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October 11, 2018 | Day 3

LONDON BRAND LICENSING EUROPE 2018

IOC's New Licensing Approach

The International Olympic Committee's Elisabeth Allaman delivered the official keynote address at Brand Licensing Europe on Wednesday inside The Licensing Academy, where she presented the IOC's strategic new licensing approach.

In a dynamic session moderated by Steven Ekstract, brand director, global licensing group, UBM, attendees learned how the IOC is looking to exploit the upward tick in sports merchandise sales by making a major push into global licensing.



Historically, Olympic licensing was location-focused and mainly managed via the organizing committees in the host countries. Today, the IOC plans to implement three core licensing programs that are designed to exponentially scale the organization's consumer products offering globally.

"We are ready for the challenge," says Allaman, who serves as vice president of commercial integration at the IOC Television and Marketing Services.

Read more on page 52

News

'Fortnite' Bundles Euro Bedding Deal

Epic Games has signed a deal with Character World to create a range of "Fortnite"-inspired home textiles.

IMG, "Fortnite's" exclusive global licensing agent, brokered the deal.

The new branded line will include duvets, cushions, fleeces, accessories for adults and youth and more.

"We are thrilled to partner with Epic Games to create our range of 'Fortnite' home textiles for all our European retailers," says Danny Schweiger, managing director, Character World. "Character World is well-known for bringing iconic brands to homes across Europe, and this range will be a true celebration of 'Fortnite's' global and cultural significance. 'Fortnite' is a must-have brand that can only get stronger and stronger through 2019 and beyond. At Character World, we will endeavor to maximize all retail opportunities with our innovative products and designs."

Today's Events

- **10:00 a.m.** – Licensing Overseas: LIMA's Three-Step Guide to Doing Business Internationally with Kelvyn Gardner, LIMA U.K. at The Licensing Academy
- **11:00 a.m.** – Fireside Chat with Bethany Koby, Tech Will Save Us, at The Licensing Academy
- **11:30 a.m.** – Repositioning an Icon: The Hello Kitty Gang with Martina Longueira and Bettina Vicente, Sanrio at Brands & Lifestyle Theatre
- **12:30 p.m.** – License This! finale at Brands & Lifestyle Theatre

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

ABG Acquires Camuto Group with DSW

Authentic Brands Group has acquired a majority stake in the IP of the Camuto Group's proprietary brands through a joint deal with DSW.



ABG will take a 60 percent stake, and DSW will hold 40 percent.

"We are thrilled to welcome the Camuto Group to the ABG family and forge a long-term relationship with DSW," says Jamie Salter, chairman and chief executive officer, Authentic Brands Group. "This strategic arrangement preserves the Camuto Group operation, which will continue to service its current footwear partners." **Read more on page 52**

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

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Nick Scores Recycled Apparel Deal

Viacom Nickelodeon Consumer Products has inked a multi-year pan-European, Middle East and Africa deal with Trashcode to create licensed merchandise from sustainable materials.

Trashcode is a joint venture between apparel and accessories company Cookie Company Group and sustainable textile company Waste2Wear.

VNCP is in talks with its retail partners to develop character-based apparel ranges with Trashcode materials. Prototypes of “SpongeBob SquarePants” t-shirts made from Trashcode recycled materials will be on display at Brand Licensing Europe.

Trashcode products are composed of Waste2Wear fabrics made from recycled PET bottles and/or other recycled materials.

“We have a long-standing relationship with Cookie Company Group, and when they came to us about Trashcode, we knew we needed to be a launch partner,” says Mark Kingston, senior vice president, international, Viacom/Nickelodeon Consumer Products.

“Viacom/Nickelodeon have a history of bringing awareness to pro-social causes, and at VNCP, we want to do our part to help create a more sustainable licensing industry,” adds Kingston. “Brand Licensing Europe is the perfect opportunity to engage with retail partners about this important topic. 2019 is ‘SpongeBob SquarePants’ 20th anniversary, and he is an ideal character to illustrate Trashcode’s mission of high-quality sustainable products in the licensing industry.”

VNCP is exhibiting at Brand Licensing Europe at stand D10.



The Snowman Styles Apparel

Penguin Ventures has teamed with lifestyle brand Barbour for a Christmas collection inspired by Raymond Briggs’ *The Snowman*.

The collection will consist of knitwear, jerseys, tees and accessories for women and children. Notable pieces include the Barbour highfield knit sweater, which features an image of The Snowman on the center; and the Barbour tartan scarf, which has a Snowman tab at the bottom corner.

“We are delighted to be partnering with Penguin Ventures to celebrate the 40th anniversary of *The Snowman*,” says Paul Wilkinson, global marketing and commercial director, Barbour. “It is a classic and much-loved story which has become an established part of family Christmas traditions. It embraces the spirit of spending quality time with loved ones at this special time and the joy of sharing memories and making new ones. The Barbour x *The Snowman* collection features fun, easy-to-wear pieces, guaranteed to raise a smile at Christmas time.”

The collection will roll out Nov. 12 at Barbour retail shops. A special limited-edition pin will be given with each sale.

Penguin Ventures is exhibiting at Brand Licensing Europe at stand B45.



Peter Rabbit Scores Deals for Sequel

Sony Pictures Entertainment Worldwide Consumer Products and Penguin Random House U.K. (and Penguin Ventures) have joined forces for a worldwide licensing and consumer products program in anticipation of the theatrical release of *Peter Rabbit 2*.

The deal covers the U.K. and Ireland, Australia, New Zealand and Japan. The new film will see Peter Rabbit and his furry friends embark on a new adventure and is based on the *Peter Rabbit* book series by Beatrix Potter.

“We’re thrilled to be working with Sony Pictures Entertainment again and look forward to expanding our successful licensing and consumer products program for this second movie,” says Susan Bolsover, licensing and consumer products director, Penguin Ventures.

Penguin Random House U.K. is exhibiting at Brand Licensing Europe at stand E70.



Give the Gift of ‘MasterChef’ This Holiday

Endemol Shine Group has inked new retail and publishing deals for the “MasterChef” brand.

Gifting company Kimm & Miller have signed on for a new line of “MasterChef” giftware, which will be available later this year in the U.K. at Debenhams stores.

The line will include aprons with spices, mini saucepan servers with condiments, a spice rack, pestle & mortar with herbs and more.

Endemol Shine North America also signed an agreement with SCS Direct for small kitchen appliances inspired by the cooking competition.

The range includes 10 items and is available now on Macys.com and Amazon

Endemol Shine Group is exhibiting at Brand Licensing Europe at stand E100.



Sony to Take 'Pingu' to LatAm

Sony Creative Products, which manages licensing in the Japanese market for "Pingu" on behalf of rights owner Mattel, has announced a new distribution partnership for "Pingu" with Sony Music Entertainment España.

SME will broadcast in European and Latin American territories, handling all Latin American countries, excluding Brazil, as well as Spain, Portugal, Italy, Poland, Slovakia, Hungary, Romania, Bulgaria and the Czech Republic. "Pingu in the City" currently airs on NHK ETV in Japan.

SCP and SME are also planning to create products and promotions targeting EU markets that bring together SME-managed artists and "Pingu." SCP is aiming to extend this business model to future partnerships involving animated and other properties.

"We are thrilled about this new partnership with Sony Creative Products," says José María Barbat, president, Sony Music Entertainment España. "It means the start of a new business venture in premium content as we share a common ambition to drive the growth of SCP's entertainment content in Latin American territories, Since we started conversations early this year, we've felt our future together is highly promising. We accept the challenge to expand the 'Pingu' property, and we look forward to extending our shared dream in other entertainment projects."

"This agreement with SME will provide a marvelous platform to extend the market for a delightful and highly entertaining reimagining of the 'Pingu' story," says Takeshi Nakamura, global business group licensing manager, Sony Creative Products. "It will also open up opportunities for innovative new business models. We're delighted to be announcing this highly significant partnership with SME at one of Europe's most important licensing events."



Sergi Reigt, **Sony Music Entertainment**, and Hitoshi Hasegawa, **Sony Creative Products**

Mattel Releases 'Doctor Who' Barbie

BBC Studios and Mattel have partnered to release a Doctor Who Limited Edition Barbie doll.

The doll was made in celebration of the season of "Doctor Who," starring Jodie Whittaker as The Thirteenth Doctor, which premiered on BBC One on Oct. 7.

The "Doctor Who" Barbie wears a striped t-shirt, paired with cropped trousers and a trench coat. Additional, true-to-character details include "Doctor Who" signature braces and lace-up boots. This collectible doll is fully posable and holds the likeness of her onscreen character.



Discovery to Shake, Rattle and Roll 'Rockers' Toys

Discovery has inked a deal with Hong Kong toy manufacturer Toy Plus for a range inspired by its series "Mini Beat Power Rockers."

The toy line will include playsets, action figures and plush that are inspired by the series' characters and that educate young children about musical elements. A Rainbow Daycare playset that brings the TV series' setting to life will also be available.

"Mini Beats Power Rockers' has quickly become a fan favorite in Latin America, and we are excited to give kids new ways to interact and learn about music with their favorite baby rock stars," says Miguel Trigo, director of licensing, Discovery.

"Mini Beat Power Rockers" follows a group of babies who make music at their daycare and dream of becoming a rock band.

The "Mini Beat Power Rockers" line will launch at retail in Latin America later this month.

‘YooHoo’ Rescues Deals Across Europe

Mondo TV has signed a slate of deals for its series “YooHoo to the Rescue.”

New partners include:

- Nuvita for a line of baby care products in the Italian, Spanish, Portuguese and U.K. markets that is set to debut early next year;
- Apple Beauty, a fragrance and bath product maker, for a “YooHoo”-inspired line of goods for specialty shops, department stores and perfumeries across 40 countries;
- Dolfin for a collection of bakery and chocolate products beginning with an Easter egg range for 2020;
- Panini for stickers, trading cards and photo cards in multiple territories;
- Panini for 3D plastic figures, magazines, books and surprise bags in Iberia and Italy;
- Kimbe for live characters and events around Italy;
- Edizioni Play Press for its “magic albums” in 2019 and;
- Mondadori for storybooks and a ‘YooHoopedia’ guide for the show.



“The licensing response to ‘YooHoo to the Rescue’ has been an impressive one and its status as a Netflix original series, along with a very positive response in Vegas, has reinforced its strength as a notable property on

the international stage,” says Matteo Corradi, chief executive officer, Mondo TV. “This show is one to watch—both on TV and at retail.”

“YooHoo” will launch on Netflix and other platforms in spring 2019.

Elmer Trunks Baby Apparel Deal

Andersen Press and JoJo Maman Bébé will extend their Elmer apparel agreement.

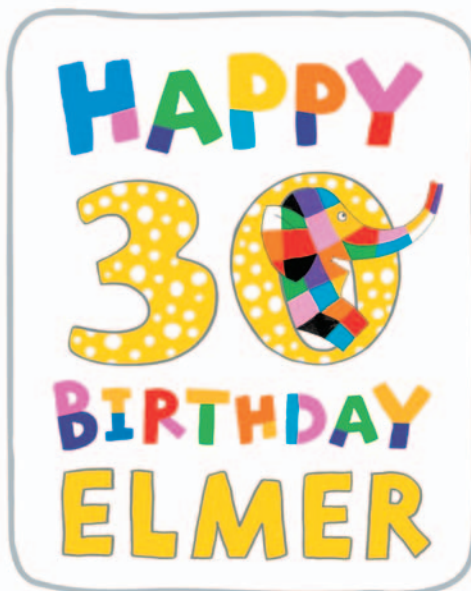
Metrostar brokered the deal.

The new deal will see JoJo Maman Bébé offer apparel for children 0-6, which will debut in 2019, to coincide with the Elmer 30th anniversary celebration.

Garment details include JoJo Maman Bébé’s signature Breton stripe.

“We’re absolutely delighted to be working with JoJo Maman Bébé on a third Elmer apparel range,” says Paul Black, director, public relations, Andersen Press. “2019 will be a big year for Elmer so it’s especially thrilling for us that licensees, like JoJo Maman Bébé, are launching new products during this special year when so many 30th birthday events and activities are planned.”

Previously, Andersen Press and JoJo Maman Bébé linked for apparel collections in 2017 and 2018.



VNCP Renews Rep in Benelux, More

CPLG Pullman will continue to represent Viacom Nickelodeon Consumer Products in Benelux, Nordics, Central and Eastern Europe, Greece and Turkey, and will now oversee Russia.

CPLG recently acquired 49 percent of Pullman to build a joint venture in Russia.

“Our long-standing relationship with CPLG includes a number of European markets, and we are excited to extend this partnership with CPLG Pullman to our business in Russia,” says Mark Kingston, senior vice president, international, Viacom Nickelodeon Consumer Products. “Russia is a key strategic market for VNCP, and we look forward to working with CPLG Pullman to drive growth for our business across the region.”

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Ypsilon Takes On 'Beyblade Burst'

Ypsilon Licensing has secured the exclusive rights to manage "Beyblade Burst" throughout the Iberian region. Additionally, Sunrights has selected Ypsilon Films to serve as the distribution agent for the TV series. Supported by master toy licensee Hasbro, "Beyblade Burst" is a global animated series and is set to broadcast on Boing alongside "Beyblade Burst Evolution." During Brand Licensing Europe, Ypsilon will be seeking licensees across back-to-school, confectionery and more.

Warner Bros. World Abu Dhabi Makes Grand Debut

Warner Bros. World Abu Dhabi, the first-ever Warner Bros.-branded indoor theme park, opened in July.

The inauguration ceremony was attended by Warner Bros. chairman and chief executive officer Kevin Tsujihara, Sheikh Mohammed bin Rashid Al Maktoum and Crown Prince of Abu Dhabi Sheikh Mohammed bin Zayed Al Nahyan.

Spanning 1.65 million-square-feet, the theme park features 29 rides, interactive attractions and live entertainment across six immersive lands, which include DC's Metropolis and Gotham City, Cartoon Junction, Bedrock, Dynamite Gulch and Warner Bros. Plaza.

Visit WBWorld.com to learn more about Warner Bros. World Abu Dhabi.



Beanstalk to Take Bruce Lee Legacy Global

This summer, Beanstalk, a leading global brand extension agency, was appointed to represent the martial artist and actor Bruce Lee, globally.

Considered one of the most influential martial artists of all time, Bruce Lee remains a major cultural icon with tens of millions of fans around the world.

The Bruce Lee brand aims to be a modern, global entertainment and



education brand that provides tools and inspiration for people to become their truest selves while living in connected harmony with the world.

Beanstalk will seek new opportunities for the Bruce Lee brand in fitness, digital, lifestyle and health and wellness categories.

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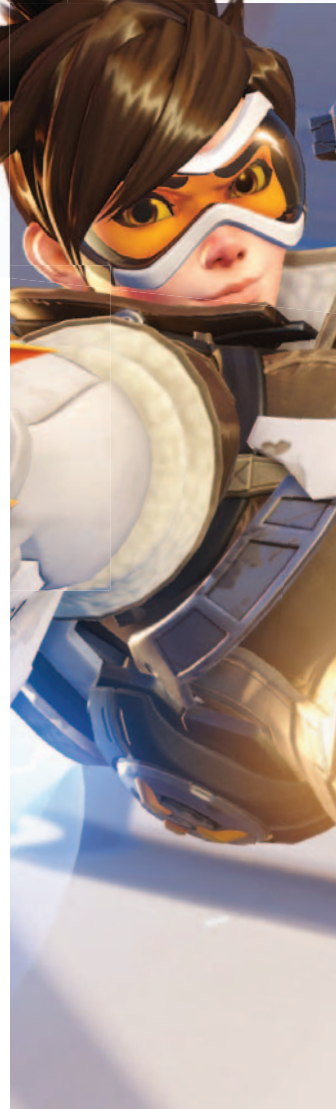
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Universal Expands Global Programs for *Grinch*, *Secret Life of Pets 2*

Universal Brand Development has announced expansive global licensing and merchandising programs for its upcoming theatrical releases *Dr. Seuss' The Grinch* and *The Secret Life of Pets 2* in 2019.

The partnerships span multiple categories and international territories and will feature fashion collaborations, brand-new categories and key retailers.

Dr. Seuss' The Grinch, voiced by Oscar nominee Benedict Cumberbatch, will hit theaters in the U.S. and the U.K. on Nov. 9. In support of the film's release, master toy licensee Just Play will debut a line of plush, playsets and ornaments featuring beloved characters including The Grinch, Cindy-Lou Who, Max and more. Also, Build-A-Bear will launch plush featuring

The Grinch. Funko will debut Grinch Pop! animation figures, and Kurt S. Adler will offer seasonal items such as lights, ornaments, stockings, a mini tree set and a musical globe. Universal Brand Development has also partnered with BarkBox and retailer Forever 21 in the fashion category.

The Secret Life of Pets 2, starring Kevin Hart, Tiffany Haddish and Patton Oswald, will hit theaters in summer 2019. Universal Brand Development is launching a global, marketing and promotional campaign to support the film's release. The campaign will include promotional events, retailer promotions, digital activations and more. The campaign, anchored by master toy partner Just Play, will span toys, hardlines, fashion, consumables, home goods, stationery, publishing and more.



Betty Boop Inspires Fragrances, Nail Polish in Brazil

King Features, the exclusive worldwide licensing agent for Betty Boop proprietor Fleischer Studios, has partnered with the high-end fashion brand Forum as well as Passion Perfumes e Cosméticos for a co-branded collection of health and beauty products inspired by Betty Boop.

The deal was brokered by Vertical Licensing.

The collaboration, called "Forum by Betty Boop," features a variety of fragrances, body lotion and nail polish.

Highlights from the collection include the "Boop My Jeans!" fragrance and the "Boop My Nail!" nail polish range, which features three shades of pink, red and white.

"The sophisticated style of Forum makes it the perfect brand to bring Betty Boop's charm to beauty aisles in Brazil," says Carla Silva, vice president and general manager, global head of licensing, King Features. "Fans are going to love these chic and playful Boop-inspired fragrances and nail polishes."

"Forum by Betty Boop" is now available online at Água de Cheiro and in department stores and specialty shops throughout Brazil.



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Sony Pictures is Rolling Out the Red Carpet for Anniversary Properties

Sony Pictures Consumer Products is heading to the U.K. with a plethora of films and television IP including new properties and fan-favorite franchises.

First on the lineup is Sony's classic films, many of which will be celebrating anniversaries in 2019 and 2020. Opportunities in 2019 include *The Karate Kid* (35th anniversary), *Zombieland* (10th) and *Cruel Intentions* (20th), while 2020 occasions include *Bad Boys* (25th), *Jumanji* (25th) and *Charlie's Angels* (20th). Current licensees on board include Ripple Junction, Stance Socks, New Moda and more.

Next up is *Ghostbusters*, which will celebrate its 35th anniversary next summer with product lines from Playmobil, Funko, Mattel, Simon & Schuster, Idea and Design Works, Diamond Select Toys, Hybrid Promotions, New Era and The Void, among others.

The Hotel Transylvania franchise debuted its latest installment—*Hotel Transylvania 3: A Monster Vacation*—in July. In addition, the TV series “Hotel Transylvania: The Series” continues to delight fans. Current partners for the franchise include Jazwares, Simon & Schuster, Papercutz, Bendon and more.

Men in Black is set to return next summer with a brand-new film. In addition to a classic consumer products program based on the previous films, Sony has teamed up with licensees Bioworld, Changes, Funko, Titan Publishing and more to promote the next installment.

While the recent film *Jumanji: Welcome to the Jungle* reinvigorated



the franchise, a new film is set to hit theaters in December 2019. The franchise currently includes partners like Cardinal Industries, Funko, Isaac Morris, Escape Key Entertainment and more.

Other films from Sony's portfolio that will be on display include *Bloodshot*, hitting theaters in February 2020; *Vivo*, which is set to debut in November 2020; *Peter Rabbit*, which will hop back into theaters in spring 2020; and *Zombieland 2*.

On the television side, Sony will present “Better Call Saul,” “Outlander,” “Breaking Bad” and “Cobra Kai.”

Animaccord and Leolandia Strengthen Partnership

Animaccord, licensor and producer of the hit animated series “Masha and the Bear,” and Italian theme park Leolandia, recently launched the new “La Foresta di Masha e Orso” (“Masha and the Bear’s Woodland”), a themed area at the park.

The new themed attraction covers a 10,000-square-meter setting and significantly expands on the “Masha and the Bear” area, which was first opened in 2016. The area includes seven attractions and features the first themed roller coaster specifically designed for children.

The area also features Masha’s Courtyard and features a water play area, slides and interactive water lilies, two shops and a refreshment point. It is the largest area the park has ever created exclusively for any character and extends the existing partnership between “Masha and the Bear” and Leolandia.

“The launch of the new themed area dedicated to ‘Masha and the Bear’ at Leolandia is one of the most important events that have been held this year in Europe,” says Dmitri Loveiko, chief executive officer, “Masha and the Bear.” “We are very glad that this project is aimed at families and addresses both children and their parents. The appreciation the park shows to our brand makes us very proud.”



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Beano Studios' 'Dennis & Gnasher' Gains International Broadcasters

Beano Studios has announced a raft of international deals for its first landmark TV production, "Dennis & Gnasher Unleashed."

The show was first broadcast on CBBC and became the highest rated show on the channel and the highest-rated show across all kids' TV, says Beano Studios.

"Dennis & Gnasher Unleashed" will air throughout the world in partnership with the following broadcasters: Emirates Cable in the United Arab Emirates, HSCC 8 in Israel, VTM in Belgium, TV Derana in Sri Lanka, TVNZ in New Zealand, TVE in Spain, Sveriges TV in Sweden and France Television in France.

The show is already broadcast on free-to-air public service broadcasters Super RTL in Germany, ABC in Australia, SIC in Portugal and YLE in Finland.

"We are delighted to be working with such amazing broadcasters all around the world as Beano Studios continues to widen its global appeal," says Angeles Blanco, director of global licensing, Beano Studios.

The first season of "Dennis & Gnasher Unleashed," comprised of 55, 11-minute episodes, focuses on the adventures of Dennis, a kid with an extraordinary imagination, awesome skills and a fearless attitude. Gnasher, his adopted stray dog, is a faithful sidekick with the strongest jaws in the history of canine-kind and a razor-sharp wit to match.

The two are joined by their irrepressible, adventurous friends Rubi, JJ and Pieface and his pet potato, Paul. Together they ramp up the energy, cook up crazy plans, get in all sorts of scrapes and take on every challenge, no matter how big.



Acamar Debuts 'Bing' at BLE

London-based Acamar Films is coming to Brand Licensing Europe to debut its flagship property "Bing," an Emmy award-winning CGI-animated television series aimed at the preschool market that is making major moves in licensing.

The series, based on books by Ted Dewan, follows a preschool bunny named Bing as he confronts the typical, relatable and messy challenges that young kids face—and valiantly figures out how to overcome them.

"Bing," which airs on U.K. TV channel CBeebies, is the No. 2 most requested show on the iPlayer across the entirety of the BBC with over 250 million requests, according to Acamar.

"Bing" will feature a licensing program to support the global growth of the property.

Acamar says its highly experienced executive team, in-house sales, licensing divisions and ongoing content development are key to "Bing's" growth into several new markets.



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Korean Licensing Showcase Offers 'Baby Shark,' Much More

The Korean Licensing Showcase is back at BLE this year with anticipated companies from South Korea presenting their brands.

One such hit from around the world is Smart Study's "Baby Shark"—the contagious song that any person with young children will instantly recognize... "Baby shark doo doo da-doo da-doo." This social media and YouTube sensation has been viewed around the world more than 1.6B times and even spawned a social media "Baby Shark Dance Challenge." The educational channel PinkFong has more than 10 million subscribers, and in the U.K. has just entered the Top 40 charts.

Smart Study is a global entertainment company creating educational content for children. Its goal is to move beyond the limits of traditional media platforms, creating original content from children's songs to mobile games.

Other brands making their mark at the Korean Showcase will be B.I. Group's "Gorollas," a comic adventure about three gorilla friends from the island of Del Mango. A fast-paced CGI animation, Del Mango's wildest race team—the Gorollas—crank their engines and blast off into an entire zoo-niverse bursting with fun, danger and spectacular action.

TakToon Enterprises presents "The Curious World of Linda," a story of a little girl with big ideas that are made even bigger by her incredible imagination. Already with three seasons attached and a digital strategy programmed, this adorable animation is due to air late 2019.

TakToon also has a new action adventure, "Big Five," which it will debut at BLE.

These companies are supported by KOCCA (Korea Creative Content Agency), which has based its European office in London since 2004, who is acting as a gateway to introduce Korean entertainment to European markets.

Dependable Solutions Welcomes New Managers

Dependable Solutions has appointed Elliot Murphy and Marie-Louise Culbert to serve as the company's operations manager and client services manager, respectively.

In his new role, Murphy will be tasked with building processes to increase the company's ability to service licensing industry clients as well as expand and support its continued growth. Previously, Murphy served as the customer knowledge and information manager at the Royal National Institute of Blind People, where he streamlined operations for customer experiences and improved business processes throughout the organization.

"We are excited to have Elliot improve our internal practices across 23 employees around the world and to help keep up with licensing customers," says Amy Malysz, director of finance and

human resources, Dependable Solutions. "Elliot allows us to improve our processes as we grow to 100 clients by 2019."

Meanwhile, Culbert has joined Dependable Solutions' sales team as the client services manager. Previously, she worked with Liverpool FC, where she was the head of licensing and gained experience utilizing the Dependable Rights Management system. Most recently, Culbert worked with Shop Direct, managing global licensing and wholesale partner operations.

"We loved working with ML at Liverpool FC and found her hands-on licensing a wonderful skill to work with," says Marty Malysz, managing director, Dependable Rights, a division of Dependable Solutions. "Now the rest of the licensing community can benefit from her expertise."



MARIE LOUISE CULBERT
Dependable Solutions



ELLIOT MURPHY
Dependable Solutions

TRADhEiR's Spring 2019 Collection Designed by Ferda

TRADhEiR's new spring 2019 collection, exhibited at Brand Licensing Europe, will be designed by Ferda.

Ferda has worked with several designers, such as creative director Nathan Jenden, who worked with high-fashion brands Diane von Furstenberg (for 10 years), Marni, Kenzo and Louis Vuitton.



DRi Licensing Features Key New Collaborations

DRi Licensing is showcasing several new and existing brands this year at BLE, including The Happy News, a newspaper that celebrates all that is good in the world.

Founded as a platform to share positive news and wonderful people, the brand is enjoying licensing success, with joyful ranges from Widdop and Co. and Blueprint extensively listed across the high street. A new dated range from Portico will follow and partners are being signed for toiletries and confectionery for launch in the spring. John Lewis is a key partner for the brand and will be hosting a series of Happy News events this fall.

This year marks Boofle's 10th anniversary, and the stuffed bear will appear in three new card collections, each with a distinct contemporary styling featuring new color palettes and gold foiling. The brand has also been strong in the apparel category. Cooneen and Misirli have been signed for girls' nightwear and socks and women's nightwear continues to enjoy strong sales.

New to the DRi portfolio is Barbarian, a new design brand created by designer Barbra Ignatiev, that features on-trend, bold and colorful prints inspired by nature. The brand is already extensively licensed in the U.S. with numerous partners and retail programs, including a collaboration with Anthropologie for stationery, accessories and ceramics.



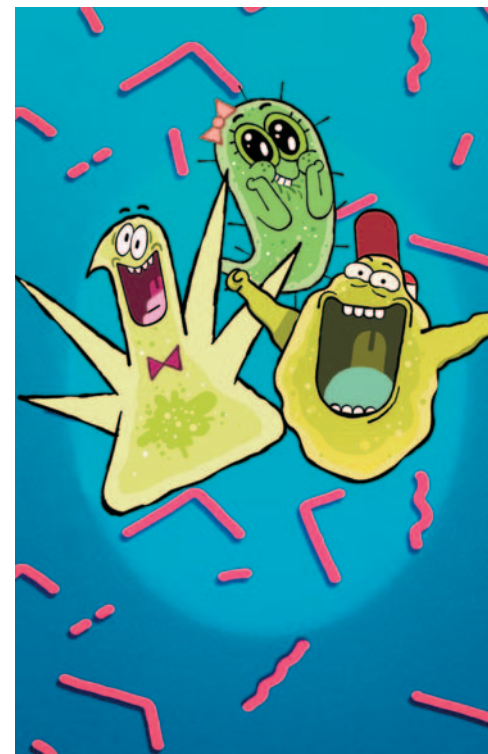
Planeta Junior Launches 'Squish' at BLE

Planeta Junior will launch its new animated comedy "Squish" at BLE.

"Squish" (52 x 11) follows an amoeba who attends grade school and tries to find his place in a single-cell world.

The series is produced by Cottonwood Media and Planeta Junior, in partnership with Gulli (France, Russia and Africa).

Based on the original books by *New York Times* best-selling authors Jennifer and Matthew Holm, "Squish" takes place in a small pond inhabited only by single-celled organisms—algae, parasites and bacteria.





Winx CLUB

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Ink Group Presents 'Zafari,' 'Masha'

The Ink Group will showcase two major projects during Brand Licensing Europe—"Zafari" and "Masha and the Bear"—at stand E70.

The new series "Zafari" follows the adventures of Zoomba, a curious baby elephant, and his adventures in Zafair, a secret valley at the base of Mount Kilimanjaro. But Zoomba is now ordinary elephant, as he was mysteriously born with the stripes of a zebra. He quickly finds that all animals in the magical hidden valley have also been born with the skin of other animals, and together they discover the joys of being different.

The series is already airing in the Czech Republic, Finland, France, Canada, Hungary, Indonesia, Latin America, MENA, South Africa, South Korea, Switzerland, United Arab Emirates, U.K., Vietnam, Italy and China, as well as on Amazon Prime. Season two is already in production. In terms of licensing, Ultimate Source is currently developing a toy line and Hachette is on board for publishing, with additional categories targeted for BLE.

Meanwhile, "Masha and the Bear" continues to inspire preschoolers across the world. Season three recently debuted in the U.K., Italy, Turkey, MENA, France, Germany, Nordics, Asia and



Greece, with the last episodes set to be delivered this spring.

"Both 'Zafari' and 'Masha and the Bear' demonstrate the overwhelming power of good storytelling, as this is at the heart of both

these shows," says Claus Tømming, managing partner, Ink Group. "They weave engaging and relatable tales that draw in audiences and keep them enthralled, which is why they are both astonishingly successful."

Licensing Revs Up For Terminator

Creative Licensing has tapped a score of licensing partners to develop a variety of products in anticipation of the newest film in the *Terminator* franchise, which is set to hit theaters at the end of 2019.

Current licensees include Dark Horse, Darkside Collectibles, greenlight Collectibles, Hachette, NECA, Nemesis Now, Oniri, Park Agencies, Prime 1 Studios, Reef Games, Sideshow, Sudden Impact, Zynga, Cotton Division, GBEye, GameCo, Great Twins and Microgaming, among others.

Products include t-shirts, coffee table books, collectible build-up figures, live-action escape rooms, gambling games and more. Creative Licensing will have additional *Terminator* opportunities available at stand B71.





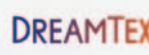
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Games Workshop Grows 'Warhammer' IP

Games Workshop brings its fantasy and science-fiction gaming brand "Warhammer" to Brand Licensing Europe, highlighting the IP's growth.

The property has seen a 32 percent increase in royalties and a 40 percent increase in overall sales, according to Games Workshop. The brand earned \$155 million global sales at retail for licensed products and nearly \$600 million in retail sales for the brand overall.

According to Games Workshop, the company's share price saw the biggest gains on the entire London Stock Exchange in 2017, firmly establishing itself in the FTSE 250 index.

Models, table-top games and licensed products all attributed to "Warhammer's" gains. Games Workshop has opened the door to categories beyond video games, including hobby games, merchandise, apparel and homewares.



Rainbow Celebrates 15 Years of 'Winx Club'

"Winx Club" will celebrate its 15th anniversary with a host of events in 2019.

The evergreen property has become a leading girls' brand and is screened in more than 100 countries. Series 8 will premiere in Q1 2019 with 26 new episodes. A new "Winx Club" theatrical show is also in the works. The live experience will feature an interactive performance with incredible special effects and technology, including holograms and light effects.

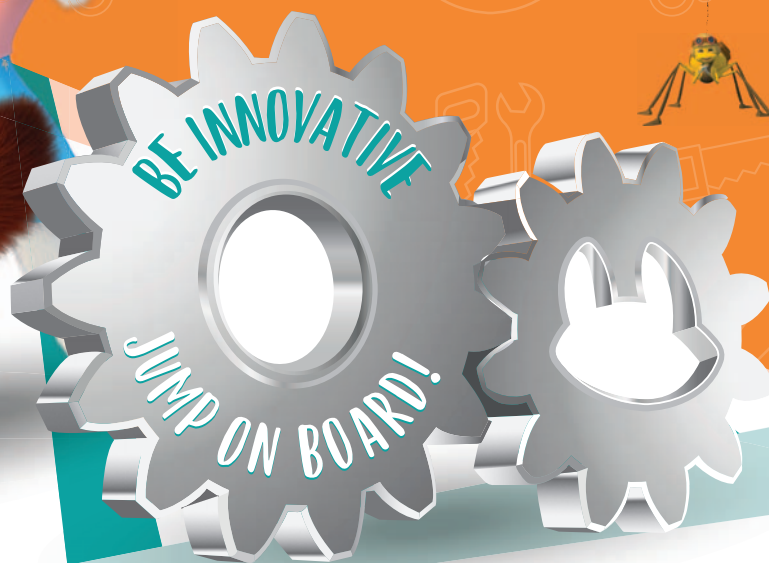
Anniversary events will start this November at the Lucca Comics & Games fair. A "Winx" Lifestyle design competition will be exhibited during 2019's Milan Design Week. Fans can enjoy a "Winx" anniversary cruise, where they will be able to meet their favorites onboard, and fans can take part in a multiterritorial contest to create a fairy "Winx" birthday cake.



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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 playpark 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.



© ROI VISUAL / EBS

Topps Deals Latest Sports, Entertainment Collectibles

Topps, known for producing trading cards and collectibles, has unveiled its latest projects and opportunities.

First, an extensive licensee program for Topps Match Attax is currently underway, with plans to further expand with a new Match Attax Ultimate range due in November.

The premium card set features 150 collectible cards as well as exclusive autographs and memorabilia cards for the biggest Premier League names.

Meanwhile, campaigns for the 2018/19 UEFA Champions League collections recently launched. The latest line includes 595 stickers for the U.K. and European markets. It also features some of the best players in the world.

“It’s another huge year for football,” says Rod Pearson, director of marketing, Topps Europe. “The 2018/19 is receiving massive interest not least due to the success of the English and European teams at this year’s world championships. The strength of those hero players from the game in particular appears to have ignited heightened interest among football fans and collectors worldwide.”

Additionally, Topps will continue its long-



term partnerships with WWE and Lucasfilm/Disney with trading cards and stickers.

“Topps’ partnership with Lucasfilm has been in place for more than 40 years, ever since the airing of the first *Star Wars* movie,” says Pearson. “We’re really proud of our ongoing relationship

with the brand, and bringing a new collection of Topps collector cards and stickers to enthusiasts alongside the release of *Episode 9* in December 2019.”

During BLE, Topps will also present its retail loyalty and partner promotion opportunities.

Hartwig Braun to Draw New Partnerships

Hartwig Braun, the artist behind the Arty Globe brand, will exhibit at Brand Licensing Europe for the second time to build on the success of last year’s show and explore new licensing opportunities.

Last year, Braun secured a deal with a major jigsaw puzzle publisher from the U.K. and Germany for seven products.

The Arty Globe brand features designs that include cityscapes, landmarks and other culture icons products in Braun’s signature style.

“The ethos behind Arty Globe have been to make my artwork and designs more accessible to a wider audience in different ways and forms,” says Braun. “I love the chances and options that Brand Licensing Europe gives us to form new relationships to help us take the brand

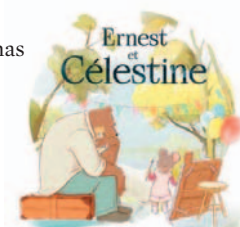
further from Arty Globe to Arty Global.”

Additionally, all visitors to Braun’s stand (M20) will have a chance to win a framed, limited-edition print.



‘Ernest & Celestine’ Gains New Partners

The “Ernest & Celestine” property has entered into a series of new partnerships ahead of the 2020 release of its new season and the 2021 release of the new movie.



Cijep will develop plush and cuddly toys for children.

Trousselier will develop a 10-item collection with Trousselier’s music boxes and nightlights.

Bertille & Léon will design a back-to-school apparel collection.

Piccolo Made in Italy will develop a Celestine cape for girls ages 3 to 8.

L’amy Group, an eyewear designer, will design accessories for children.

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Tetris Renews with Lisle Licensing

The Tetris Company has appointed Lisle Licensing to continue to represent the brand's expansion in the U.K. and Ireland ahead of its 35th anniversary.

"From their market knowledge to their ongoing potential partners outreach, Lisle Licensing has been a great partner to work with and has achieved impressive results in expanding presence with award-winning products for the Tetris brand in the U.K. and Ireland," says Maya Rogers, president and chief executive officer, Blue Planet Software, the sole agent for the Tetris brand. "Therefore, we didn't hesitate to renew our program with them and look forward to ongoing success with our continued partnership."

Moving forward, Lisle Licensing will grow its current Tetris program with new partners confirmed across games, apparel, publishing, footwear and promotions. Highlights from the range include the "Tetris Dual" tabletop game and a new puzzle book.

"We have been really pleased with the ranges created for 'Tetris' and the response so far from the U.K. market, and with further partnership discussions in progress, we are looking forward to more 'Tetris' product creativity for fans in 2019," says Gayle Goldsmith, director, Lisle Licensing.

Natural History Museum Plans New Opportunities

The Natural History Museum will be on display at stand N80 during Brand Licensing Europe, showcasing a number of new style guides for and discussing potential new partnerships.

Most recently, the Museum has signed on a number of new licensees in categories like fabric collections, crafting, print-on-demand, wooden prints, apparel, seed ranges, science kits, dinosaur cutouts and a 34-piece womenswear collection.

At BLE, however, the team will aim to grow new areas for the children's market—including puzzles, STEM learning, accessories, back-to-school and food and drink. For adults, the Museum is targeting categories such as puzzles, art supplies and home furnishings.

The licensing team will also debut two new style guides. The first features a dinosaur trend pack that makes use of the 26 dinosaur illustrations developed alongside the Museum's paleontology department. The second guide, named Future Scientist, highlights the world of science, specifically those practiced at the Museum.

"The Natural History Museum licensing campaign has enjoyed enormous success since BLE 2017 but we know that there is more it can offer present and future partners," says Maxine Lister, senior licensing manager, Natural History Museum. "We're looking forward enormously to discussing some new directions that will further enhance one of the most attractive and forward-thinking offerings in heritage licensing."



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Licensing Link Europe Brings Diverse Portfolio to BLE

From fine art to football, Licensing Link Europe's portfolio offers a wide array of licensing opportunities.

"We're delighted with our portfolio and its potential across so many target markets and product categories," says Chris Taday, director, Licensing Link Europe. "We know we have something for everyone at this year's BLE."

In addition to news from Pantone, the world's most influential brand in color; Build-a-Bear, the customizable plush brand; and fashion brand Chic & Love; Licensing Link Europe will be showcasing a number of new brands.

The company is now representing CJ E&M's "Robot Trains," which recently launched on Cartoonito in the U.K. The animated action-adventure series for preschoolers is distributed internationally by Mondo TV and is proving to be a licensing hit, says Licensing Link.

Mondo's crew is gearing up for a second season, Silverlit has signed on as master toy licensee and a number of other licenses have been awarded.

"Pirata & Capitano," an animated preschool show about two friends searching the seas for treasure, launched on Channel 5's preschool programming block Milkshake! this summer and quickly became the No. 1 weekend show, says Licensing Link. Co-produced by public national television broadcasters France Televisions and Rai of Italy, the series contains 52 11-minute

episodes and is gaining distribution in a number of major territories.

For Football's Coming Home 1848, the trademark brand of English football for more than two decades, Licensing Link Europe is developing a licensing program to make the most of the European Football Championship in 2020.

Feisty Pets, the popular toys that transform from cute to scary with a squeeze, were launched last year in the U.K. as a plush range and now have their own YouTube channel, Feisty Films. Licensing Link Europe has plans to expand the brand into a number of new categories and has signed Jazwares as master toy licensee with distribution into all key retail channels including grocery, toys, specialty and online.

Also new to Licensing Link is IFLS (I F***** Love Science), the world's leading digital science channel designed to make science accessible and fun. With a global following of 25 million Facebook fans, IFLS presents a wide range of licensing opportunities.

Licensing Link will also be highlighting key brand activities among its established properties, including the launch of products related to the BBC series "Robot Wars." The launch includes toys from Innovation First International, publishing from Scholastic and a best-selling Haynes manual. Construction sets and giftware will launch in Q4 this year from Demand Media.

"Molang," the kind-hearted rabbit whose



animated series is a massive online and TV hit, is gearing up for a number of product launches, including clothing in Primark and stationery and giftware in John Lewis, Forbidden Planet and specialty stores.

Little Baby Bum, based on a YouTube channel that shows 3D-animated videos of both nursery rhymes and original children's songs, recently signed Smith & Brooks as an apparel partner, with product launching in spring/summer 2019.

Licensing Link Europe manages U.K. licensing on behalf of Amsterdam's Van Gogh Museum, one of the 25 most-visited museums in the world and home to many works by Vincent van Gogh. The museum has already announced collaborations with Vans, a leader in branded lifestyle apparel, footwear and accessories, and Samsonite.

R&A Putts The Open into BLE

The R&A, which governs the sport of golf worldwide, will present golf's original championship The Open at stand M88 with a putting simulator and more.

The brand's key territories of focus include the U.K., Japan, Korea, China and the U.S. During BLE, the R&A will look to secure digital, experiential and strategic brand collaborations across multiple product categories.

"Our licensing vision is to develop a 'must go to experience' to engage, inspire

and connect with a global audience all year round," says Jenny Brown, head of retail and licensing, R&A. "We see licensing as a key vehicle to attract new fans to the sport through brand partnerships as well as a means of re-affirming the core values of The Open brand with existing fans, on a global platform, 365 days a year."

Additionally, R&A will host a putting competition during BLE as well as the original Claret Jug trophy for photo opportunities.





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This Is Iris Appoints New Partners

Creative licensing agency This Is Iris has entered into several new partnerships and will be showcasing all new ranges at BLE in the Art and Design zone.

Partners include:

- **Wise**—Family owners to a large collection of classic botanical 20th century art created by the late Alfred John Wise. The collection includes various plant species and styles that will provide a unique opportunity for products to use the original designs and contemporary adaptations. The Wise artwork collection contains hundreds of prints and sketches, and each sketch comes with a note from Alfred about the flora that fascinated him.
- **Robert Frederick**—Following the success of the Great Majesco gift and toy line, a new activity range has been developed that includes art sets, flash cards and learn-to-play items. All items will be on display at BLE. This is Iris and Kaiken Entertainment will introduce the new Great Majesco book series to publishing partners.
- **Smith Taylor (Lassoo Creative)**—This is Iris has teamed up with Smith Taylor (Lassoo Creative) for a host of properties including Deer Little Forest. The deal will see a line of high-end home accessories, including wall

clocks, peg hooks, chalkboards, door signs and vinyl wall stickers, among other products.

- **Myne Cards**—Licensee Myne Cards has developed a number of Beryl Cook security cards that are designed to block fraud via card readers.
- **Ailsa Black**—Artist Ailsa Black's new images are being developed by jigsaw puzzle partner Gibsons. Partners Samuel Lamont & Sons will launch tea towels, aprons and shopper bags in spring 2019.



Coco de Mer, People Tree Style V&A Lines

Both Coco de Mer and People Tree have teamed up with the V&A to develop fall/winter 2018 ranges based on the museum's archives.

First, Coco de Mer has unveiled a lingerie and nightwear line that incorporates four different V&A collections. Highlights include Golden Heron, which is inspired by an 18th century glass and gilt scent bottle; Botanical Beauty, from the museum's textile collections; Midnight Vine, inspired by the mother of pearl inlay found in the museum's collection of traditional Korean; and Signature, which features the Wreathnet textile originally designed by William Morris in 1992.

"The V&A and Coco de Mer share a passion for high-quality, exquisite design so we were delighted when they approached us about a line of luxury lingerie," says Lauren Sizeland, head of business development and licensing, V&A. "From the final details and finishes of each item to the product names, we have collaborated with Coco de Mer to make sure that the collection blends the V&A brand handwriting with Coco de Mer's aesthetics."

People Tree, meanwhile, launched its third collection featuring the V&A, called Inspired by Nature.

Inspired by the 1930s, the new apparel range features silhouettes of the period and is illustrated with conversational prints originally designed by Paul Nash and the Calico Printers' Association in Manchester, both of which are now held in the V&A archives. Key pieces from the collection include a jumpsuit and shirt dress as well as tops and trousers.



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,
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



Lemon Ribbon Books Honored

Leading British children's graphic studio, Lemon Ribbon, developed and launched its own Lemon Ribbon lifestyle brand two years ago and is building the brand. Based on fun characters and contemporary graphics, the lifestyle brand has forged relationships with partners for exclusive licensed designs in wallcoverings, puzzles and jigsaws and crafts as well as a novelty range of children's board books that includes pull-the-tab, jigsaw, touch-and-trace and felt play titles that are perfect for adults and children to read together.

The board book series has been named a finalist in the 2018 Progressive Preschool Awards.

"The range was launched earlier this year and although we



knew buyers liked the look and style, we never thought it would be selected as a finalist," says Edward Weale, owner, Lemon Ribbon.

The studio will be showcasing its designs and product collaborations at BLE this year.

Jewel Branding Positions Rachael Hale for Growth

Jewel Branding & Licensing will present Rachael Hale's collection of animal imagery during Brand Licensing Europe, with a particular focus on expanding throughout Europe and beyond.

Launched in 1995, Hale is a known for her animal imagery that has appeared across a range of items including apparel, giftware, home decor, stationery, back-to-school and more. Most recently, Hale introduced a new collection of animal photography, which will be available for both current and potential licensees during BLE.

In addition to Jewel Branding, Hale is represented by a number of agents including Start Licensing in the U.K.; VIP Entertainment & Merchandising in Germany, Switzerland, Denmark, Austria, Sweden and Benelux; and Maurizio Distefano Licensing in Italy and Eastern Europe.

"We are excited about what's in store for the Rachael Hale brand and licensing program," says Julie Newman, chief executive officer and founder, Jewel Branding. "The brand is so well established around the globe and in partnership with our European licensing agents, we are poised for tremendous growth throughout Europe."

Jewel will meet with prospective licensees at stand F62.



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DENNIS & GNASHER

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As seen on....

Dennis and Gnasher: Unleashed!
52 x 11mins CGI TV series is
launching throughout international
territories from Autumn 2018.

Set in Beantown; ten-year-old
Dennis is a kid with an extraordinary
imagination, awesome skateboard
skills and a fearless attitude. He is
never without his best friend
Gnasher and his mates; JJ,
Pieface and Rubi.



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Art Brands Studios Expands its Portfolio

Art Brand Studios, which has been publishing limited- and open-edition fine art for more than 30 years, is expanding its partnerships with talent along with its network of art galleries to forge new licensing opportunities.

Art Brand Studios is actively seeking licensing partners in the home décor, gift, seasonal, collectible and accessory product categories for a number of its art properties.

The company is looking for opportunities to widen the reach of

Marjolein Bastin's art, which has an international following. Bastin's art, which draws inspiration from nature, reminds collectors to enjoy nature and allow it to be a source of serenity, energy and healing.

In addition to her collaboration with Hallmark Cards, Bastin provides ongoing contributions to a leading women's magazine in the Netherlands and has a variety of product

partners in Europe and North America. Her children's books, featuring Vera the Mouse, are a favorite with parents and children.

Art Brand Studios also licenses the artwork of Simon Bull, known for his bold floral imagery; Blend Cota, known for his emotionally-charged pop realism; Eric Dowdle, which reflects the heritage, heart and soul of the places he has visited; Ron Schmidt, known for whimsical and unique dog imagery; and Redina Tili, characterized by colors, shapes and textures.

Art Brand Studios also represents Thomas Kinkadee Studios' well-known images of gardens, cottages, estates, cityscapes, landscapes, holiday scenery and commemorative landmarks. Newly added to the Art Brand Studios family of brands is Wild Wings, a company representing 50 top wildlife and nostalgia artists.

Wild Wings has a long history of specializing in art and art-related products that reflect a healthy outdoor lifestyle, with genres that include big game, upland birds, waterfowl, songbirds, raptors, wolves, domestic dogs and cats, horses, nostalgic Americana, rural scenes, fishing and ocean scenes.



Designing Deals for Linda Wood

U.K.-based studio Linda Wood Licensing specializes in surface pattern design for various products. The studio also publishes its own range of stationery and greeting cards.

According to Wood, publishing her own products has helped her land multiple licensing deals across a range of products, such as art prints, textiles, placemats, mugs, diaries, gift bags, crafting papers, photo albums, kitchen textiles, trays and homeware.

Wood has a successful relationship with paper crafting company Trimcraft, for which she has created pads that have performed well. The latest pad, Fiesta, which is based on Day of the Dead, features bright colors and has been well-received among crafters.

Visit issuu.com/lindawood to look through Wood's extensive library of style guide catalogs, with designs ranging from florals and birds to jungle, as well as photography and art for prints and posters.

FieldCandy Launches Anne Stokes Tents

FieldCandy, a designer brand of outdoor products, recently launched Anne Stokes Collection festival tents and outdoor furniture for camping. All products are handmade in England.

"We are delighted to be collaborating with Anne Stokes and able to offer our new indoor/outdoor seating, signature tents and fun rainwear using her beautiful designs," says Carolyn Budding, marketing director, FieldCandy. "We are sure that fans of her artwork will be as pleased as we are with the new range from FieldCandy."

The Anne Stokes Collection

license will be presented at BLE at the Art Ask Agency booth N72, where visitors will be able to enjoy a meet-and-greet with the artist behind the brand.



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*According to the 2018 LIMA Global Licensing Industry Survey

LMI Heads into BLE with New and Classic Brands

Licensing Management International will showcase a score of new and historic brands at stand B90.

Highlights from LMI's portfolio include:

- **"Odd Squad"**—This live-action comedy series follows a government agency run by kids, who are equipped with the world's most advanced and unpredictable gadgetry.
- **International Space Archives**—With 247 mission patches, plus photographic imagery, there is growing interest around the Archives as the NASA Apollo 11 mission gears up for 50th anniversary celebrations next year.
- **British Motor Heritage**—This classic brand is celebrating several anniversaries in 2019 including the 60th anniversary of the Austin-Healey 3000 and Austin Cambridge A55, as well as the 65th anniversary of the Austin Cambridge A40.
- **Zorro**—Next year also brings centenary celebrations for this iconic character, with a wealth of heritage artwork set to be on display during BLE.
- **"Game of Thrones"**—Heading into its final season, this fan-favorite will be featured heavily through LMI's affiliate



company Bradford License Europe.

- **"Ring Warriors"**—This weekly wrestling TV series launched in September on WGN in the U.S. and is set to reach European television in the near future.
- **BSA**—Once the largest selling motorcycle in the world, BSA was recently acquired by Mahindra in India, and a range of British-designed motorcycles are currently in development. LMI's licensing program features classic BSA advertising campaigns and imagery including original maintenance manual artwork. Poetic Brands is also seeing success with its BSA apparel range.
- **Royal Armouries**—The National Museum of Arms and Armour has been producing the "Official Kit" since 1415. The world-class collection is housed at three sites across the U.K.—the Tower of London, the National Museum of Arms & Armour in Leeds and Fort Nelson in Portsmouth. All Royal Armouries licensed merchandise qualifies for a Certificate of Authenticity.



TCC Brands Previews Ojo Products

TCC Brands will present its brand Ojo and a wide range of branded products targeted toward girls, ages 5 to 10.

Ojo features a variety of brightly colored animals that come with their own stories.

For licensing, the brand is supported by The Cookie Company (fashion and apparel), Footbrands (socks and shoes), W&O Products (stationery and arts and crafts), Play by Play Toys/Famosa (plush) and Rebo International (publishing). More deals are set to be announced.



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The Camden Collection Makes BLE Debut

Food and home lifestyle brand The Camden Collection is debuting its brand at BLE. The brand is based off of the award-winning food and lifestyle photography from the Camden-based photo studio.

The brand launch will initially focus on food and will later include floral, hearts and shells.

“Food is everything,” says Maria Strid, Art Ask Agency. “Lifestyle, fashion and design. We have high hopes for the launch of this new food and home lifestyle brand.”

At BLE, The Camden Collection hopes to connect with gifting, kitchenware and homeware licensees to develop a range of products for the U.K. and Europe.

The Camden Collection license will be presented at BLE at Art Ask Agency stand N72.



Ypsilon to Rep ‘Monchhichi’ in Spain, Portugal

Sekiguchi Co. has appointed Ypsilon Licensing to serve as the exclusive licensing agent for “Monchhichi” in Spain and Portugal.

Under the terms of the agreement, Ypsilon Licensing will manage the brand’s licensing and promotional business. Publishing rights, meanwhile, will continue to be handled by PGS Entertainment.

Silverlit will also serve as the series’ master toy. “Monchhichi,” which follows a community of friends acting as “sleeping custodians” and creating dreams for children’s across the world, will be relaunched with a score of new content and with a number of international broadcasters already onboard. In Spain, CLAN will launch the series in Q4.

Ypsilon will be discussing licensing opportunities for the brand at stand A70.



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This inaugural honor recognizes those that have impacted licensing in a marked way. This year, as we get ready to ring in 2018, *License Global* is proud to honor 19 women from 18 companies that have greatly influenced the business of licensing.

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BRANDS & LIFESTYLE THEATRE

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

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, Sylphe, and Samy Senhadji, chief executive officer, Sylphe





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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	Sinigaglia	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	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
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
Atlantya 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	Topos 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	Tradhir	N74
Brands With Influence	F123	Happy Birthday BLE and License Global	D124	Nordic Brand Licensing Market	F120	Tretjakov 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	Voov	E110
Cooolabi	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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Paddington Bear



Gekko, Catboy and Owlette of "PJ Masks"

Premier League Sticks to Panini

Panini U.K. has been tapped to serve as the official stickers and trading cards licensee for the Premier League for the 2019/20 season.

The agreement extends to both physical and digital promotional product as well as retail.

"The coming together of Panini and

the Premier League is wonderful news for the global collectibles market," says Peter Warsop, licensing director, Panini Group.

"Panini's international reach of both retail and promotional collectibles provides the perfect platform to grow the business."



OpSec to Secure John Deere Products

OpSec Security will provide brand protection and licensing management for John Deere.

OpSec will create product authentication labels and hangtags for officially licensed John Deere products.

John Deere will also have the chance to access the OpSec Trademark InSight licensing management platform.

OpSec provides anti-counterfeiting and brand protection solutions to brands.

OpSec Security is exhibiting at Brand Licensing Europe at stand M90.





Gold Partners



Silver Partners

- 20TH CENTURY FOX CONSUMER PRODUCTS
- 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
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- LIVE NATION MERCHANDISE
- LOCOCO LICENSING INC
- MANU
- MATTEL
- MAUI AND SONS
- MGA ENTERTAINMENT
- MONDO TV
- MYMEDIABOX
- NECA
- NELVANA INTERNATIONAL LIMITED
- NICKELODEON
- ONE ANIMATION
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- VIZ MEDIA
- VOOZ INC.
- WARNER BROS. CONSUMER PRODUCTS
- WWE
- ZOLAN COMPANY LLC

Continued from cover...

The Olympic Games Collection, the most straightforward of the three core licensing programs, will be developed by the specific organizing committee in each host country. (Tokyo 2020 is the next edition of the Summer Games.) According to Allaman, the committees will develop their own look and program, will search for licensees and will organize various stores. This line of consumer products will include souvenirs, t-shirts, pins, mugs and other products sold during game time, sometimes via retail operations at the venue.

The Olympic Heritage Collection, on the other hand, will focus on the IOC's rich history and will include high-end products aimed at fans and consumers who have a deep knowledge and appreciation of Olympics history.

The Olympic Collection will be a fun, dynamic line of innovative products, geared mainly toward young people, according to Allaman. This collection will be colorful and include products such as sports equipment and toys for kids, and it will also include products aimed at consumers with an active lifestyle.

In June, the IOC announced a major licensing partnership with Lacoste—the first exclusive Olympic Heritage lifestyle apparel collection, available in 10 countries, which includes men's clothing and reflects the graphic legacy of the Olympic Games.

"It's quite a benchmark for us," says Allaman about the success of the partnership, which sets the stage for future co-branding opportunities to further expand the IOC's global licensing strategy.

Allaman told attendees about the IOC's plans to expand via the launch of its online Olympic Store in China at the end of 2018.

"It's quite a big step for us to really have a space in the e-commerce world," says Allaman.

And after it secures more partnerships and increases its roster of consumer product offerings, the IOC plans to launch a robust online Olympic global store in late 2019/early 2020.

Continued from cover...

"It provides a robust infrastructure for new brands and growth," continues Salter. "In addition, our partnership with DSW links ABG to a footwear authority whose sourcing and manufacturing expertise will extend across our portfolio."

The Camuto Group was founded in 2001 and is best known for its eponymous Vince Camuto brand. The Vince Camuto label includes footwear, fragrance, apparel, handbags and accessories across several retail points. Other brands under the Camuto brand include Vince Camuto, Louise et Cie, Sole Society, Enzo Angiolini and more.

"The purchase of the Camuto Group operation transforms DSW Inc. into one of the largest footwear franchises in North America," says Roger Rawlins, chief executive officer, DSW. "Our new design and sourcing capabilities create opportunities for us to pursue market share and become integral to more consumer purchase decisions. In addition to the licensing benefits of our strategic partnership with ABG, this acquisition allows DSW Inc. to harness Camuto Group's product development and wholesale capabilities while supporting its growth as a global lifestyle brand."

The deal will grow ABG's foothold in the footwear and accessories space and raises its collective value to \$8.3 billion in annual retail sales, according to a company statement.

Crimestoppers to Create Home Security Products

U.K. crime watch charity Crimestoppers is building a licensing program with JELC.

Under JELC's guidance, the charity will develop a consumer products line around its logo and colors that includes home security products and solutions that will aim to reduce crime across the U.K.

"This is the first time Crimestoppers has launched a full brand licensing program and we're excited to be taking this to market," says Jane Evans, managing director, JELC. "It will be a real win/win for everyone involved. The licensee will gain the benefit of using a brand that consumers trust while knowing they are

helping a valuable cause. Crimestoppers will gain as the program helps spread the Crimestoppers message and raise vital funds for the valuable work it does. Consumers will gain as they will have access to a range of quality home security products to enhance their peace of mind, backed by a major name in crime prevention."

CrimeStoppers.



Ian Colgan, **Guinness**



Members of the **Global Licensing Group** at UBM



BLE VIP and Exhibitor party at Brands & Lifestyle Bar



A band performing at **Chupa Chups'** stand



Izzy Richardson, Naomi Godden, Susan Bolsover, Jen Greenway and Thomas Merrington, **Penguin Ventures**



Maria Rosaria Milone and Johanne Broadfield, **Cartoon Network Enterprises EMEA**



R Sooke, **Alpha Group**; Claudia Dalley and Sarah-Jane Morgan, **Sony Pictures** and Antoine Erligmann, **Alpha Group**



Philippe Bost, **Activision**



Christian Kurz, **Nickelodeon**



Naz Amarchi-Cuevas, **SYBO Games**



Anna Knight, brand director, **Brand Licensing Europe**, gets slimed at the **Nickelodeon** stand



Marie-Laure Marchand and Kim-Anh Lé, **Xilam Animation**



Kenny Tutt and Ping Coombes, "**MasterChef**"



Sacha Dover, Bill Patterson and Steven Proudfoot, **OpSec**



Helena Mansell-Stopher, **National Geographic**



Lorena Vaccari, **Rainbow**



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