculptures, Licensing Essentials and Mondo.

Additionally, a Halloween convention is set to take place in Pasadena, Calif., on Oct. 12, ahead of the new film, which hits U.S. theaters Oct. 19.

Further licensing opportunities will be available at stand B71.



Sophie la Girafe Extends into Babywear

With over 35 licensees, Deliso, the exclusive worldwide licensor of Sophie la Girafe, will reveal several new partnerships during BLE for the children's brand.

Sophie la Girafe is already available in baby categories such as wooden toys, cosmetics, plush toys, bed linen and more, and is currently targeting categories such as stationery, nursery textiles, accessories and more.

During BLE, Delisio will reveal partners for baby shoes and baby layette products at stand B38.



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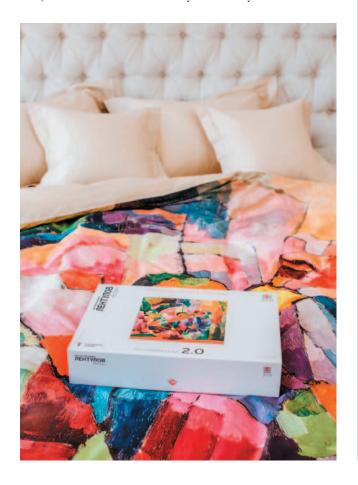
'I'retyakov Gallery Launches Licensing Program at BLE

Moscow's The Tretyakov Gallery is launching its licensing program at BLE.

The museum has partnered with Moscow's b4r agency, which will create a strategy and design three style guides-Russian Avantgarde Art, Russian Fairytale and Masterpieces of The Tretyakov Galleryfor the museum's licensing program launch.

So far, The Tretyakov Gallery has struck a deal with Tapetum for a line of bedding, which is available for purchase now.

The Tretyakov Gallery is targeting fashionistas, beauty junkies, art enthusiasts and heavy travelers with its licensing program. BLE attendees can visit booth K22(National Hall)to learn more about The Tretyakov Gallery.





RonSchmidt Brings Dog Photography **Passion to BLE**

Art Brand Studios is seeking new licensing partners for RonSchmidt, a dynamic photographer with an ever-growing catalog of images. Schmidt's love of photography began at an early age when his uncle Russ gave him a camera for Christmas. When he was 9-years-old, Schmidt took his first animal photos of squirrels and of his dog. Today, Schmidt is a leading dog photographer with a vast catalog of whimsical, unique dog imagery aimed at animal lovers worldwide.

To learn more about RonSchmidt's photography and licensing opportunities, visit Art Brand Studios' stand N78 at BLE.

BLE is moving, save the date!





Thank you for helping to make this year's BLE a success, why not save the date now for next year's show? Join us 1-3 October 2019 at ExCeL London, the new home of Brand Licensing Europe. We hope to see you there!

FIND OUT MORE AT BRANDLICENSING.EU/EXCEL

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EmojiOne Launches 10 New **JoyPixels** Collections

Art Ask Agency will present EmojiOne's JoyPixels property for licensing opportunities at BLE.

The collection will include dog faces, cat faces, monkey faces, panda faces, alien faces, basketball faces, tennis ball faces and heart designs, among other icons. The 400 new icons will bring EmojiOne's library to more than 3,000 custom emoji icons that are available for digital and consumer product licensing.

"The emoji trend remains very strong at retail," says Maria Strid, owner, Art Ask Agency. "And as long as people keep communicating and EmojiOne keeps creating new and unique icons, the consumer will continue to rely on JoyPixels as their way of expressing themselves through the products they purchase—the same way EmojiOne's customers and licensees use the EmojiOne emoji icons in the digital world."



V&A Inspires New Homewares Collections

The V&A has teamed up with Creative Tops and Flair Rugs for new ranges of tabletop items and rugs featuring the museum's extensive history and archives.

First, from Creative Tops, is a tableware collection inspired by the three dining areas from the world's oldest museum restaurant, which were introduced by the V&A's founding director, Sir Henry Cole, in 1868. The line,

appropriately called the Cole Collection, aims to capture the "splendor of the Refreshment Rooms" and features mix-and-match fine china pieces in a variety of blue and white patterns.

Flair Rugs, meanwhile, is set to release four new designs within its Luxmi collection. Each rug is inspired by a different artifact from the V&A's archive including Chinese

wallpaper from 1860; a 1930s hand-knotted carpet, which is typical of the Art Deco movement and given to the V&A by The Savory Group; furnishing fabric by Allan Walton Textiles; and pieces by French artist Edouard Benedictus.

The new rugs are available in three standard sizes and join existing V&A-inspired designs from the Luxmi collection.





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RANDS AND LIFESTYLE THEATRI

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

Speakers: Christine Cool, licensing manager and

Panel Discussion: Opportunities in Sports Licensina

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 10

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.

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 staving 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, Moomim 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

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,

Pioneers and Mercenaries: Hiring YouTubers to Reshape the Attention War

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

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



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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	Sinigaglia	B40
Aardman	B30	Ducati	M82	Licensing Link Europe Ltd	A20	SmartStudy	C35
Acamar Films	F94	Dynit SrI	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	emoji 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
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Art Ask Agency s.l.	N72	FC Barcelona	P82	Mandarin Creative Ltd	N42	SYBO Games	F92 B76
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Art by Lis Goncalves	M34	Ferly Ltd	G70	Master Italia	N76	TakToon Enterprise	C35 F95
AS Roma	P75	FIAT	L32	Mattel Brands Consumer Products	C10	TCC Brands	L72
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Atlantyca Spa	F45 C35	Fluid World Limited	G35	Maurizio Distefano The Evolution of Licensing		TF1 Licenses The Copyrights Group	G55 E82
Autora World Corp.		FOCO UK	C115 F34	MAYA STUDIO	F30	The Football Association	M96
Authentic Brands Group	C65	FranceTV Distribution		Mediatoon Licensing	B22	The Light Fund Company	F125
Automobili Lamborghini Babblarna	M60 F120	Freddy Leck seine Marken GmbH French Football Federation	N40 M96	Maze Theory Melnitsa	B125 F47	1	M88
BANDAI NAMCO Entertainment Europe S.A.		Gallimard Jeunesse - Casterman	L50	Mercis BV	B15	The Open The Partnership	M80
BARUCK			A25	Metrostar		The Point, 1888	L60
Bavaria Sonor Licensing	C35 M84	Games Workshop Gateley Plc	G120	MGA Entertainment	K30 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
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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	ТОНО	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.I	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 Alcuni	G107	NECA	F22	Paris Saint-Germain	N90
Brands & Rights 360	F30	Guangzhou Liuhua Fashion Wholesale Marke	t F33	Nelvana International Limited	F56	Tractor Ted	B68
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Cloudco Entertainment	B20	IWM (Imperial War Museums)	L42	Rediks Graphics	C35	Vooz	E110
Coolabi	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
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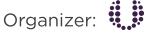
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'Oddbods' Drops Beats with Kidz Bop

One Animation and YouTube characters "Oddbods" has teamed up with U.S. music brand Kidz Bop to produce kids' content for broadcast across YouTube and social media platforms.

The "Oddbods" brand currently generates 15 million views per day on the video platform.

In their first video collaboration launching on Friday, the Kidz Bop

Kids will perform their signature "Kidz Bop Shuffle" with the "Oddbods" characters in a piece of bespoke animation that encourages kids to get up and dance along.

The launch will be supported across both brands' social media platforms, YouTube channels and Popjam, with a second video to follow later in the year.

"Kidz Bop boasts sales of more than 19 million albums to-date and 24 top 10 albums on the Billboard 200 Chart, and is only surpassed by The Beatles, The Rolling

Stones and Barbra Streisand," says Anabel Higgin, marketing director, One Animation. "We are thrilled that 'Oddbods' get to showcase their very best moves in such great company. Our collective brand values of positivity, fun and friendship together with the insatiable fan demand that both brands enjoy, are aligned just as well as our dance moves, and we can't wait to get kids up and moving to this fun initiative."



ITV Grapples with World of Sports Wrestling

ITV Studios Global Entertainment is working with British wrestling company World of Sport Wrestling in licensing following the return of its Saturday night show on ITV this July.

The 2018 revamp of the 1960s program features more than 30 wrestlers, all with their own catchphrases and signature moves.

The series showcases fan favorites Grado, Will Ospreay, Viper, Adam Maxted, Kay Lee Ray and more. In addition, legendary wrestler Stu Bennett stars as WOS executive, and wrestling expert SoCal Val joins the show as a member of the commentary team.

Season 1 of "World of Sports Wresting" produced by ITV Studios Entertainment, debuted to more than 1 million viewers in the U.K., making it the highest-rated British wrestling show in 30 years.

A live show is planned for the beginning of 2019.





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Continued from cover...

With a raft of programming for kids and families, Kaufman is looking to Viacom's properties like "South Park" and "Jersey Shore" to expand licensing opportunities. "Soul Train," a VNCP property, is approaching its 50th anniversary, and Kaufman is seeking partners to work with for the classic dance show.

"Paw Patrol," another VNCP property, has become a favorite show with kids and adults alike, which caught Kaufman by surprise.

"Every time I go somewhere, watch something or read a Kardashian post [on social media], there's always something about 'Paw Patrol," says Kaufman.

Plans for "Paw Patrol" include a direct-to-video program for "Mighty Pups" at Walmart in the U.S.

When speaking about the classic property "Teenage Mutant Ninja Turtles," which received an image overhaul for the "Rise of the Turtles" animated series on Nickelodeon, Kaufman found that keeping a 30-year-old property like "TMNT" relevant was a relatively easy challenge.

"It really is in the 'Teenage Mutant Ninja

Turtles" DNA to change it up," says Kaufman.

One of the new strategies was to premiere "Rise of the Teenage Mutant Ninja Turtles" across all digital channels, including YouTube. The premiere show received 8.5M global views.

Kaufman also shared how working with an influencer like JoJo Siwa helped VNCP get into an overlooked market.

"We saw a retail opportunity for 9-to 14-year-olds," says Kaufman. "It was an opportunity for the company to go to retail and amplify a space that is underserved."

Next year, Siwa is celebrating her 16th birthday by releasing new music, a live tour and a new animated series, "The JoJo Bow Bow Show Show" featuring her dog Bow Bow, who is breaking out as a pet influencer.

Kaufman showed nothing but enthusiasm for the future of the licensing industry.

"We're in the best industry right now in the world," says Kaufman, "The retail landscape changes, but people are never going to stop shopping. We're looking for a lot of ways to connect to the consumer. And there's more content being consumed than ever before"

Nadiya Hussain Talks 'Bake Off' and Branding at BLE

When Nadiya Hussain won "The Great British Bake Off" in 2015, she could not have imagined that three years later she'd be a global star.

Tuesday, Hussain spoke at Brand Licensing Europe in a seminar hosted by Jessica Blue, senior vice president, global licensing group, UBM, about her meteoric rise, the importance of her platform and the future of her personal brand.

Represented by Start Licensing in the U.K., Hussain has spent the last two years shaping a program that includes kitchenware and kitchen accessories from Bliss Home and has written seven books and a novel via deals with Penguin Books, Hodder Children's Books and more. She also appears as a television presenter and has a contract with BBC for a series of cooking documentaries.

"For me, I understand the importance of what I do," says Hussain. "It's more than just cooking; it's about family, food, living, eating and the idea of home. To go into the world of licensing with products that I've designed myself is amazing. I'm hoping that when people see the products, they understand the hard work that has gone into creating them and that my products become a little piece of each customer when they go home."

Hussain, who says a bout with panic attacks led

her to try out for "The Great British Bake Off," can now feel at ease. In the time since her win, she has become a household name and has inspired a generation of young Brits, who aren't

used to seeing a woman like her on television. Hussain and her team have enjoyed their success in the U.K. market but also

see potential beyond her backyard.

"What encourages us about expanding outside of the U.K. is that Nadiya works on TV, and there has been progress for international sales," says Ian Downes, Start Licensing. "She also works with global players in the publishing world. As those get more established, it will only make sense for the consumer products program to follow."

Hussain's authenticity has made her a household name and is the foundation on which she builds her consumer products line.

"The process has been very slow, but that's what I love about it," Hussain says. "It isn't just, 'here you go.' We've taken our time, and I think about every element, down to color and finish, to make sure it says something about me."

Beano Studios Taps Rocket Licensing as **U.K.** Agent

Beano Studios has appointed Rocket Licensing as its U.K. licensing agent and has promoted Angeles Blanco to director of global licensing.

Rocket Licensing, which specializes in strategic marketing plans and brand building, will work to expand Beano's licensing program across the U.K. and Ireland.

In her new role, Blanco will lead the development of Beano's global licensing program and work alongside Rocket Licensing and international agents to grow Beano's local licensing efforts.

"I am looking forward to working closely with Rocket Licensing to further develop our licensing opportunities," says Blanco. "Beano is loved across four generations, and powered by our freshly transformed brand, our new content output and rapid digital growth, we're able to offer a unique proposition to new partners."

Bettina Koeckler will continue to serve as senior consultant on the strategic development of Beano Studios brands.

Beano Studios is exhibiting at BLE on stand E87. Rocket Licensing is exhibiting on stand B5.





Hannah Mungo, **Universal Brand Development**



The **BLE Character Parade**



Pam Kaufman and Mark Kingston, **Viacom/Nickelodeon Consumer Products**



Nadiya Hussain of "The Great British Bake Off"



Sandra Vauthier-Cellier (in red blazer) and the team at **Acamar Films** with Bing



Paul Bufton and Julian Moon, Warner Bros. Consumer Products



Katie Rollings and Andrew Carley, **Entertainment One** with Gekko, Catboy and Owlette of **"PJ Masks"**



James Walker and Casey Collins, **Hasbro**



Hello Kitty at Sanrio



Christine Cool and Marta Ballesteros, **Perfetti Van Melle**



Simo Hämäläinen and Minna Eloranta, Rovio



Aude Artur De La Villarmois, Bertille Neyrat and Alexandra Filoli, **France TV**



David Fenton, Amber Cheung and Anne Buky, Imperial War Museums



Sandra Gillespie and Ari Baron, **UCLA Trademarks and Licensing;** Malin Jahde Holm, Plus Licens; and Cynthia Holmes, **UCLA Trademarks and Licensing**



Tiana of Hearts by Tiana



Maxine Lister, Natural History Museum Museum



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