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- European Market Report
- BLE Exhibitors List
- Brands & Lifestyle Theatre and Licensing Academy Schedules



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Buzzfeed Scoops Global Agents for Tasty

BuzzFeed Commerce has appointed licensing agents around the world for its Tasty brand.

New partners include:

- Licensing Matters for EMEA;
- Haven for Australia and New Zealand;
- La Panadería for Mexico;
- Lotus Global LatAm for Spanish-speaking Latin America; and
- Lotus Global Brasil for Brazil.

A list of partners in Asia will be announced later this year.

All agencies will serve as the exclusive licensing agent for the Tasty brand across kitchenware, publishing and food products in their respective territories.

“We have squillions Tasty fans around the world who’ve been asking how they can buy Tasty kitchenware, cookbooks and foods,” says Eric Karp, head, global licensing, BuzzFeed. “This new global infrastructure allows us to replicate what we’ve done with Tasty in North America, expanding the brand far beyond social media feeds and bringing it into people’s homes with products they’ll love.”

TASTY™

‘Fortnite’ Plugs into Europe

Epic Games has joined forces with Global Brands Group for a range of “Fortnite” apparel and soft accessories for the European market.

Under the terms of the three-year pan-European agreement, Global Brands will work to design, manufacture and distribute “Fortnite”-inspired soft accessories and apparel across multiple channels.

“‘Fortnite’ is one of the world’s most downloaded and played games,” says Jonathan Kafri, European executive director, apparel and accessories, Global Brands Group. “We look forward to working together with Epic Games’ leadership team to capture the hearts of the game’s fan base and build upon the popularity of this cultural phenomenon. Global Brands’ design, sourcing, production, compliance and sales teams are some of the most talented and strategic in the industry, and we are proud that Epic Games has entrusted us to both grow and protect the ‘Fortnite’ brand across Europe.”

The ‘Fortnite’ collection from Global Brands Group is set to launch in fall/winter and will be available at a variety of GBG retailers in select European markets.

Epic Games has tapped Fashion UK & Global Licensing to create a new line of “Fortnite”-inspired apparel.

The apparel line will offer daywear, outerwear and accessories for adults and children that bring the hit game to life.

“‘Fortnite’ is the most-talked-about game on the market right now, and we are excited to represent the brand with our award-winning creativity,” says Mickey Mattu, managing director, Fashion UK & Global Licensing. “This is a great opportunity for us, and we are eager to launch the branded collection.”

The “Fortnite” line from Fashion UK is slated to launch at retail before the end of the year.

IMG, “Fortnite’s” licensing representative, brokered the deal.

Harry Potter Trades Cauldrons for Coding

Warner Bros. has linked with Kano, a coding-kit company, for a Harry Potter-inspired STEM unit.

The Harry Potter Kano Coding Kit features a DIY wireless wand that offers coding instructions and more than 70 challenges built around the Wizarding World of Harry Potter. Educational hallmarks include sensors, data and code lessons that are navigated using the wand’s cursor-like technology.

The Harry Potter Kano Coding Kit is available now for pre-order at Kano.

me and will become available in the U.S., Canada, the U.K. and Australia in October.



New ‘Masha and the Bear’ Attraction to Offer Forest Fun



Animaccord and Italian theme park Leolandia will open a new branded area inspired by the series “Masha and the Bear.”

La Foresta di Masha e Orso offers visitors more than 10,000-square-meters to explore the magic and adventure of the series “Masha and the Bear.”

The themed area includes seven exclusives.

Key offerings include:

- Vroom, a themed roller coaster inspired by a Russian mountain and modified for small children;
- Masha’s courtyard, with a water play area, slides and interactive water lilies;
- live shows at Teatro Fattoria including *Canta e Balla con*

Masha e Orso (Sing and Dance with “Masha and the Bear”); and two shops and a refreshment point.

“The inauguration of the new theme area of ‘Masha and the Bear’ in Leolandia is one of the most important events for us in Europe this year,” says Dmitry Loveiko, chief executive officer, “Masha and the Bear.” “We appreciate the fact that this project is approached to families, and that it is addressed to both children and their parents. The park’s appreciation for our brand makes us absolutely proud, and I hope that this event and the new area will live up to the little fans’ Italian emotions and will make their adventures in Leolandia unforgettable.”

‘Teletubbies’ Take South Korea

DHX Brands has entered into nine new deals for its preschool property “Teletubbies” in South Korea.

New partners include:

- Random House Korea for books;
- L2 Communications for health-based products;
- Big Tree for bath and sand-play toys;
- Daeyoung Tongsang for novelty toys;
- Alphashoe for footwear;
- Coquad for phone cases;
- Unico Korea for emoticons; and
- Ezen Creation for soft toys.

“We’re thrilled to announce these deals as ‘Teletubbies’ continues to delight kids and families around the world,” says Tom Roe, commercial director, DHX Brands. “With new consumer products coming in South Korea, and a raft of new broadcast and streaming platforms on board, kids and adults alike will be able to celebrate and share their love of the colorful quartet across cultures and languages worldwide.”

The new consumer products line is part of a larger strategy to expand the “Teletubbies” brand across Asia. The new “Teletubbies” series recently premiered on South Korea’s KBS and on streaming services Naver TV and Naver Junior.

Discovery Teams for Digital Exploration

Discovery has linked with My Town Games to create an immersive co-branded mobile game.

“My Town Discovery” will feature a virtual world where children can spend time with their friends and explore their local communities with activities including shopping, visiting the school they will be attending in the fall, going to the park and going

out to eat. Town hallmarks include the Science Discovery Museum, a design partnership between Discovery #mindblown and ‘My Town.’

“‘My Town’ is all about kids exploring their world, and Discovery is the perfect brand to partner with because of their long commitment to inspiration, discovery and entertainment,” says Mark Tulchinski, co-founder, My Town Games. “This is an incredible opportunity to bring new learning content to fans of ‘My Town.’”

“Exploration and curiosity lie deep within Discovery’s DNA,” says Matt Bonaccorso, director, marketing and digital products, Discovery. “We are thrilled to be partnering with ‘My Town’ to encourage young boys and girls to discover and learn about their community via this innovative platform.”

The “My Town Discovery” app can now be found on the App Store and Google Play.



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Spin Master Outlines DTR Plan for Europe



Spin Master has detailed its expansion into Europe as part of the company's international growth strategy.

The company will sell directly to retailers in Russia, Switzerland, Austria and Greece beginning in 2019.

"International expansion is a core growth strategy for Spin Master, and Europe has been an important source of growth for us over the past several years," says Ben Gadbois, president and chief operating officer, Spin Master. "We are taking a measured approach in the execution of our international expansion. Russia, Switzerland, Austria and Greece represent important market penetration opportunities supporting our long-term goal to significantly

increase our scale outside of North America."

Spin Master has formed a Russian subsidiary, Spin Master Rus, and will begin direct distribution in early 2019. Spin Master will also service the Swiss, Austrian and Greek markets directly through existing offices in Germany and Italy, respectively.

"Our growing global recognition has enabled us to attract and secure top local talent with deep knowledge of the children's toy and entertainment industries in each of our new territories, setting Spin Master up for continued success," says Anton Rabie, co-chief executive officer, Spin Master.

Van Gogh Styles Vans

The Van Gogh Museum has tapped lifestyle brand Vans for a new footwear and apparel collection that brings Vincent van Gogh's masterpieces to life.

The collection celebrates several of the artist's paintings including "Old Vineyard with Peasant Woman," "Skull," "Almond Blossom," "Sunflowers" and van Gogh's "Self-Portrait" across a line of classic slip-ons, the authentic sneaker, long sleeve t-shirts, oversized shirts, hoodies, a hat and more.

Each item contains a special hangtag that offers historical facts about the artist's artwork. Key details include replicated brush strokes and a moody color palette.

"We are delighted with the Vans x Van Gogh Museum collection, as it ties in with our mission to make the life and work of Vincent van Gogh accessible to as many people as possible in order to enrich and inspire them," says Adriaan Dönszelmann, managing director, The Van Gogh Museum. "By uniting van Gogh's iconic artworks with iconic Vans styles, our partnership brings Vincent's art 'off the wall' and into the world to a new audience outside the museum."

The Vans x Van Gogh Museum collection is available now at Vans.com/VanGogh, Vans retail stores, Vans wholesalers and VanGoghMuseumShop.com.



'Dreamworks Spirit Riding Free' Toys to Launch in the U.K.

Universal Brand Development is set to launch a line of toys in the U.K. for animated series "DreamWorks Spirit Riding Free."

Just Play (distributed by Flair) and Playmobil will lead the series' licensing program. "DreamWorks Spirit Riding Free" is capturing the hearts of families and is achieving the all-important stamp of parental approval, too," says Hannah Mungo, U.K. and Ireland country director, Universal Brand Development.

"The property is wholesome and has been lauded for its inspiring themes for young girls of courage, adventure and friendship," continues Mungo. "We're delighted to be

working with Just Play, Flair and Playmobil on the launch of the U.K. licensing program. The quality of their respective products will extend the brand experience beautifully."

Just Play's range will include collectibles, dolls and horses, playsets, plush and deluxe sets.

The Playmobil line will be comprehensive and include Horse Stall sets featuring the main characters from the series alongside their horses and playsets. "DreamWorks Spirit Riding Free" recently launched on Sony's free-to-air POP TV channel, the U.K.'s top commercial broadcaster for kids. Full product ranges will be available beginning Sept. 28.

Pyramid International Partners with Activision

Pyramid International is adding Activision to its expansive portfolio of licenses.

Pyramid will distribute product throughout Europe, South Africa and Australia for some of the gaming genre's biggest franchises, including "Call of Duty," one of the world's highest-grossing video game franchises of all time, and its anticipated "Black Ops 4," set for release later this year. The partnership will also bring classics "Crash Bandicoot" and "Spyro the Dragon" to Pyramid's roster.

"Pyramid International are known for working with some of the biggest licenses in music and entertainment, so we are excited to be partnering up with one of the largest gaming companies on the planet," says Mordy Beniah, licensing director, Pyramid International. "Our teams will be working closely together to create a comprehensive, vibrant and unique range of licensed fan merchandise in key product categories."

Product ranges are currently in development and will be announced Q3.



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LONDON BRAND LICENSING EUROPE 2018

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BRAND LICENSING EUROPE

In this issue, find:

- Deep dive interviews with major licensors.
- In-depth special reports on publishing, e-commerce and much more.
- Current licensing industry news and trends.

OFFICIAL SHOW DAILIES

As the **OFFICIAL PUBLICATION** of Brand Licensing Europe, License Global will publish the live Show Dailies at the event, with exclusive distribution at the Olympia's entranceway and throughout the exhibition floor.

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'Powerpuff Girls' Fly High with Gymnastics Program

British Gymnastics and Cartoon Network are joining forces to inspire gymnasts across the U.K. with the help of "The Powerpuff Girls."

Set to coincide with the 20th anniversary of the girl-power series, The Pow! Academy will offer gymnasts ages 5-11 the opportunity to show off their skills for a chance to be rewarded with a badge or certificate.

"We're delighted to partner with Cartoon Network, who share our passion for inspiring young people and having a positive influence on their development," says Jane Allen, chief executive officer, British Gymnastics. "This is an exciting and new type of partnership which will delight thousands of gymnasts. 'The Powerpuff Girls' series resonates with our young gymnasts, and their brand attributes of inclusivity, courage and teamwork are a good fit with our sport. We strive to ensure all gymnasts have a positive and rewarding experience, and this strategic partnership adds an exciting new element for gymnasts to enjoy."

The partnership and the Pow! Academy were launched at the British Gymnastics headquarters with characters from the series, celebrity gymnasts Ellie Downie and Hamish Carter and select local gymnasts.

The Pow! Academy program will be available exclusively to membership organizations this fall, with additional activities and initiatives planned for a three-year period.

'Miraculous' Steps into Global Footwear Deal



Zag has entered into two new partnerships for its animated series "Miraculous: Tales of Ladybug & Cat Noir."

Brazilian brand Ipanema has signed on to collaborate with Zag on a line of "Miraculous"-branded footwear that includes flip-flops and back-strap sandals for children and an exclusive adult flip-flop. The shoe styles will become available in the Southern Hemisphere in November with rollout in the U.S. and Europe set for April 2019.

Winning Moves has signed on for a "Miraculous" Monopoly Junior board game for the holiday season.

Glob Brazil brokered the Ipanema deal, while Bulldog Licensing brokered the Winning Moves agreement.

Betty Boop Strips Down with Undiz

King Features, the exclusive worldwide licensing agent for Fleischer Studios, has teamed with lingerie brand Undiz for a line of underwear inspired by Betty Boop.

Biplano Licensing brokered the deal.

The Betty Boop-inspired collection includes nightwear, swimwear and underwear for women featuring playful designs that celebrate the character's image and legacy.

"Undiz's flirty and unique style make them a perfect fit for Betty Boop, who has personified those qualities for decades," says Carla Silva, vice president and general manager, global head of licensing, King Features. "We are excited to show off her playful side through this collection to fans across Europe."

The Undiz x Betty Boop collection is available now at undiz.com and Undiz locations across Europe.



Chupa Chups Launches Fragrance Line

Perfetti Van Melle and Foamous, a French foam fragrance brand, have joined forces to create a new product inspired by the Chupa Chups candy brand.

The Chupa Chups fragrance line comes in four flavors—Cheeky Cheery, Jolly Lolly, Double Bubble and Sandy Candy, that can be applied to the skin.

The Chupa Chups foam fragrance collection from Foamous will be available in France, Mexico, Brazil and Spain this fall.

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BRAND LICENSING EUROPE 2018

Brand Licensing Europe will celebrate its 20th anniversary in a big way, welcoming Europe's licensing industry to Olympia London for three days of networking, deal-making and trend-spotting.

CELEBRATING 20 YEARS

This year, the licensing industry will gather at London's Olympia, Oct. 9-11 for Brand Licensing Europe, now celebrating its 20th year. With an engaging theme, live demonstrations and a slew of new companies at the exhibition, BLE promises an exciting time for all.

Food and Beverage is on The Menu

This year's theme—food and beverage—was selected due to its rapid growth and constant reinvention within licensing.

In addition to an extensive range of exhibitors representing food and beverage, restaurant or culinary brands, attendees can also meet entertainment brands showcasing their food and beverage ranges.

This year's event features a range of food and beverage sessions. On Tuesday and Wednesday, representatives from companies like The Point.1888, Beanstalk and Perfetti van Melle (Chupa Chups) will discuss earning the right to approach food licensees, building a successful food licensing program and showcasing innovation in your program in the Brands & Lifestyle Theatre.

BLE Kitchen

Situated in the Brands and Lifestyle Zone is the BLE Kitchen, a brand-new activation that will feature live cook-offs and tastings from a range of brands. Demonstrations will take place at 3 p.m. on Tuesday, Oct. 9 and from 11 a.m. and 3 p.m. on Wednesday, Oct. 10.

Updated Floorplan

For the very first time, all of BLE will take place on the ground floor of Olympia making it easier than ever to get the most out of your visit.

The Character and Entertainment Zone can be found in the Grand and lower West Hall, while the Brands and Lifestyle and Art, Design and Image Zones can be found in National Hall.

Going for the Gold in Keynote Speakers

The International Olympic Committee will deliver one of two keynote addresses at BLE.

The first keynote, titled "The Olympic Global Licensing Strategy—The IOC's New Approach to Licensing," features Elisabeth Allaman, vice president, commercial integration, IOC, who will take to The Licensing Academy stage at 12 p.m. on Wednesday, Oct. 10, to talk about IOC's new licensing strategy.

Later on Wednesday, at 2:30 p.m. in the Brands & Lifestyle Theatre, representatives from global leading sports organizations including French tennis tournament company Roland-Garros and the NFLPA will join a panel discussion about opportunities in sports licensing.

In addition, representatives from the NBA and the International Basketball Federation will be part of a session discussing the opportunities in basketball licensing following the sport's increasing popularity in Europe.

New Exhibitors at BLE

Joining BLE in the Design and Image Zones are companies like Ahh Inspiring Art, Art by Lis Goncalves, HCA Creation, Helz Cuppleditch, Joseph Sankar, Lucy Pittaway, Old School Art Studio and Ventana Licensing Group.

New exhibitors in the Character and Entertainment Zone include 0+ Media, Acamar Films, AEX Italia, Alpha Group, Blues Clothing, CHF Media Group, Ioguis, DeAgostini Publishing Italia, Hearts by Tiana, Fashion Wholesale Market, Forever Collectibles U.K., Aweirdmovie, Guangzhou Lihua, GWCC Apparel Masters, Ferly, Larksheed Media, Maurizio Distefano-The Evolution of Licensing, MGA Entertainment, Movantia, Elves Behavin' Badly, Sailor Ted, Sony Creative Products, Sylphe, Smidt-IMEX, TCC Brands, TOHO (representing Godzilla), Tractor Ted and Viewpoint Games.

In the Brands and Lifestyle Zone, companies making their BLE debut are 4 PLAY, Brand Alliance, FC Barcelona, Roland-Garros, the FA, International Basketball Federation (FIBA), Freddy Leck seine Vertriebsgesellschaft, the French Football Federation, Infinity Lifestyle Brands, Jeep, UCLA, the Royal Dutch Football Association, Royal Museums Greenwich, Tradheir, Brand4Rent, Sport Lisboa e Benfica, Swissbrand World, UEFA Euro 2020, University of Cambridge and Brotmeister.

Licensing in Action

Introduced in 2016, the product showcase is a walk-through feature highlighting the creativity and diversity of the exhibitors within the Brands and Lifestyle and Art, Design and Image Zones.

Exhibitors are invited to submit licensed products for display, which will give visitors the chance to see first-hand the huge potential of licensed products across various categories. Each product included is either launching soon or already in stores.

Also returning this year is the hugely popular character parade, taking place on Tuesday, Oct. 9 at 11 a.m. Where else can you expect to see hundreds of larger-than-life costume characters wandering the aisles of a business event?

Matchmaking Service

The BLE Matchmaking Service is a free tool that allows BLE attendees to pre-book meetings ahead of the event.

By arranging your meetings before the show, you'll be able to make the most of your time by searching for exhibitors by region, company, category, property name and more, ensuring you take full advantage of Europe's licensing community being together under one roof.

Seminar Sessions

More than 30 sessions take place across two theaters, covering topics, from fashion and toys to the move toward ethical brands and the increasing importance of technology. Hear case studies including Sanrio on the invention of Little Miss Inventor; and the creation of the "Moominvalley" animation series with input from Marika Makaroff, executive producer, "Moominvalley" and Sophia Jansson, chairman of the board and creative director, Moomin.

The ever-popular panel led by Richard Pink is at the Brands & Lifestyle Theatre and will feature panelists from Aardman Animations, Lime Communications, Brave, Born Licensing and Hargreaves Entertainment Group.

Helena Mansell-Stopher from National Geographic will also lead a seminar and discuss how to drive a brand with a purpose.

Following its debut in 2017, Billy Langsworthy, co-founder, Mojo Nation will return to the Licensing Academy to lead a panel featuring speakers from Tomy, FUSE, Modiphuis Entertainment and Making Things Studio.

Langsworthy will also host a fireside chat with Bethany Koby, chief executive officer, Tech Will Save Us, on shaping a brighter future for kids by tech.

Kelvyn Gardner, managing director, Licensing Industry Merchandisers' Association U.K., will run the Intro to Licensing sessions on Tuesday and Wednesday morning alongside a brand new LIMA panel discussion on Thursday morning featuring LIMA country heads from around the globe.

License This! Adds More Categories

Launched in 2009, License This! gives unlicensed brands and image owners the chance to enter the licensing market.

For the first time, the License This! competition will feature two categories and declare two winners, one in brand and design and one in character and animation.

All finalists will be in front of a live audience and judging panel before the winners are announced. Taking place on the final day of BLE in Brands & Lifestyle Theatre the live finale is a chance to see some of the newest properties ready for licensing.

BLE's Giveaways

To celebrate its 20th anniversary, BLE is hosting giveaways in the 20 days leading up to the show. Watch BLE's Twitter, Facebook and Instagram accounts for your chance to win.

For the full BLE program, visit www.brandlicensing.eu. ©



MARKET REPORT:

EUROPE

Power players in the retail landscape, e-commerce vs. brick-and-mortar and the age of customer engagement—a look at the licensing trends and statistics you need to know from across Europe.

Consumer spending is robust, and the licensing industry is continuing to grow in some of Europe's most influential markets—particularly Spain, Italy, France and Germany, all of which rank in the top 15 worldwide markets for licensed merchandise. The trends they exhibit, consumer nuances they react to and challenges they face are, therefore, pivotal in navigating the European licensing agency as a whole.

Each country's licensing industry is shaped by its cultural, political and socio-economic factors. While classic characters have more of an impact in Germany, the country's children engage with screens older than their European peers. The lines between low-budget and luxury are blurring in Spain, and Italy has seen a similar shift towards value-based consumer spending. But how do these factors filter through into consumer behavior? And how do brands, manufacturers and retailers make an impact and capitalize on the trends?

From analyzing how each country is adjusting to e-commerce to identifying power players in the retail landscape, this report sums up the current brand licensing industry in these major European countries.

Germany

The importance of brand licensing (and licensing in general) is ever-increasing in Germany. It is the fourth-largest market for licensed merchandise worldwide, according to the International Licensing Industry Merchandisers' Association's 2018 report.

With \$10.8 billion in licensed merchandise sales in 2017—up more than 2 percent from 2016's figures, according to the LIMA report—the country accounts for 4 percent of the worldwide total. Overall, Germany was responsible for 20.2 percent of western Europe's \$53.2 billion of total income from licensed merchandise sales in 2017.

The biggest driver of licensing revenue remained character and entertainment, which accounted for 58.8 percent of the country's licensed merchandise sales and totaled \$6.3 billion, according to LIMA.

Toys make up the vast majority of all licensing in the character category, while big name movie and TV characters still hold huge power. The likes





of *Minions* spawn significant merchandise ranges, with retailers and licensors alike adjusting to the short promotional windows around new releases.

Retail management is key for smaller brands that fight for shelf space with round-the-world brands like Disney.

“Brand owners have to adapt and convince retailers upfront that they need shelf space,” says Gerd Russwurm, head of licensing, m4e. “Now the IP holder does a deal directly with the retailer and then the retailer decides who will supply the products under license.”

Corporate licensing is the second biggest source of licensed merchandise sales, reaching \$1.5 billion in 2017 and bucking the overall trend of decreasing sales for corporate brands. Some of Germany’s best-known corporate brands are automotive, including one of the world’s largest licensors, Volkswagen.

Trend-wise, classic characters are very well respected, with products that are based on 60-year-old characters, not necessarily supported by recent films or TV series, having a long-term presence in the market.

“Classic brands work because customers who have had a positive experience with a brand in their childhood remain loyal as they get older—there’s a multigenerational aspect,” says Russwurm.

This multi-demographic audience has enabled licensors in Germany to move into increasingly diverse product segments. A wide market appeal also puts established brands in the enviable position of being able to license into all areas of retail, from luxury to discount chains.

The cultural influence of books is still impacting the character market, with a strong presence from both home-grown brands like the Brothers Grimm and international characters like *The Very Hungry Caterpillar*. And although classic characters have the most demand, Germany is also creating new licensable characters for the digital age, with The Emoji Company now holding over 5,000 copyrighted emoji images available for licensing.

“Although there’s a shift to digital devices, we don’t see it at the same percentage among children in Germany as in other places,” adds Russwurm.

“Children are encouraged to like books at a young age. Education-based content is also very successful.”

Meanwhile, Germany is already Europe’s second largest e-commerce market. Amazon is driving the shift to online shopping, but domestic e-commerce companies Otto and Zalando are also playing key roles.

Digital disruption is massively influencing German retail, and e-commerce is questioning what a lot of retail managers thought was safe and sure.

“The German consumer is more demanding than average when it comes to aspects such as website loading times, payment methods, delivery/return options and cost involved,” says Nadine Litchfield, consumer markets and e-commerce expert, GTAI.

Unlike other countries, German consumers are unique in preferring payment on account as a payment method when shopping online. Reports by eMarketer show that e-commerce sales, however, made up 7.3 percent of total retail sales in Germany the last year—meaning that physical retail is still by far the biggest channel for sales of merchandise.

Italy

A country well established in the licensing industry, Italy is ninth in the world in terms of licensing revenues and took nearly \$4 billion in licensed merchandise revenue in 2017. Characters and entertainment dominate, accounting for almost 62 percent of total licensed product sales, followed closely by apparel, corporate and sports brands.

Italy is renowned for its high-end fashion and apparel, making the resilience of the country’s fashion brands unsurprising. The Made in Italy logo equates high quality to both retailer and consumer, and its luxury accessory products command premium prices worldwide. The bulk of Italian licensing revenue comes from overseas sales—62 percent of it from Europe.



Demand for higher-priced luxury goods continues to grow in developing economies such as China, India and Brazil, resulting in Italian luxury accessory companies placing a greater focus on emerging markets. Meanwhile, in order to compete with the likes of China, operators in developed nations including Italy are shifting their operations from manufacturing to design and wholesaling.

Toys generated \$674 million in licensed sales, with baby, infant, preschool and educational toys performing particularly well in the lead up to Christmas. Both traditional toys and games and video games saw strong current value growth in 2016, driven by a slight increase in consumer confidence, according to Euromonitor.

Domestic manufacturers' focus on high-quality standards in terms of labor, materials used, the quality of the product and high educational potential were cited as the growth drivers for traditional toys and games.

A period of rapid transformation in consumer habits has seen a shift toward value-based consumer spending. Discount retailers have gained a strong foothold in Italy, with retailers such as Primark opening stores alongside the likes of Versace and Armani in their hometown of Milan.

To counter this shift in consumer habits, many high-end brands are turning to e-tail. Many Italian luxury brands are hoping that by bolstering their online presence, they'll be able to engage with new demographics—in particular, consumers aged 20-40.

Consumers are becoming increasingly comfortable with buying luxury goods online, while a growing number of brands and retailers are adopting an omnichannel strategy, according to Euromonitor. E-commerce saw its share rise at the end of the review period.

Yet e-commerce remains an underdeveloped channel in Italy, likely due to the country's retail culture, with the bulk of sales coming from independent and boutique businesses.

Spain

Brand licensing still has significant room for expansion in Spain compared to some of its Western European counterparts. It saw licensed property retail revenues of \$3.3 billion in 2017, according to the LIMA report, representing 1.2 percent of total worldwide sales and placing 11th on the global stage.

As with most countries, the bulk of the growth came from character and entertainment, while corporate licensing is still considered undeveloped in comparison.

"Designer brands, sports brands and celebrity licensing based on TV shows are gaining track steadily," says Christine Cool, international brand licensing manager, Perfetti Van Melle. "The biggest

licensing opportunity is with the preschool target."

While toys and apparel seem to share an equal distribution of revenue in most developed nations, apparel sales in Spain outnumber toy sales nearly five to three. It's the country's most popular product category, representing 22.5 percent of total licensing revenues in 2017, according to LIMA.

However, the country struggles to replicate the regional success of its apparel category on a global scale; there are few Spanish apparel and fashion companies that have flourished internationally.

While its brands are not automatically associated with quality or high fashion like those from Italy or France, Spain has made inroads over the past decade in exporting its apparel and fashion brands. In fact, Inditex (Zara) is currently the No. 1 fashion retailer in the world, with a turnover of \$29.4 billion in 2017, per LIMA.

Toys are at the epicenter of Spain's licensing ecosystem, with more than 32 percent of all toys licensed in Europe originating there.

"After the big results of preschool properties in 2015, 2016 was a year of consolidation with very strong competition in terms of new brands launching," says Antonella Ceraso, country manager, Iberia, Planeta Junior.

Meanwhile, the country has been making up for lost time as a late adopter of e-commerce. According to Internet Live Stats' most recent report, Spain has 37.8 million active web users, equating to 82 percent population penetration and the percentage of users going online daily jumped from 83.1 percent in 2015 to 96.2 percent in 2016.

Mobile connectivity has been touted as the reason behind this spike in activity. Eurostat data suggests that Spain beat every other EU nation in terms of the percentage of total users accessing the Internet via a mobile device in 2016. The daily use of e-commerce portals also doubled from 8.1 to 16.4 percent between 2015 and 2016.

Value-based consumerization was noted as another key trend. Economic uncertainties after the 2008 financial crisis forced consumers to reevaluate





priorities, resulting in more prudent purchasing behavior. Budget-conscious brands have grown rapidly and now dominate much of the retail landscape.

“Buyers have become extremely conservative, sticking to proven values,” says Cool. “They are more rational and savvy, asking for better value for their money.”

Surprisingly, budget retailers are also leading

the way in next-generation shopping experiences. Primark, for example, recently opened a 134,900-square-foot flagship store in Madrid, the second largest in its portfolio. From seating areas on each level with USB charging ports to translucent screens that display adverts without interrupting the views across the atrium, this is a store one might expect from the likes of Apple. And it further demonstrates that the lines between low-cost and high-end are becoming blurred, with value and consumer experiences taking precedence.

France

As the seventh largest player on the global licensing stage, France turned over \$6 billion in licensed merchandise retail sales in 2017, making up 2.2 percent of worldwide sales, per the LIMA report.

Similar to other European countries, character and entertainment licensing remains by far the largest segment and constituted 53.3 percent of total sales of licensed merchandise in 2017. However, LIMA’s global figures suggest the segment actually contracted in 2015 by around 8 percent year-on-year.

Toys were the largest product category within character and entertainment, generating \$873 million in retail sales.

“The toy market was flat in 2016, and that accurately mirrors the wider licensing situation—France is still struggling economically,” says Marina Narishkin, director, licensing, TFI.

While the overall retail outlook strengthened in 2016 and 2017 in the fashion space, France has become a brand in itself, synonymous with luxury and high quality. Ironically, French luxury retailers continue to aggressively pursue foreign brands.

Corporate licensing was one of the few segments to witness substantial growth in France in recent years.

In 2015, according to LIMA, sales increased from \$851 million in 2014 to over \$1.1 billion. Technicolor saw retail sales of \$680 million in 2016 and is one of the few French-based companies to be featured in *License Global’s* Top 150 Global Licensors report. French consumers are staunchly loyal, and historically gravitate toward home-grown properties across all segments. However, foreign properties have recently gained a foothold in the market.

“French comic characters like Asterix are still strong, but toy properties and blockbuster movies seem to be taking the lead,” says Narishkin.

Lower-price foreign players such as Primark and H&M have also seen strong growth in France.

Most brick-and-mortar retailers around the world are locked in battle with online retailers, notably Amazon. France, however, has so far managed to rebuff any significant impact from the U.S. retail giant.

Successful domestic Internet pure-plays tend to be positioned as a complement to Amazon rather than direct competitors, honing a strong category specialty or focusing on a particular demographic. But France has produced a number of broad-range, pure-play retailers that offer a product mix similar to Amazon’s.

Analyst house Fung Global Retail & Technology explains: “In part because French shoppers have this range of choice, Amazon appears to be less popular among them than it is among consumers in neighboring countries.”

Despite this fact, e-commerce still underperforms compared to similar markets in Europe and has room for growth, especially in retail Fashion and apparel companies that move quickly will gain a competitive advantage.

Meanwhile, a cautious and largely discount-orientated licensing market has burgeoned as a result of the country’s slow recovery from its financial crisis. Companies and licensees are increasingly searching to balance their licensed portfolio with non-branded products.

“Retail wants trusted properties with events or news, and that isn’t easy to find,” says Narishkin. “Licensors with marketing money should use it toward retail activation and look to innovative products with tech capabilities.” ©





BRANDS & LIFESTYLE THEATRE

It's prudent to plan ahead. Here's what's cooking at this year's BLE.

The Brands & Lifestyle Theatre is positioned within the Brand and Lifestyle Zone of the show. It will be home to a range of presentations, interviews, demonstrations and panel discussions that bring the world of brand, lifestyle, art and design licensing to life. All sessions are free to attend and will be available on a first-come, first-serve basis.

Tuesday, October 9

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

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

Encompassing more than 200 cases every quarter, the Halo Licensing Survey shows how this new approach to business and brand equity is more nuanced than many licensing professionals may imagine. For attendees, it's a chance to get up to date with the business and learn more about licensing's present and future role in the new world of strategic brand management and community building.

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

National Geographic—Driving a Brand with Purpose

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

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

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

Earning the Right to Approach Food Licensees

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

Successful food licensing is the most difficult and provides the toughest negotiations. The investment from big licensees in food is huge. Entertainment properties

are notoriously risky for big food companies. Team.1888 will demonstrate how to break this down.

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

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

Opportunities in Basketball Licensing

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

Speakers: Representatives from the

NBA and the International Basketball Federation (FIBA)

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 Ltd.; and Etta Saunders Bingham, head of licensing and product development, Half Moon Bay and publisher, Ice House Books (More speakers to be announced.)

Panel Discussion: Driving Value from Promotional Licensing

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

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

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

Moderator: Richard Pink, managing director, Pink Key Licensing

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

Panel Discussion: How to Build a Successful Food Licensing Program

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

The panel will focus on existing food programs from both Chupa Chups and

Diageo, with a question and answer session at the end led by Serena Sibbald. The panel will explore what needs to be put into place to secure licensees, together with mechanisms for ongoing licensee and retail support. Real-life case studies will be discussed from the brand owners' own experience, together with a look at future priorities and trends.

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

How to Keep Innovating with Food & Beverage Brands in Licensing

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

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

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

Panel Discussion: Opportunities in Sports Licensing

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

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

Panelists: Jenny Brown, head of retail and 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

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.-1:30 p.m.

BLE Kitchen & Demo Area

Tuesday, October 9

Guinness & Food: The Perfect Pairing

3 p.m.-4 p.m.

Diageo is a global leader in beverage alcohol with an outstanding portfolio of brands across spirits and beer including Guinness, Baileys and Captain Morgan. As one of the most iconic and recognizable beer brands in the world, Guinness has enjoyed a long-standing relationship with food since its creation in 1759. Its distinct flavor profile is as rich and impactful as the history of the iconic brand itself. A cookery demonstration will be carried out by a chef from the world-famous Guinness Storehouse in Dublin, who will bring to life the unique flavor profile of Guinness in two dishes incorporating food from the existing licensing program. Ian Colgan, a Guinness sommelier will also talk through the process of beer and food pairings and couple each dish with a complementary Guinness beer variant.

Wednesday, October 10

"MasterChef" Live Demonstration 1

11 a.m.-12 p.m.

Global content creator, producer and distributor, Endemol Shine Group, will be showcasing their rich and diverse portfolio of brands at this year's BLE, including the most successful cookery television format in the world, "MasterChef." There will be two live sessions in the BLE Kitchen from two of "MasterChef"'s top finalists, including this year's winner Kenny Tutt. The MasterChefs will host mystery box challenges with the audience, where there will be the chance to win mini mystery box gifts. "MasterChef" is the most successful cookery television format in the world, having been adapted locally in 52 countries, seen in more than 200 countries and watched globally by more than 250 million viewers. The "MasterChef" brand extends into a range of commercial activities across multiple platforms including worldwide publishing, consumer products, live events and global travel experiences. Produced and distributed by Endemol Shine Group, the record-breaking format first launched on British television in 2005 where 38 series have aired to date on the BBC. Originally created by Franc Roddam the format was revived as "MasterChef Goes Large" in 2005 by Shine TV in the U.K.

"MasterChef" Live Demonstration 2

3 p.m.-4 p.m.

Two MasterChefs will host mystery box challenges with the audience, where there will be the chance to win mini mystery box gifts.

Thursday, October 11

TBC

11 a.m.-12 p.m.



THE

LICENSING ACADEMY

The Licensing Academy is positioned at the back of the Character and Entertainment Zone at Brand Licensing Europe. It is designed to keep all BLE attendees abreast of key trends affecting the industry across Europe.

This year's program will be the home to the BLE keynotes, case studies on a range of new TV launches as well as the popular intro to licensing sessions delivered by Kelvyn Gardner, managing director, International Licensing Industry Merchandisers' Association U.K.

All sessions are free to attend and will be available on a first-come, first-serve basis. The Introduction to Licensing sessions and the keynote sessions are always very popular. Please arrive at least 10 minutes before the session starts to reserve your spot.

Tuesday, October 9

Introduction to Licensing

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

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

Session Title TBC

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

Speaker: John Burns, partner, Gateley PLC

The Invention of Little Miss Inventor

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

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

BLE Official Keynote Session 1

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

Licensors know that owning the best characters and entertainment properties is critical to success. A diverse portfolio of properties is a key strategy for the newly-formed Viacom Nickelodeon Consumer Products (VNCP), led by Pam Kaufman, president. The globally-unified consumer products organization gives Viacom a supercharged portfolio of properties with something to offer "Every age, Every aisle, Everywhere around the world." The keynote will feature a fireside chat between Kaufman and Amanda Cioletti, content director, *License Global*. Kaufman will discuss her insights on the changing retail landscape, why a globally-aligned VNCP positions them for suc-

cess, and where consumer products fits into Viacom's larger strategy.

Korean Licensing Showcase

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

Session delivered by KOCCA.

Anime Pops into the Tops

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

TOEI Animation Europe and VIZ Media Europe will bring you insights on why Anime licenses generate high interest and settle down as sustainable brands in a crowded market. For the first time, a case study will be presented on the influence of anime entertainment in licensing, highlighting its strong anchor- age into the pop culture phenomenon, covering all generations.

Moderator: Laurent Taieb, chairman, LIMA France

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

Wednesday, October 10

Introduction to Licensing

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

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

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

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

In 2019, Gutsy Animations, in cooperation with Moomin characters, will bring the Moomins to life in the animated family TV drama "Moominvalley." The show is created using a cutting-edge technique with a unique visual look. During this session, learn how to create a new visual style and storylines that work for artistic and merchandise purposes, while staying true to the original stories loved by millions of fans. The "Moominvalley" creative team includes creative director and executive producer Marika Makaroff, Oscar-winning director Steve Box (*Wallace & Gromit*), BAFTA-winning producer John Woolley and Emmy-winning writers Mark Huckerby and Nick Ostler. "Moominvalley" will be backed by a worldwide publishing and merchandising program through Bulls Licensing and Rights & Brands.

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 Moomins*

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

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 six 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, co-

founder, Mojo Nation

Panelists: Alpesh Patel, vice president, global toy design, TOMY; 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 3-D 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.

Join Kelvyn Gardner, managing director, LIMA U.K. and other LIMA chapter heads from around the world.

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

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

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, co-founder, Mojo Nation



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LONDON BRAND LICENSING EUROPE 2018 EXHIBITOR PREVIEW

"Ahh" Inspiring Art

www.paddybear.ie

Booth: N12

Creation and supply of licensed artwork for the greetings, gifts and souvenir industry. The company specializes in character development.

0+ Media

www.0plusmedia.com

Booth: F96

A Russian company realizing strategy based on promotion of services for kids and parents. Advertising opportunities and special projects on Russian family TV channels—Moolt, Mama, Tlum HD; licensing for animation brands, BE-BE-BEARS, Fantasy Patrol, F.A.S.T., Heroes of Envell, Woodventures and Leo & Tig on digital services for kids.

20th Century Fox Consumer Products

www.foxmovies.com

Booth: C30

20th Century Fox Consumer Products licenses and markets properties worldwide on behalf of 20th Century Fox Film, 20th Century Fox Television and FX Networks, as well as third party lines. The division is aligned with 20th Century Fox Television, the flagship studio supplying television programming and entertainment content and 20th Century Fox Film, one of the world's largest producers and distributors of films throughout the world.

4K Media

www.yugioh.com

Booth: G122

4K Media, a Konami Digital Entertainment subsidiary, is a brand management and production company known for its management of the Yu-Gi-Oh! franchise outside of Asia. Beyond Yu-Gi-Oh!, 4K Media manages the rights for gaming properties, Bomberman, Contra and Frogger from Konami and Rebecca Bonbon from Yuko Shimizu.

4PLAY

www.4play.co.uk

Booth: N98

As a young brand, both 4PLAY and the 4 logo are being offered for licensing opportunities in

the categories of clothing and sports equipment.



Aardman

www.aardman.com

Booth: B30

Aardman is co-founded and run by Peter Lord and David Sproxtton. It produces feature films, series, advertising and digital entertainment for both the domestic and international markets.

Acamar Films

www.acamarfilms.com

Booth: F94

Acamar Films is an independent production company based in London which produces, distributes, markets and licenses its international award-winning preschool animated series "Bing." Adapted for television from the original books by Ted Dewan, "Bing" celebrates the joyful, messy reality of preschool life, finding the big stories in the little moments.



Activision | Blizzard

www.activisionblizzard.com

Booth: E60

Activision Blizzard Consumer Products Group is a division of Activision Blizzard. Building on the existing consumer products businesses, the newly-formed Activision Blizzard Consumer Products Group encompasses Activision, Blizzard and King's franchises. The division is passionate about working with best-in-class partners around the world to create merchandise for fans.

Adidas-Real Madrid

www.adidas.com

Booth: M92

Real Madrid is the club with most consecutive Champions Leagues wins, 13 in total. The club is among the most recognized and awarded club in the world.

Admiral Sportswear

www.admiralsportswear.com

Booth: L56

Admiral Sportswear is a British-owned sports brand that has a history in both football and fashion. Admiral has designed and manufactured clothing for nearly a century, understands attention to detail

AEX Italia

www.aexita.com

Booth: G105

AEX Italia offers the experience in the search for ideas and solutions that enable customers to achieve market growth objectives. Their customers are mainly in the publishing sector. Since the '90s, the company has produced many series of collectible and kiosk products.

Air Guitar World Championship

F120

Allsorts Licensing

www.allsortsmedia.co.uk

Booth: C72

Allsorts Licensing is an independent licensing agency traditionally known for classic character and art brands but also now YouTube and gaming brands. Allsorts works in the U.K. and Ireland.



Alpha Group

Booth: F68

Since 1993, Alpha Group, has been leveraging a diversified interactive business model encompassing animation, movies, consumer goods, toys and theme parks. Alpha owns IPs including Super Wings, Screechers Wild, Rev & Roll, Katuri, Blazing Team, Infinity Nado.

ANEKKE

www.anekke.com

Booth: F30

ANIMA KITCHEN

www.helloanima.com

Booth: F30

Anima is an animation studio that creates, produces and manages brands and develops original projects for kids and family. Its most recent projects include: Legend Quest, Cleo and Cuquin, PINY Institute of New York, Flo and The Intrepids and Boomons TV shows.



Animaccord/Masha and the Bear

www.animaccord.com

Booth: E70

Animaccord is the international licensing company and studio, which creates the 3-D animated family show, "Masha and the

Bear," and manages the global distribution and promotion for the brand. The company specializes in worldwide distribution of content as well as rights for consumer products. As of now, Animaccord has built direct relationships with major content distribution companies such as Netflix, Google, Corus, NBCUniversal, Sony Pictures, Viacom18, RAI, France TV, Televisa and SBT. Moreover, for licensing of consumer products, Animaccord is partners with Simba Dickie Group, Spin Master, Hachette (Little, Brown and Company), Penguin Random House, Clementoni and Ferrero.

Animaru

www.animaru.co.uk

Booth: M10

Animaru has characters in the greetings card and publishing markets. All animal characters have a natural appeal that makes them relevant for a wide range of products and audiences.

Arsenal FC

www.arsenal.com

Booth: M86

Arsenal Football Club is one of the biggest teams in world football. Arsenal has a global following and a 60,000-seat Emirates Stadium for all home games.

Art + Science International

www.artistsandscientists.com

Booth: F32

The company is a brand development agency with a team of marketing pioneers, strategists, designers, sales and licensing consultants. They create, launch and market brands all with the aim of delivering profitable growth.

Art Ask Agency

www.artaskagency.com

Booth: N72

An internationally established licensing agency based in Barcelona, Spain, Art Ask focuses licensing for lifestyle brands, culture brands, designers, illustrators, character lines and photographers for brand owners and licensees alike.

Art Brand Studios

www.artbrandstudios.com

Booth: N78

Art Brand Studios is interested in licensing partners in home décor, tabletop, textiles, seasonal, collectible, garden, stationery and apparel for artists Marjolein Bastin, Simon Bull, Blend Cota, Eric Dowdle, Thomas Kinkade, Ron Schmidt and Redina Tili. Adding to their portfolio is Wild Wings with more than 50 wild life artists.

Art by Lis Goncalves

www.lisgoncalves.tictail.com

Booth: M34

Lis Goncalves is a Portuguese artist who creates colorful artwork inspired by nature.

Assaf Frank Photography Licensing

www.assaffrank.com

Booth: N10

Photographer Assaf Frank of Best Shot Factory is a licensing library for publishers and manufacturers. Assaf is well-known for his florals, landscapes and cityscapes, but his extensive collection also expands to animals, Christmas and food.



Atlantya Spa

www.atlantya.com

Booth: F45

In 2008, Atlantya Entertainment established a dedicated licensing division to manage international licensing for the Geronimo Stilton franchise. Atlantya represent several brands for the Italian licensing market, and is constantly looking for new brands to be developed.



Authentic Brands Group

www.authenticbrandsgroup.com

Booth: C65

ABG is a brand development, marketing, and entertainment company, which owns more than 33 global consumer brands. ABG manages, elevates and builds the long-term value of celebrity, entertainment and lifestyle brands by partnering with best-in-class manufacturers, wholesalers and retailers and that delivers product, content, business and immersive brand experiences.

Automobili Lamborghini

www.lamborghini.com

Booth: M60

Founded in 1963, Automobili Lamborghini is headquartered in Sant'Agata Bolognese. The Huracán Performante redefines the sports car driving experience with its performance. The Aventador S represents the world of V12-powered, super sports cars.

Babblama

Booth: F120



BANDAI NAMCO Entertainment Europe S.A

en.bandainamcoent.eu

Booth: B32

BANDAI NAMCO Entertainment Europe is a global publisher and developer of interactive entertainment for all major

video game consoles, iOS, Android and online platforms. The company is known for video game franchises including Pac-Man, Dark Souls, Soulcalibur and Tekken.

Bavaria Sonor Licensing

www.bavaria-sonor.de

Booth: M84

Beano Studios

www.beano.com

E87

Beano Studios creates entertainment worldwide. The Studio produces diverse entertainment across multiple destinations; including TV, digital content, theatrical projects, consumer products, creative collaboration and the legendary comic and annual.



Beanstalk

www.beanstalk.com

Booth: K80

Beanstalk is a global brand extension agency that works with many brands extending them into new products and services. Clients include Procter and Gamble, Diageo, Alessi and Microsoft Studios, among others.

Benesse Corporation

Booth: C74

Benesse is a global corporation with a people-oriented culture. The company believes in living as responsible members of society and that all actions should lead to "Benesse" (well-being).

Biplano Licensing

www.biplano.com/en_UK

Booth: F40

Biplano was founded in 1990 with locations in Barcelona, Madrid, Lisbon and Paris. Biplano represents licensors such as Sanrio, Rovio, Animaccord, WWE, Boatrockers, Zodiac Kids, Ink, IMPS, Mercis, King Features and Benfica, among others.

BJA

www.bja.co.uk

Booth: G125

BJA's designs have been producing exhibition stands, environments, showrooms and events for global brands across many industry sectors worldwide for the past 35 years.

Blue Zoo

www.blue-zoo.co.uk

Booth: C3

An animation production company based in London, Blue Zoo crafts creative CG character animation for all digital media platforms, from long-form children's TV series to striking

commercials, short films and apps.

Blues Clothing/Paul Dennicci

www.blues-clothing.com

Booth: C110

Part of the CWI Holdings Group, both Blues Clothing and Paul Dennicci are licensed clothing suppliers. Blues specializes in kids and adult daywear, outerwear, nightwear and swimwear with Paul Dennicci as a licensed babywear supplier in the U.K.

Bonus Marketing Productions

www.bonusmp.com

Booth: B37

Bonus is a marketing promotions agency since 2011, developing and producing gadgets for the mass marketing distribution.

Brand Alliance

www.brandalliance.com

Booth: L40

Brand Alliance License is the licensing division within the Brand Alliance Group specializing in licensed apparel from both the lifestyle and entertainment sectors. Licenses include Coca-Cola, Volkswagen, Jim Beam, Peanuts, Ghostbusters, Dr Who, Captain Morgan plus others.

BrandComply

www.octane5.com

Booth: A40

BrandComply.com by Octane5 protects a brand's licensing ecosystem by managing compliance throughout the licensing lifecycle. Brands use its web-based portal to manage all key functions including product approvals, contracts, royalties, digital assets, compliance, brand protection and much more.

Brandgenuity

www.brandgenuity.com

Booth: N60

Brandgenuity is a full-service global brand licensing agency and develops, executes and manages strategic licensing programs for owners of corporate trademarks and entertainment properties.

Brands & Rights 360

www.br360.tv

Booth: F30

Brands & Rights 360 is a marketing and commercial platform specialized in the integrated management (TV, digital, licensing and merchandising) of multimedia brands and content (animation and live-action), geared towards child, youth and family audiences in Europe and America.

Brands Media

Booth: B114

Brands With Influence

www.brandswithinfluence.com

Booth: F123



Bravado

www.bravado.com

Booth: E82

Bravado lives at the crossroads of music and fashion. We understand the power of smart merchandising, and we know how to create products that spark organic, emotional connections between fans and artists. Our world class capabilities have made us the leading provider of consumer, lifestyle and brand management services around the world. With teams in 40 countries, we create a tailored approach for every project — from creating new spaces in the market to bringing an artist's creative vision to life. Bravado is about building brands and legacies that live on, beyond the music.

Brotmeister

Booth: P40

Bulldog Licensing

www.bulldog-licensing.com

Booth: C2

Bulldog works with a number of brand owners to develop merchandise programs ready for the international and domestic licensing markets.

Bulls Licensing

www.bullslicensing.com

Booth: C40

Bulls Licensing is an agency for licensing and editorial content in Scandinavia. The company connects brands in a global arena with a worldwide network of sub-agents and more than 600 clients.

by Hartwig Braun

www.hartwigbraun.com

Booth: M20

Hartwig Braun creates detailed cityscapes and maps with an unique visual style with mass appeal. The company is looking for licensing opportunities on premium products.



CAA-GBG Global Brand Management Group

www.caa-gbg.com

Booth: K70

CAA-GBG is a global brand management and experience company striving to connect brands to consumers. CAA-GBG is founded at the intersection of commerce and culture.

Carbon 12011 Licensing

www.carbon12011licensing.com

Booth: L20

Carbon12011 Licensing is an agency specialized in licensing programs. Through the years, it developed an expertise in consumer product markets and extending brands into licensed products for a strategic development.

Caroline Mickler

www.carolinemicklerltd.co.uk

Booth: G60

Caroline Mickler represents The Beatles, Moomin, Fifty Shades of Grey, Jamie Raven, Horrid Henry and Lord's The Home of Cricket as an agent, and consults for the Stanley Kubrick Foundation.

Carte Blanche

www.cartelblanchegreetings.com

Booth: D85

Founded in 1987 by Stephen Haines with a collection of 12 greetings cards, Carte Blanche Greetings has grown from strength to strength. Today, the Carte Blanche Group is a creator, distributor and licensor of character-branded products, including greeting cards, toys, gifts, apparel, confectionery, nursery and homeware.

Casterman

www.casterman.com

Booth: L50

Casterman is a French publisher of children's and comic books. IPs include Tintin and Corto Maltese. At BLE, Casterman will focus on children's IPs like Ernest & Celestine, Emilie and Mr. Postmouse as well as vintage Martine and LastMan. The company is looking for licensees worldwide.



CEE Ltd (Capcom)

www.capcom-europe.com

Booth: D105

Capcom is a worldwide developer, publisher and distributor of interactive entertainment for game consoles, PCs, handheld and wireless devices. Founded in 1983, the company has created hundreds of games including franchises Resident Evil, Street Fighter, Monster Hunter, Mega Man and Devil May Cry.

Celebrities Entertainment

www.celebrities-entertainment.com

Booth: D2

Celebrities Entertainment focuses on brands, trademarks and entertainment properties which are primarily targeted at teens and young adults. The company helps license trademarks, copyrights and images and works with European

consumer products companies, creating state-of-the-art licensed products.



Centa IP/ Withit Studios

www.centaip.com

Booth: C70

Centa IP represents new and established children's entertainment properties along with design, lifestyle and luxury properties. Industry expertise includes licensing, retail sales/merchandising, franchise planning, marketing, product development, new media activation and analytics.

CHF Entertainment

www.chfentertainment.com

Booth: C123

Originating from Cosgrove Hall Films, CHF Entertainment is an independent, multi-faceted IP creation, production and rights management company. Specializing in 2D animation, the company has produced an extensive and varied portfolio of children's content for pre-schoolers and children ages 6 to 9.

Chupa Chups

www.pvmlicensing.com

Booth: L70

Global confectionery company Perfetti van Melle Group develops licensing programs for lifestyle and food and beverage extensions with its popular brands Chupa Chups and Airheads and lifestyle licensing programs with Mentos, Frisk, Smint and Brooklyn.

Claire Louise

www.clairelouise.eu

Booth: N32

Claire Louise is an artist and fashion textiles designer of greetings cards, homewares, fashion and beauty products. Her extensive range of illustrative designs are available for licensing opportunities.



Cloudco Entertainment

Booth: B20

Cloudco Entertainment is the owner of entertainment brands such as Care Bears, Holly Hobbie, Madballs, Packages from Planet X, Twisted Whiskers, Buddy Thunderstruck and its newest IP, Tinpo. Cloudco Entertainment develops multi-platform entertainment franchises and consumer merchandising programs.

Coolabi

www.coolabi.com

Booth: C68

Coolabi Group is an independent international media group and rights owner specializing

in the creation, development and brand management of children's and family intellectual property rights. The group, made up of Coolabi and working partners, has particular expertise in television, digital and books.

CPLG

www.cplg.com

Booth: E30

CPLG represent some of the biggest properties across lifestyle, entertainment and classic brands. Owned by DHX Media, CPLG has more than 40 years of experience in licensing, operating across 27 countries with a strategic alliance with Tycoon Group in Latin America.

CrazyBell Agency

www.crazybell.com

Booth: A30



Creative Licensing Corporation

www.creativelicensingcorporation.com

Booth: B71

Located in Los Angeles, Calif., Creative Licensing is a full service independent merchandise licensing agency that specializes in long-term brand development. Founded in 1982, Creative Licensing represents a large catalogue of classic films and properties for worldwide merchandise licensing.

CTC Media

www.ctcmedia.ru

Booth: F47

CTC Media manages five television channels in Russia (CTC, Domashny, Che, CTC Love and CTC kids) as well as an international version of Peretz channel and Channel 31 in Kazakhstan. CTC media owns all rights to KID-E-CATS animated TV series.

Cup of Therapy

Booth: F120

Cyber Group Studios

www.cybergroupstudios.com

Booth: B72

Since 2005, the series produced and distributed by Cyber Group Studios delight children around the world introducing them to new friends and great stories that will help them grow. They rank among the broadcasters' best rated shows and have earned multiple international nominations and awards.

De Agostini Publishing Italia

www.deagostini.com

Booth: G110

Topics from kids, reference, courses, female, male, giving an offer of die cast

and build up collections, digital contents, hobby courses, educational products for children, trading cards, books, cards, pictures, music libraries and video. Contents and stock availabilities for both b2b and b2c



Deliso-Sophie La Girafe

www.sophielagirafe.fr/en

Booth: B38

Founded in 2011, following consumers' demands for Sophie la girafe licensed products, DeLiSo, Development Licensing Sophie la girafe, is in charge of the worldwide licensing rights of the worldwide baby toy. To stay close to Sophie's history, the company's office is located directly in Vulli's factory in France.



Dependable Solutions

www.dependablerights.com

Booth: N84

Dependable Solutions delivers financial management, creative approval systems and services to agents, licensors and licensees. The team of licensing, creative and royalty specialists can help clients automate all of their licensing processes. DSI is based in Los Angeles, with offices and clients worldwide.

DHX Media

www.dhxmedia.com

Booth: E30

DHX Media specializes in brand development, licensing. DHX manages brands that captivate through content, first-class distribution, CP, live experiences and digital media. Its portfolio includes Peanuts, Teletubbies, Strawberry Shortcake, Massive Monster Mayhem, In the Night Garden and Mega Man.

Dibidogs

www.dibidogs.com

Booth: F120

Dibidogs is an environmentally responsible children's TV series. Dibidogs features educational content in a format that makes it easy to learn. The principles of Finnish educational are presented in an entertaining and captivating way by Hollywood script writers.

DIC 2 Srl

www.dic2.com

Booth: G65

DIC 2 is the oldest licensing agency in Italy as both agent and licensor for several properties. Its property Nina was licensed in just five years with more than 700 SKUs.



Discovery Consumer Products

www.discoveryglobalenterprises.com

Booth: C80

Discovery serves an audience around the world with content that inspires, informs and entertains. Discovery's portfolio of brands includes Discovery, Food Network, TLC, ID, Animal Planet, and Science Channel and Eurosport, Home of the Olympic Games across Europe.



Doma Sports

www.doma.com; www.motogp.com
Booth: L80

Dorna Sports is the exclusive licensing, commercial and TV rights holder to MotoGP World Championships, WorldSBK, CEV, Red Bull Rookies Cup, Asia Talent Cup and British Talent Cup. Founded in 1988, Dorna specializes in two-wheeled sport management with a 360-degree management approach.

Dracco Company Ltd

www.dracco.com/us/company
Booth: A55

DRi Licensing

www.drilicensing.com
Booth: B15

DRi Licensing is a boutique licensing and marketing agency with more than 50 years managing brands. Representing a portfolio of characters, including Roald Dahl, Miffy, Boofle, The Happy Newspaper and Groovy Chick, the company is also a management agency.

Ducati

www.ducati.com
Booth: M82

Dynit

www.dynit.it
Booth: B12

Gifts and toys manufacturer and distributor, Dynit develops ideas for loyalty programs and customized items. Licensee and licensor of international brands.

EDEBE Licensing

www.edebelicensing.net
Booth: F30

Edebé Licensing is a full-service licensing agency working within the entire sphere of licensing and merchandising. They develop brand business opportunities and possible sources of revenue for clients.

Edutainment Licensing

www.edutainmentlicensing.com
Booth: A35

Edutainment Licensing is a British agency with a global reach and a tailor-made approach to

the licensing businesses. The company works with properties that are both educational and entertaining, for children in their early years.

Eezmah

www.instagram.com/eezmah
Booth: M22

EL OCHO LICENCIAS Y PROMOCIONES

www.el-ocho.com
Booth: F30

El Ocho Licencias y Promociones is an independent licensing agency with locations in Spain and Portugal. El Ocho has represented the latest pre-school phenomena including Los Lunnis, Pocoyo, Peppa Pig and PJ Masks. The company is extending its territorial scope by working with new partners in Europe.

Elves Behavin' Badly

www.elvesbehavinbadly.com
Booth: F105

Elves Behavin' Badly is an exclusive range of Elf dolls and merchandise.

The Emoji Company

www.emoji.com
Booth: C50

The company is the exclusive rights owner to the registered emoji trademark and the creator and owner of the world's largest library of icons protected under applicable copyright laws and available for licensing, merchandising, for promotions, events and marketing activities whether print, online or for TV commercials.



Endemol Shine Group

www.licensing.endemolshinegroup.com
Booth: E100

From entertainment to scripted through to animation and game shows, Endemol Shine Group provides a portfolio offers commercial opportunities in multiple categories.



Entertainment One

www.entertainmentone.co.uk
Booth: E35

An entertainment company that specializes in the acquisition, production, distribution and licensing of kids TV and digital content. Properties include Peppa Pig, PJ Masks, and Ben & Holly's Little Kingdom, plus a development slate of shows.

ETS Studios

www.etsitaly.com
Booth: B66

The agency, based in Milan, is dedicated to the management of ancillary rights in

the Italian territory. ETS currently manages licensing rights of 18 international brands.

Euro Lizenzen

www.eurolizenzen.net
Booth: C4

Euro Lizenzen is a Munich-based licensing agency, specialized in character, entertainment, art and fashion brands. Key properties include Le Petit Prince/ The Little Prince, Asterix & Obelix, Lucky Luke, Guess How Much I Love You, Sarah Kay, Radio Days and Anne Geddes.

European & Global Licensing BV

www.monskey.com
Booth: F100

Monskey is a three-dimensional figurine that, with creativity, can be reinvented endlessly. Its new CGI animation series with new Monskey Adventures has endless licensing opportunities.



Fantawild Animation

www.fantawild.com
Booth: F58

Fantawild Animation is an animation company in China specializing in the whole industrial chain from creation and production to the global market. It has created Chinese animation brands Boonie Bears and Boonie Cubs.

Fashion U.K.

www.fashions-uk.com
Booth: D125

Fashion U.K. is an apparel, footwear and accessories manufacturer to the U.K. and wider European market. They have offices based in central England in Leicester, a sister company, Global Licensing in London and a European office based in Germany.

FC Barcelona

www.fcbarcelona.com
Booth: P82

The slogan "more than a club" expresses the commitment that Futbol Club Barcelona has maintained in the realm of sport. FC Barcelona has a strategic plan to be the most admired, loved and global sporting institution in 2021.

Ferly

www.kaiken.com
Booth: G70

Ferly is an entertainment company with offices in Los Angeles, Helsinki and Vancouver specializing in storytelling through TV, film, digital products, licensing and publishing.

FIFA

www.fifa.org
Booth: M94

Fluid World Limited

www.fluidworld.co.uk

Booth: G35

Fluid World believes in brands. It has a fresh approach to licensing and believes that brands need to be looked after as they extend into new areas.

Forever Collectibles UK Limited

www.foco.com

Booth: C115

FranceTV Distribution

www.francetvdistribution.com

Booth: F34

Freddy Leck seine Marken GmbH

www.freddy-leck-sein-waschsalon.de

Booth: N40

Founded in 2008 in Berlin, the company welcomes people from all walks of life. Freddy Leck products belong in every household and embody lifestyle.

French Football Federation

www.fff.fr

Booth: M96

French Football Federation consumer products develops and promotes the France National Football Team, who recently won the 2018 FIFA World Cup.

Gallimard Jeunesse

www.gallimard-jeunesse.fr

Booth: L50

Gallimard Jeunesse is an international publisher for children and a point of reference for parents. The company helps brands go global via licensing, TV rights, translation rights.

Games Workshop

www.games-workshop.com

Booth: A25

Games Workshop is known for Warhammer Age of Sigmar and Warhammer 40,000. The strength of Warhammer is the wide reach of age in a primarily male followership, ages 12 to 45 at its core.

Gateley Plc

www.gateleyplc.com

Booth: G120

GCP Corp

Booth: C100

GICL is a global company dedicated to create, innovate, develop and manufacture 2D (flat) and of 3D premiums, gadgets, novelties and toys to support promotional campaigns of a wide range of industries including food and drink, loyalty

programs for mass market retailers, publishers of magazines and more.

Giochi Preziosi Group

www.giochipreziosi.it

Booth: B56

Giochi Preziosi Group is an international toy company recognized as a key partner licensee for the most popular TV series and movies.

Global Brands Group—Apparel & Accessories

www.globalbrandsgroup.com

Booth: F52

Global Icons

www.globalicons.com

Booth: K60

An independent corporate brand licensing agency, Global Icons has international offices in influential consumer goods markets. The company specializes in developing and executing brand extension strategies to match clients' needs, building valuable brand equity and additional consumer touch points.

Global Merchandising Services

www.globalmerchservices.com

Booth: G25

Global Merchandising Services is a music artist, celebrity and brand merchandise company. Headquartered in London and Los Angeles, Global executes and delivers business through all channels of retail distribution, live events, web stores, pop-up stores, brand origination and development, sponsorship, endorsements and third-party licensing.

Globetrade beetosee

www.beetosee.com

Booth: A15

Globetrade beetosee creates and develops promotions for more than 20 years. With a team of designers, Globetrade works with brands such as Hasbro, Mattel, Disney and more.

Glory Innovations

www.glory-world.com

Booth: B67

Glory Innovation is a printing company and luxury rigid box manufacturer that specializes in UV printing, gravure printing, screen printing and lamination. The company has produced customized designs for clients and guarantees all information is secured and confidential.

Golden Goose

www.goldengoose.uk.com

Booth: L82

Launched in 2002, Golden Goose has

worked with corporate brands to generate additional brand equity, revenue and overall market share; creating and executing licensing strategies that secure best-in-class licensees and licensed products.

Grani & Partners

www.graniepartners.com

Booth: B56

Grani & Partners Spa deals with the design, development and manufacturing of licensed collectible products (3-D figurines, plush, die-cast and more). The company works with loyalty promotion agencies, food and beverage multinational companies and with Italian and foreign publishers. Grani has strong relationships with Disney, Viacom, Ferrari and Lamborghini.

Grumpy Cat

www.grumpycats.com

Booth: B52

Grumpy Cat, the grumpiest and most famous cat in the world, has more than 13 million global social media followers and 100 million views on YouTube. Grumpy Cat is a pop culture icon of the internet age with fans spreading across all demographics and continents.

Gruppo Alcini

www2.alcini.it

Booth: G107

Guangzhou Liuhua Fashion Wholesale Market

www.liuhuafashionwholesale.com

Booth: F33

The largest apparel wholesale fashion district in Guangzhou, Guangdong, China.

GWCC Apparel Masters

www.gwcc.uk.com

Booth: D121

Licensed apparel and wearable accessories, GWCC manufactures and distributes licensed brands.

Hasbro Consumer Products

www.hasbro.com

Booth: D40

Hasbro is a global play and entertainment company, with toys and games to movies and consumer products. Hasbro offers several ways to experience its brands, including Nerf, My Little Pony, Transformers, Play-Doh, Monopoly, Baby Alive, and Magic: The Gathering.

HCA Creation

www.hcacreation.com

Booth: P30




Your Gateway to **China's** Licensing Market

26,800⁺ m² exhibition space **200⁺** exhibitors* **800⁺** brands/ licensing properties*
* 2019 forecast


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www.licensingexpochina.com

Pls contact info@licensingexpochina.com for more details

Hearts by Tiana

www.heartsbytiana.com

Booth: C118

Hearts by Tiana is the brand from 10-year-old YouTube influencer Tiana. With 12 million subscribers and 2.6 billion views, she is the most-watched girl on YouTube. Her new brand offers licensees the opportunity to partner on a property in the new digital world.

Helz Cuppleditch

www.helzbelzart.com

Booth: N26

An illustrator and art licensing artist who works with global clients for trend-based, whimsical and seasonal products.

HILLA Entertainment

www.hillaentertainment.fi

Booth: F120

HILLA Entertainment develops, produces and licenses sport event formats, which combine traditional sports and eSports. Its Football Triathlon tournament combines traditional football and eSports, and teams compete against each other in traditional football, table football and virtual football.

Howard Robinson & Associates

www.howardrobinson.info

Booth: M26

"Selfies" currently has 76 licensing partners with products ranging from surfboards to baby grows and pet products to mobile applications.

ICEX España Importación e Inversiones

www.icex.es

Booth: F30

Iconix Europe

www.iconix-europe.com

Booth: L90

Iconix Europe is the European arm of Iconix Brand Group, the fashion brand management company and owner of a diversified portfolio of global consumer brands across sports, street, lifestyle, designer and home. Iconix specializes in marketing, merchandising and licensing the brand portfolio.

IMG

www.imglicensing.com

Booth: H60

IMG is within the global licensing industry with an unmatched 50-year track-record and global network of offices. It connects brands with licensees to create additional product opportunities, generating new revenue streams and helping to strengthen brand loyalty amongst customers.



IMPS S.A

www.smurf.com

Booth: F50

International Merchandising Promotions & Services is the company that operates the commercial activity of Peyo's work including the distribution of audio-visual productions and all licensed rights like book publishing, merchandising and promotions, as well as exhibitions, theme parks and live shows.



Infinity Lifestyle Brands

www.infinity-group.com

Booth: N50

Infinity Lifestyle Brands is a brand development, marketing, licensing, sports and entertainment company which owns and manages a diverse portfolio of brands including Altec Lansing, Le Tigre, Sports Water and Team Z. The company invests in brands with opportunity for accelerated growth through brand acquisition, management and repositioning.

INK Group

www.ink-brands.com

Booth: E70

International Basketball Federation (FIBA)

Booth: N85

FIBA, the world governing body for basketball, is an independent association formed by 213 National Basketball Federations throughout the world. It is recognized as the authority in basketball by the International Olympic Committee (IOC).

loguis

Booth: A57

loguis born into Colorium, a boutique design and illustration agency aimed at kids' projects since 2004.



ITV Studio Global Entertainment

www.itvglobal.com

Booth: E20

ITV Studios has content production, distribution and IP businesses, with 60 production labels producing more than 8,500 hours of television in 12 countries around the world for audiences everywhere. It develops franchises and brands across kids, entertainment and drama from the global sensation "Love Island" to the Netflix action series "Robozuna" through to "Hell's Kitchen," "Thunderbirds Are Go" and "Victoria and Poldark."

IWM (Imperial War Museums)

www.iwm.org.uk

Booth: L42

IWM (Imperial War Museums) tells the stories of people who have lived, fought and died in conflicts involving Britain and the Commonwealth since 1914. Its unique collections are made up of the everyday and the exceptional reveal stories of people, places, ideas and events.



Japan Connection

www.hfdesign.co.jp

Booth: K20

Japan Connection is a company introducing traditional culture, artistic properties and an agent that bridges between Europe and Japan.

JCB Consumer Products

www.jcb.com

Booth: B50

Founded in 1945, JCB is one of the world's top three manufacturers of construction equipment, employing 12,000 people on four continents. Now in its third decade, its licensing program builds on the great British heritage of the brand.

Jeep

www.imglicensing.com

Booth: L30

Built on more than 75 years of heritage, Jeep is the authentic SUV with class-leading capability, craftsmanship and versatility for people who seek extraordinary journeys.

JELC

www.jelc.co.uk

Booth: L65

JELC is an agency specializing in brand licensing spanning 30 years in the licensing industry. Representing The National Gallery Company, Silentnight, Crimestoppers, Help for Heroes, I Like Birds and Turnowsky. JELC develops and manages licensing programs for brands such as The Coca-Cola Company, Harley-Davidson, The Andy Warhol Foundation, Hallmark and Jack Daniels. JELC also owns Berussia operating in Russia and CIS.

Jehane

www.jehane.com

Booth: P20

Jehane is an artists' agency based in Brighton, England run by founder Jehane Boden Spiers. The company creates licenses and attract commissions from clients worldwide.

Joseph Sankar

www.josephleesankar.com

Booth: N20

An illustrator, artist and designer creating fine art and designs for multiple applications.

Juventus Football Club

www.juventus.com

Booth: K90

Italy's football team, best known for their black and white jersey, is the longest sports property ownership of 95 years, by Agnelli Family since 1923.

KAZACHOK

www.kazachok.com

Booth: B110

Keen Advisory

www.keen-advisory.com

Booth: G95

Keen Advisory has an international presence in licensing and royalty auditing concentrating on licensee auditing and royalty management. Keen has performed licensee audits around the globe with a client list in industries such as consumer products, fashion, publishing, sport and technology.

King Features

www.kingfeatures.com

Booth: E40

King Features, a member of Hearst Entertainment and Syndication Group, distributes comics, columns, puzzles and games to print and digital outlets worldwide. King Features properties include Popeye, Betty Boop, Cuphead, Archie, Garfield, Beetle Bailey, Hagar the Horrible, Flash Gordon, The Phantom and Mandrake the Magician.

KNVB (Dutch Football Federation)

www.knvb.nl

Booth: M96

The Royal Dutch Football Association is the governing body of football in Netherlands. It organizes the main Dutch football leagues (Eredivisie and Eerste Divisie), the amateur leagues, the KNVB Cup and the Dutch men's and women's national teams.

KOCCA

www.kocca.kr/en/main.do

Booth: C35

KOCCA has introduced Korean content around the globe. Such endeavors span a wide range of Korean comics, webtoons, animations, characters, games, and fashion, as well as K-Dramas and K-Pop.

KREAM Helsinki

www.kreamhelsinki.fi

Booth: F120

Brand development, commercialisation and licensing, IPR strategies, representation of both domestic and international clients

Larkshhead Media

www.larkshheadmedia.com

Booth: A65

Larkshhead Media Limited represents brands such as Numberblocks, May The Thoughts Be With You, Terrahawks and other Art and Design based brands such as Sophie Long Art. The London-based agency also offers licensing and brand management consultancy services.

Lemon Ribbon

www.lemonribbon.com

Booth: N34

Lemon Ribbon is based on characters, contemporary graphics and design focused print concepts that are ideal for use within home, fashion, toys, publishing, gift and stationery. Its novelty book range sells across the U.K., Europe and the U.S. Lemon Ribbon is looking for partners.

LEONI S.P.A.

www.leonispait

Booth: C104

Leoni Spa specializes in design and production of promotional items for publishing, food and loyalty industries.

Level-5 abby Inc

www.level5abby.com

Booth: C85

Multi-media entertainment company creates, Level-5 abby produces and distributes content worldwide. The company's mission is to bring its universally-themed game and animation content to fans globally.

Licensing.biz

www.futureplc.com

Booth: B120

Licensing Link Europe

www.licensinglink.net

Booth: A20

Licensing Link Europe is a strategic licensing agency representing a portfolio of clients with focus on entertainment and brands. The portfolio includes pre-school, lifestyle and heritage brands.

Licensing Management International

www.lmiuk.com

Booth: B90

Established in 1982, LMI works in partnership with brand owners to develop and implement their licensing programs. Affiliate company Bradford License Europe handles the European licensing for HBO's "Game of Thrones."



Licensing Matters Global

www.licensingmattersglobal.com

Booth: C62

Licensing Matters, a global full-service licensing agency, licenses programs and also create worldwide-recognized products, services and marketing campaigns for leading brands, celebrities, media properties, manufacturers and retailers.

Licensing Source Book Europe

www.licensingsource.net

Booth: B105

LIMA

www.licensing.org

Booth: M52

As the leading trade organization for global licensing, LIMA's mission is to foster the industry's growth around the world and create greater awareness of licensing's benefits to the business community. Members in more than 40 countries enjoy access to an array of benefits, including extensive educational programming and networking events.

Linda Wood Licensing

www.lindawood.co.uk

Booth: M12

Linda Wood Licensing offers pattern design covering a multitude of end products. The company also publishes greeting cards, stationery and gift wrap. It is a licensor for many end products.



Lionsgate

www.lionsgate.com

Booth: E50

Lionsgate is a global content platform whose films, television series, digital products and linear and over-the-top platforms reach next generation audiences around the world. In addition, Lionsgate content drives a growing presence in interactive and location-based entertainment, gaming, virtual reality and other new entertainment technologies.

Lisle International

www.lislelicensing.com

Booth: M40

Lisle Licensing takes a strategic approach to brand management, with more than 40 years of extensive market and category knowledge.



Live Nation Merchandise

www.lnmlicensing.com

Booth: F54



LoCoco Licensing

www.lococolicensing.com;
www.keithkimberlin.com;
www.animalclubinternational.com
Booth: B10

Founded in 1994, LoCoco Licensing is a boutique licensing and design agency. Its licensed products are sold in more than 75 countries with more than \$600 million in retail sales.

Lucy Pittaway

www.lucypittaway.co.uk
Booth: M23

Lucy Pittaway is an art and merchandise business based on the artwork of artist Lucy Pittaway. Her artwork is featured on gifts, calendars and cards for the retail market.]

Ludorum

www.ludorum.com
Booth: E94

Luk Internacional

www.luk.es
Booth: B75

Luk is focused on TV rights and consumer products and promotional rights. As a licensing and promotional agent, Luk works with different types of properties to cover all targets, genders and tastes.

Magic Light Pictures

www.magiclightpictures.com
Booth: F90

Licensor and producer of animated adaptations of classic literary properties including The Gruffalo, Room on the Broom, Stick Man and Zog.

Manchester City FC

www.mancity.com
Booth: P90

Mandarin Creative Ltd

www.mandarininternationalbrands.com
Booth: N42

Mandarin Creative is a brand and license trading company specializing in design and brand development with customers across street wear, music and surf inspired lifestyle markets along with character license both in adults and children's sectors.



Manu

www.antonijam.com
Booth: M36

Manu is a storytelling company creating and building brands with a strong brand DNA and inspirational messaging. Manu represents the Lil' Ledy, Gaugette and Dream Fighter Club brands.

Markosia Enterprises

www.markosia.com
Booth: N30

Markosia has produced a range of comic books, graphic novels, cartoon and prose novels that cover all genres, with products now available globally. The company has close to 200 IPs, some of which are optioned for film, animation and TV and now are looking for new business relationships.

Master Italia

www.atlantis-caps.com/en/master-itali
Booth: N76



Mattel Brands Consumer Products

www.mattel.com
Booth: C10

Mattel is a global children's entertainment company that specializes in design and production of toys and consumer products. The company engages consumers through its portfolio of franchises, including Barbie, Hot Wheels, Fisher-Price and Thomas & Friends, as well as other brands that are owned or licensed in partnership with global entertainment companies. Offerings include film and television content, gaming, music and live events. We operate in 40 locations and sell products in more than 150 countries.



Maui and Sons

www.mauilandsons.com
Booth: L84

Maui and Sons is a lifestyle brand founded on the beaches of California in 1980. The brand is sold and licensed in more than 100 countries around the world.

Maurizio Distefano The Evolution of Licensing

www.mdistefanolicensing.com
Booth: F122

Multiterritory licensing agency active in Italy, Southern Europe and CEE specializing in character licensing, movies and TV series, corporate, lifestyle, football, video games and apps. Consulting agency for both licensing in and licensing out projects. Agency also specializes in retail and social media projects to support licensors plans.

MAYA STUDIO

www.mayastudio.es
Booth: F30

Maya Studio is a design studio specialized in graphic illustration for licensing, branding and product development. Maya Studio

designs and sells worldwide and has developed a variety of products extending to all markets and categories (shirts, back to school, action figures, books, underwear, skates, puzzles, headphones, etc.).

Mediatoon Licensing

www.mediatoon-licensing.com
Booth: B22

Mediatoon helps clients to achieve the best results through marketing and sales. Brands, such as Lucky Luke, Yakari, Naruto and Garfield, are developed into all CP categories, promotions and parks.

Melnitsa

www.melnitsaagency.ru
Booth: F47

Founded in 1999, Melnitsas is the largest animation studio in Russia, is known for many projects such as Moonzy, The Barkers, Three Bogatyrs, Little Tiaras, Fantastic Journey to Oz and many more.

Metrostar

www.metrostarmedia.co.uk
Booth: K30

Metrostar represents TV programs, talent, organizations and characters using brand management experience to create new opportunities, books and consumer products.



MGA Entertainment

www.mgae.com
Booth: E120

MGL Licensing

www.mglart.com
Booth: M35

MGL is an art licensing company that represents the work of more than 70 artists and branded graphic properties with a growing archive of more than 30,000 images.

Mimmit

www.mimmit.com
Booth: F120



Mondo TV

www.mondotvgroup.com
Booth: D70

Founded by Orlando Corradi in 1985, Mondo TV is an Italian group of four companies in the production and distribution of animated TV series and full-length feature films for TV and cinema, with an animation library and consolidated global presence.

Monika Suska Illustrations

www.monikasuska.com

Booth: M33

Suska is a professional illustrator specializing in children's market and owner of Oaxaca Desert, which is a collection of print and patterns loosely inspired by Mexican folk art.

Moomin

www.moomin.com

Booth: C40

Moomin Characters Oy is the official body responsible for Moomin copyright supervision. Tove Jansson and her brother Lars founded their family company in 1958 and a limited liability company, Moomin Characters Oy, was established in 1979.

Movantia

www.movantia.com

Booth: G108

Movantia offers strategies and ideas to grow brands and businesses. The company helps clients identify markets and ideal partners and builds partnerships between brands, licensees, retailers and manufacturers.

MyMediaBox

www.mymediabox.com

Booth: D100

MyMediaBox provides online solutions for digital asset management, product approvals and contract/royalty management. It is used daily by more than 120 licensors and 54,000 licensee in more than 125 countries.

Napa Arts & Licensing

www.napa-agency.fi

Booth: F120

Napa Arts & Licensing Agency is an illustration and image licensing agency in Finland. The company's roster includes 19 front-line artists and is known for strong illustration styles with a Scandinavian touch. Illustrators work in advertising campaigns, murals, editorial illustrations, as well as packaging and textile design.

National Basketball Association

www.nba.com

Booth: N82

The National Basketball Association is a men's professional basketball league in North America composed of 30 teams.

Natural History Museum

www.nhm.ac.uk

Booth: N80

The Natural History Museum in Europe has 4.5 million visitors each year and its website receives more than 500,000 unique visitors a month.

NEARKO Limited

www.nearko.com/jts

Booth: M21



NECA

www.necaonline.com

Booth: F22



Nelvana International Limited

www.nelvana.com

Booth: F56

Nelvana Enterprises, the sales, brand-management and consumer products division of Nelvana Studio and content partners to broadcasters around the world. Nelvana Enterprises' merchandising team, based in Toronto, Canada and Paris, France, manages the consumer products program for its series globally.

Nominet

www.nominet.uk

Booth: D123

Nordic Brand Licensing Market

www.agma.fi/nblm2018

Booth: F120

A professional organization that represents licensing agents in creative industries.

Old School Art Studio

www.oldschoolart.co.uk Booth: M34b

An art and cartoon studio, producing fine illustration, surrealism and commercial character design.

On Entertainment

www.onkidsandfamily.com

Booth: F20

On Entertainment is a global entertainment company with a diversified presence in television and motion picture production for kids and family, including CGI animated feature films (Playmobil The Movie, The Little Prince) and television series (Miraculous Ladybug, Robin Hood) for audiences around the world.



One Animation

www.oneanimation.com

Booth: E90

One Animation is a CG animation studio, world-class content producer and digital influencer. Its content is broadcasted in more than 180 countries worldwide across 35 broadcasters such as Disney Channel, Cartoon Network and Nickelodeon plus VOD and SVOD platforms including Netflix and Amazon Prime.



OpSec Security

www.opsecsecurity.com

Booth: M90

As the global leader in licensing brand protection, OpSec Security has the knowledge, experience, and technologies to meet the two major issues intellectual property owners face today: royalty protection and anti-counterfeiting. With more than 35 years experience in sports, brand and entertainment licensing, OpSec has worked with brands including NFL, MLB, NBA, NHL, Hard Rock, NASCAR, NYPD, FDNY, Ferrari, Manchester United, Olympic Games and the U.S. Olympic Team, Playboy and more.

Panini

www.thelicencingmachine.com

Booth: N75



Paramount Pictures

www.paramountlicensing.com

Booth: F72

Pea & Promoplast

www.peapromoplast.com

Booth: G50

Pea & Promoplast is composed by a group of teams, specialized in various sectors: collectibles, promotions, toys and loyalty programs. Each team creates, develops and follows international projects.



Penguin Ventures

www.penguinrandomhouse.com

Booth: B45

Penguin Ventures was created to bring together its licensing and consumer products business, TV and film production, retail and live event strategies in new ways to tell its stories.



PGS Entertainment

www.pgsentertainment.com

Booth: F80

Pink Key Licensing

www.pinkkey.co.uk

Booth: M62

Based in Bishops Stortford, Hertfordshire, Pink Key develops licensing programs for brands with the objective of appointing licensees who manufacture high-quality products and have the ability to reach broad distribution. They have developed programs for Kellogg Vintage, Pringles, Slush Puppie, Pan Am and Jane Asher.

Planeta Junior

www.planeta-junior.com

Booth: F15

Planeta Junior creates content for children,

young people and families. Its business is focused on the production and distribution of animated series as well as their derived rights. The company operates in Spain, France, Italy, Greece, Turkey and Eastern Europe.

Pyjama Films

www.pyjama.fi

Booth: F120

Pyjama Films is a Finland-based 2-D animation studio that is developing two TV series, Planet Z and Pirate Fruits, and a feature, Bear Park.

Rachael Hale

www.rachaelhale.com

Booth: F62

Since 1995, the Rachael Hale brand has become synonymous with the world's most lovable animals. Transcending age, language and culture, the brand's unique personalities and enchanting images inspire and delight all they touch.

Rainbow Spa

www.rbw.it

Booth: E10

The Rainbow Group was founded in 1995 by president and chief executive officer Iginio Straffi. The Group operates in the children and teen entertainment industry, ranking among the main international companies for TV and cinema productions, as well as for the creation, development and licensing of content in Europe.

Rights & Brands

www.rightsandbrands.com

Booth: C40

Rights & Brands has a background in literature, art and design. The company is a 360 agency using all aspects of character representation and branding, from publishing and PR to licensing, merchandising and digital.

Rocket Licensing

www.rocketlicensing.com

Booth: B5

Now in its second decade, Rocket Licensing represents a diverse roster of brands that spans entertainment, preschool, heritage, lifestyle and special interest properties.

ROI VISUAL

www.roivisual.com

Booth: F35

An animation studio based in Seoul, Korea, its first global pre-school animation project, Robocar Poli, is now airing in 141 countries. The company is looking for licensing, distribution and co-production partners.

Roland-Garros

www.rolandgarros.com

Booth: L52

Roland-Garros is a clay court tennis championship event, and the second of four annual Grand Slam tournaments. Roland-Garros is a brand dedicated to elegance and lifestyle.



Rovio Entertainment Corporation

www.rovio.com

Booth: F10

Royal Museums Greenwich

www.rmg.co.uk

Booth: N65

Royal Museums Greenwich is comprised of the National Maritime Museum, Royal Observatory, the Cutty Sark and the Queen's House, all located within the UNESCO World Heritage Site of Greenwich, London and is the place to discover sea and space exploration, pioneering architecture, art and British history.

Rugby World Cup 2019

www.rugbyworldcup.com

Booth: K45

The 2019 Rugby World Cup will be held in Japan. This is the first time the tournament is to be held in Asia, the first consecutive tournaments staged in the same hemisphere, and also the first time that the event will take place outside the traditional heartland of the sport.

Sagoo

www.sagoo.fr

Booth: B14

Sailor Ted

www.sailorted.com

Booth: C111

The illustrations of Sailor Ted make the adventures come to life. Suitable for publishing, online and TV, Sailor Ted and his eccentric shipmates are ready to take you on a voyage full of fun and excitement.



Sanrio

www.sanrio.eu

Booth: C60

Founded in 1960 in Japan, Sanrio will launch Hello Kitty's 45th anniversary celebrations. Alongside this, the stand will showcase the evergreen Mr. Men Little Miss characters, popular lazy egg Gudetama and, as featured on Netflix, Aggretsuko.

Santoro Licensing

www.santoro-london.com

Booth: E2, E5

Santoro is a London-based fashion and lifestyle brand with an art collection including Gorjuss, Poppi Loves, Mirabelle

and Kori Kumi. It is available in more than 93 countries, in shopping locations and retailers at more than 35,000 POS worldwide with more than 80 international licensees.

Science Museum Group Enterprises

group.sciencemuseum.org.uk

Booth: K40

Science Museum Group Enterprises handles the licensing program for the Science Museum brand, the National Railway Museum and the Flying Scotsman. The company shares its collection spanning science, technology, engineering, mathematics and medicine with more than five million visitors each year.



SEGA Europe

www.sega.co.uk

Booth: E45

SEGA is one of the leading interactive entertainment companies in the world, with our European HQ based in London and our five world-class development studios spanning the U.K., France and Canada.

Shanghai Animation & Cartoon Association

Booth: F104

Shoefilou

www.shoefilou.com

Booth: N41

Sinigaglia

www.sinigaglia.eu

Booth: B40

Packaging of stickers and cards collections for publishers and promotional agencies.

Smidt-imex

www.globalpromotionalgifts.com

Booth: A60

Smidt-imex creates, imports and manages quality control of promotional products. Its regional headquarters in Europe, Asia and LatAm allows to serve clients across the continents. The company is experienced in managing regional and global projects, supplying worldwide brands.

Sony Creative Products

www.scp.co.jp

Booth: G10



Sony Interactive Entertainment

www.sony.com

Booth: D20

The first PlayStation console was released in Japan in 1994. Since then, PlayStation has taken gaming into the mainstream.



Sony Pictures Entertainment

www.sony.com

Booth: C15

Sony Pictures Entertainment (SPE) is a subsidiary of Sony Entertainment Inc., which is a subsidiary of Tokyo-based Sony Corporation. SPE's global operations encompass motion picture production, acquisition, and distribution; television production, acquisition, and distribution; television networks; digital content creation and distribution; operation of studio facilities; and development of new entertainment products, services and technologies. SPE's Motion Picture Group production organizations include Columbia Pictures, Screen Gems, TriStar Pictures, Sony Pictures Animation, Stage 6 Films, AFFIRM Films, and Sony Pictures Classics.

Spain Licensing Pavilion

www.icex.es

Booth: F30

ICEX-Spain Trade and Investment is an official organization that promotes and facilitates the international projection of Spanish enterprises. There will be six licensing specialists companies taking part in the Pavilion: Anekke; Anima Kitchen; Brands and Rights 360; Edebe Licensing; El Ocho Licencias y Promociones and Maya Studio.

Sport Lisboa e Benfica

www.slbenfica.pt

Booth: N94

With almost 115 years, SL Benfica in Portugal is one of the oldest clubs in Europe.

Start Licensing Limited

www.startlicensing.co.uk

Booth: F66

Start Licensing is a bespoke licensing agency and consultancy. Clients include Nadiya Hussain, Aardman Animations, Rhino Rugby, Kendra Dandy, Britvic, Rachael Hale and Asterix. BLE 18 will see the launch of Claude a book based animation series and Spirit of Concorde.



Striker Entertainment

www.strikerentertainment.com

Booth: B80

Striker Entertainment is a full-service global licensing agency, and represents global entertainment franchises including The Walking Dead, Five Nights at Freddy's, Fingerlings, The Umbrella Academy, Missing Link, Coraline, and Exploding Kittens. Headed by Russell Binder and Marc Mostman, Striker's client roster includes AMC, LAIKA, Sony Pictures Television, Universal Cable Productions, Wow Wee, and several others.

Studio 100 Media | m4e

www.m4e.de

Booth: F15

In February 2017, the Studio 100 Group acquired the majority interest in m4e AG. Cooperating closely on all business projects, the companies will use their synergies in both national and international activities.

Studio Pets By Myrna

www.studiopets.com

Booth: L54

Studio Pets is the business of fashion photographer Myrna Huijing.

Studiocanal

www.studiocanal.com

Booth: E82

Studiocanal is in the co-production, acquisition, distribution and sales of international feature films and TV series. Studiocanal operates simultaneously in three main European territories (France, the United Kingdom and Germany) as well as in Australia and New Zealand.



Swissbrand

www.swissbrandworld.com

Booth: P80

A lifestyle brand created to provide solutions for everyday life.

Sylphe

www.sylphe.co

Booth: B76

Sylphe connects licenses and brands with their fans, by leveraging opportunities with influencers and communities across Europe. Sylphe created a platform, Tubagora, to automatically connect brands with popular YouTubers, which will be introduced for the first time at BLE 2018.

TCC Brands

www.tccbrands.eu

Booth: F95

Tempting Brands AG

www.temptingbrands.com

Booth: L72

Tempting Brands owns brands like Route 66 and Marie-Antoinette, and licenses them to retailers and manufacturers worldwide.

TF1 Licenses

www.tf1-entertainment.fr

Booth: G55

TF1 Licenses develops and promotes a

portfolio of 40 brands, including All Blacks, Ushuaia, and The Voice. The company has more than 300 active licensing contracts and 30 million licensed products sold every year.

The Copyrights Group

www.copyrights.co.uk

Booth: E82

Copyrights is one of the licensing arms within The Vivendi Group and manages the worldwide licensing for a portfolio of properties to include Paddington Bear.

The Football Association

www.TheFA.com

Booth: M96

The governing body of football in England, managing licensing programs for the England teams, The FA Cup, Wembley Stadium and St George's Park.

The Partnership

www.tpicensing.com

Booth: M80

The Point. 1888

www.thepoint1888.com

Booth: L60

The Point.1888 is a brand extension consultancy specializing in strategic licensing, sourcing exclusive branded collections for retailers and high profile co-branding strategies.



The Pokémon Company International, Inc.

www.pokemon.com

Booth: C55



The Smiley Company

www.smiley.com

Booth: C25

The Smiley Company works with more than 260 licensees and best-of-class retailer partners globally, to bring the Smiley, SmileyWorld and Rubiks Cube brand across children's and adult fashion, home, FMCG and entertainment.

This is Iris

www.thisisiris.co.uk

Booth: P20

This is Iris is a creative licensing agency based in the South West of England. The company works closely with artists, designers and IP owners to enhance international licensing programs. This year, the company has collaborated with agency Jehane.

Those Licensing People

www.thoselicensingpeople.com

Booth: D112

Tiago Azevedo Art

www.tiagoazevedo.com

Booth: N22

Tiago Azevedo is a painter and architect. He has participated in numerous exhibitions all over the world like Paris, New York and Rome.

Toei Animation Europe

www.toei-animation.com

Booth: F25

Toei Animation has animation production studios, including animation development, production, worldwide marketing and program licensing. Since 2004, Toei Animation Europe is in charge of the distribution and exploitation of Toei Animation's animated series in EMEA.

TOHO CO., LTD

www.toho.website

Booth: C90

Founded in 1932, Toho has grown its business in the motion picture, real estate and theatre sectors. Specifically in motion picture, Toho maintains a market share of more than 40 percent in distribution, handling the domestic titles and Toho-Towa and Towa Pictures distributing foreign films and is one of the leading entertainment conglomerates in Japan. Toho is best known worldwide as the producer of numerous Godzilla motion pictures. Toho is also the distributor of films and animated television programs, the owner of movie theaters throughout Japan and the licensor of merchandising properties.

Tokidoki

www.tokidoki.it

Booth: F60

Tokidoki, which translates to "sometimes" in Japanese, is an internationally recognized lifestyle brand. The characters and aesthetic of the Tokidoki universe are showcased on a range of products, which include handbags, apparel, accessories, novelty, toys and more.

Toncar

www.toncar.net

Booth: G45

Topps Europe Limited

www.topps.com

Booth: B65

Topps is a collectable company that has fostered a connection between fans and their heroes across collectables in sports, entertainment and pop culture around the world.

Total Licensing

www.totallicensing.com

Booth: A27

Tour de France, Dakar and Paris Saint-Germain

www.aso.fr

Booth: N90

Amaury Sport Organisation is a company that owns top international sporting events, and is involved in five major sports including cycling with Le Tour de France, motor sports with Le Dakar, mass events with the Schneider Electric Marathon de Paris, sailing and golf.

Tractor Ted

www.tractorted.com

Booth: B68

Tractor Ted is a children's character offering a range of product, live events and visitor attractions based around real-life farming, adventure and discovery.

Tradheir

www.tradheir.com

Booth: N74

A U.K.-based sourcing and brand licensing agency, working globally with the traders, they bring importers, exporters, buyers and sellers together and teleport their products and services via various distribution channels.

Tretyakov Gallery by b4r

brand4rent.agency

Booth: K22

The Tretyakov Gallery is the main museum of Russian national art. Its collection contains more than 180,000 exhibits, including the largest collection of the Russian avant-garde art. The Tretyakov Gallery is inspiration for creating a wide variety of licensed products.

Tulipop

www.tulipop.com

Booth: C103

Turner Cartoon Network

www.cartoonnetwork.co.uk

Booth: D50

Cartoon Network's programming lineup includes The Amazing World of Gumball, Adventure Time, Regular Show, We Bare Bears, Steven Universe and Uncle Grandpa and action-adventure shows, The Powerpuff Girls, Ben 10 and Teen Titans Go! Cartoon Network launched in Europe in 1993 and is available in 19 languages, 70 countries and more than 142 million households. Cartoon Network can also be experienced through its website, games, apps, video on demand, mobile, YouTube and licensed products.

TY

www.ty.com

Booth: D80



Ubisoft EMEA

www.ubi.com

Booth: C20

Ubisoft is a creator, publisher and distributor of interactive entertainment and services, with a rich portfolio of world-renowned brands, including Assassin's Creed, Tom Clancy's The Division, Rabbids, Watch Dogs, Just Dance, Rayman and more.

UCLA

www.asucla.ucla.edu/licensing

Booth: M64

UCLA is a public research university that has pursued the application of knowledge for the betterment of our global society. With a style that mixes California dreaming together with daring impactful doing, UCLA people take on any challenge and find solutions, locally and around the world.

UEFA Euro 2020

www.uefa.com

Booth: K50

EURO 2020 marks the 60th anniversary of UEFA's tournament. It will make history by being played in 12 host cities across all corners of Europe.



Universal Brand Development

www.universalbranddevelopment.com

Booth: D60

Universal Brand Development globally drives expansion of the company's intellectual properties, franchises, characters and stories through innovative physical and digital products, content and consumer experiences. Along with franchise management, UBD's core businesses include consumer products, games and digital platforms, and live entertainment based on the company's extensive portfolio of intellectual properties created by Universal Pictures, Illumination Entertainment, DreamWorks Animation, and NBCUniversal cable and television.

University of Cambridge

www.cam.ac.uk/brand-resources/tr

Booth: N63

The University of Cambridge's mission is to contribute to society through the pursuit of education, learning and research at the highest international levels of excellence. It is made up of 31 colleges and more than 100 departments that cater to 12,000 undergraduate and 6,000 postgraduate students.

V&A (Victoria and Albert Museum)

www.vam.ac.uk/licensing

Booth: N70

The V&A Museum offers a source of design inspiration with more than two million objects and 17 of the U.K.'s national collections. The licensing program operates worldwide, with product categories including homeware, apparel, jewelry, accessories, stationery and crafting.

Ventana Licensing Group

www.ventanalicensing.com

Booth: P32

Ventana is a licensing and branding agency representing artists, photographers and film makers whose intellectual properties represent the best-in-class to manufacturers and businesses interested in distinctive, quality, salable consumer products, and brand extension for licensors.



Viacom Nickelodeon Consumer Products

www.viacom.com

Booth: D10

Viacom Nickelodeon Consumer Products oversees all merchandising and retail operations for Viacom, home to such brands as Nickelodeon, MTV, Paramount Pictures and Comedy Central. With a diverse portfolio spanning animation, preschool, student and youth-oriented licenses, VNCP is committed to providing key partner development and marketing solutions, ensuring the highest quality product offering across some of the world's most powerful TV and entertainment properties, including PAW Patrol, Top Wing, JoJo Siwa, SpongeBob SquarePants, Teenage Mutant Ninja Turtles, MTV and more.

Vicki Thomas Associates

www.vickithomasassociates.com

Booth: M25

The company researches and designs products that people value and yet often choose to give away, and also represents design archives and license.

Viewpoint Games

www.viewpointgames.co.uk

Booth: C105

Viewpoint Games is a videogame developer based in the U.K. with experience in developing its own IP as well as taking others and reimagining them for all gaming platforms including mobile, PC and console.

Vivendi

www.vivendi.com

Booth: E82



VIZ Media Europe

www.vizeurope.com

Booth: B55

VIZ Media Europe specializes in managing the development and distribution throughout EMEA of Japanese animated entertainment and graphic novels. Owned by three Japanese publishers and licensors of manga and animation, VME handles the licensing and promotion of some Japanese manga and animation properties.



Vooz

www.vooz.co.kr

Booth: E110

Vooz is the character design, development and marketing company in Korea (South). It created Pucca and has almost 20 years of character business experience such as design, animation, licensing and marketing. The company is also working in Korea as a master agency for other IPs.

Walker Books

www.walker.co.uk

Booth: F64

Walker Books is a wholly independent publisher of English-language children's books. Walker Books U.K. publishes authors, illustrators and brands including Anthony Horowitz, We're Going On A Bear Hunt, Guess How Much I Love You, Lucy Cousins and Anthony Browne.



Warner Bros. Consumer Products

www.warnerbros.com

Booth: D30

Warner Bros. Consumer Products, a Warner Bros. Entertainment Company, extends the studio's portfolio of entertainment brands and franchises around the world. WBCP partners with best-in-class licensees globally on a range of toys, fashion, home décor, and publishing inspired by franchises and properties such as DC, the Wizarding World, Looney Tunes and Hanna-Barbera. The division's global themed entertainment business includes The Wizarding World of Harry Potter and Warner Bros. World Abu Dhabi.



Warner-Elektra-Atlantic Corp.

www.wmg.com

Booth: E130

Women in Toys Inc

www.womenintoy.com

Booth: C120

WIT is a global community of professionals, including corporate executives, junior and senior professionals, business owners and entrepreneurs.



WWE

www.wwe.com

Booth: C45

WWE is an integrated media organization in global entertainment. The company consists of a portfolio of businesses that create and deliver original content 52 weeks a year to a global audience.

Xilam Animation

www.xilam.com

Booth: B74

Xilam has a brand management and consumer products division which specializes in brand development, licensing, creative and marketing developments. Its portfolio includes Oggy and the Cockroaches as well as Zig & Sharko, Paprika and Mr Magoo.

You Need Character

www.youneedcharacter.com

Booth: B95

Ypsilon Licensing

www.ypsilonlicensing.com

Booth: A70

Ypsilon Licensing manages licensing and publishing rights of animated brands in Spain, Portugal and Italy in coordination with the right holders developing a comprehensive long-term business plan which also includes online promotions, magazines and retail events.

Zag

www.zag-inc.com

Booth: F20

Zag is a global independent animation studio specializing in the creation and production of original IP for kids and family entertainment in the film and TV sector. Properties include Miraculous, Tales of Ladybug & Cat Noir; Zak Storm-Super Pirate; Power Players (Working Title) and Ghost Force.

Zoan

www.zoan.io

Booth: F120

Zoan's focus is on virtual storytelling and creating powerful experiences and environments for marketing, travel and education.

Zodiak Kids

www.zodiakkids.com

Booth: B35

Zodiak Kids combines Banijay Group's kids production company, consumer products, digital and TV sales division. The company's production arm is Zodiak Kids Studios, with offices in Paris and London, who produce animation and live action programming. Zodiak Kids also has dedicated international sales and consumer products teams.

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