

Let the Licensing Begin!



The 38th annual Licensing Expo is open for business, and this year, the show is set to offer more deal-making and networking opportunities, educational seminars and entertainment showcases for licensors, licensees, brand owners, agents, retailers and manufacturers.

Sponsored by the International Licensing Industry Merchandisers' Association, Licensing Expo will once again serve as the pinnacle event of Licensing Week, which provides industry professionals with on-

trend forums and entertainment options.

The show kicked off today with a keynote address by Nicholas Denissen, vice president, Amazon, who spoke to how brands can grow their businesses online and what Amazon is doing to enable them. He was joined by panelists Veronica Hart, CBS; Pete Yoder, Cartoon Network; Ali Berman, United Talent Agency; influencer Shane Dawson; and Jarrod Dogan, Hybrid Apparel. Ivan Lopez, head of strategic partnerships, Merch by

Amazon, moderated the panel. Stay tuned to *License Global* for in-depth coverage of the keynote presentation.

As you walk the show floor, be sure to take note of the more than 5,000 brands across a score of categories.

Finally, don't miss the Opening Night Party tonight, sponsored by The Brand Liaison, Dependable Solutions, Jelly Belly and Rovio. The evening networking event will celebrate all things '90s in honor of *License Global's* 20th anniversary.

'Sesame Street' Turns 50

Sesame Workshop is preparing for the 50th anniversary of its classic property "Sesame Street" in 2019 with a host of new content, events, products and more. [SEE PAGE 8](#)

DHX Reboots 'Mega Man'

DHX Media will re-launch its iconic "Mega Man" franchise with an all-new TV series called "Mega Man: Fully Charged," in honor of the character's 30th anniversary. [SEE PAGE 73](#)

EVENTS

- **8-9 a.m. Opening Keynote** (ISLANDER D BALLROOM)
- **9:30-10:30 a.m. China Pavilion Opening Ceremony** (BOOTH #C114)
- **11-10:30 a.m. Character Parade** (IN FRONT OF CAFÉ #U256)
- **5:30-7:30 p.m. LIMA International Licensing Awards** (ISLANDER D)
- **7:30-10:30 p.m. Opening Night Party** (ISLANDER G)

DIRECTORY INSIDE

DAY 1 MAY 22, 2018

General Info

Find on-site registration hours, exhibition hall hours, where the Show and Sales Offices are, lost and found policies and more. [See page 33](#)

About Us

Learn more about UBM and the Global Licensing Group, organizers of Licensing Expo. [See page 34](#)

Licensing Week Schedule

Plan ahead for when and where events will be hosted throughout the week. [See page 35](#)

Licensing University Schedule

Want to learn more about the basics of licensing? How about how to extend a brand into licensed experiences and events? Licensing University has your answer.

Brought to you by LIMA. [See page 36](#)

Exhibitor Listing

The complete list of exhibitors and booth numbers. [See page 38](#)

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Van Gogh Museum Amsterdam

Van Gogh Paints a New Picture at Licensing Expo

The Van Gogh Museum will be exhibiting at Licensing Expo for the first time ever.

Founded in 1973, the Van Gogh Museum houses the world's largest collection of Vincent van Gogh's paintings, drawings, sketches and letters, and welcomes millions of visitors from across the globe. The museum has established itself a renowned authority on the late artist and has a worldwide, engaged fan base with a social media reach of over 6 million followers.

The museum's mission is to "make the work of Vincent van Gogh accessible to as many people as possible in order to enrich and inspire them," and is seeking licensing partners with extensive knowledge on the artist's life and artworks.

The Van Gogh Museum is currently working with a variety of international brands across various categories, including Kindle and Samsonite. The museum will also be seeking new licensing opportunities at Licensing Expo.

Peanuts Worldwide Debuts First Ever Global Artist Collective

Peanuts Worldwide has unveiled the Peanuts Global Artist Collective, a global project that puts Snoopy, Charlie Brown and other Peanuts characters into the hands and imaginations of seven artists, who will then craft their own characters, settings and styles with the world of Peanuts.

The project initially kicked off in Paris on April 8 with the unveiling of a Snoopy-centric image by Nina Chanel Abney on the façade of Le Citizen hotel. On April 15, the second mural, which features giant floating digital screens by Rob Pruitt, opened in Seoul's Jamsil Lotte World Mall. Meanwhile, murals by all seven artists (including Mr. A, AVAF, FriendsWithYou, Tomokazu Matsuyama and Kenny Scharf) opened in Berlin's Mitte district, New York City's Hudson Square and San Francisco's downtown exhibit on April 16.

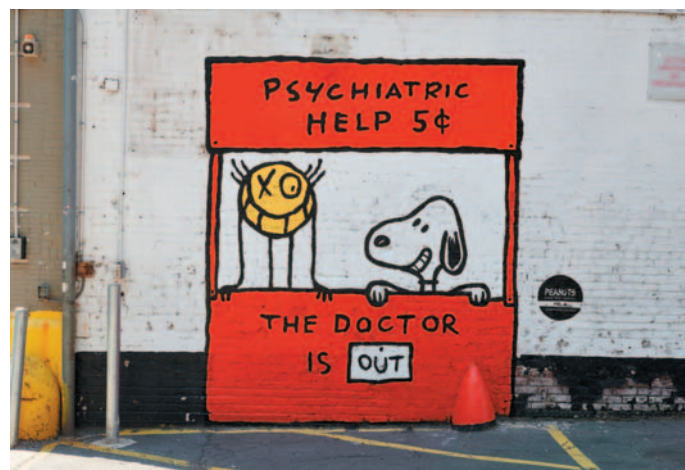
The project also opened across the globe in Tokyo with a two-part exhibition. The first debuted on April 21 at The Snoopy Museum in Roppongi and features pieces by all seven artists. The exhibition was also extended to digital screens in the Shibuya district on April 28.

Finally, on May 3, the tour opened in its final destination in Mexico City with colorful Carnavalesque murals by AVAF.

"Given their global stature, affinity for Peanuts and passion for public art, we're thrilled to allow these seven artists to not only interpret but intermingle Sparky's world with their own," says Jeannie Schulz, widow of Charles M. Schulz. "This is unique for us, and I think my husband would be pleased that people from all walks of life will have the chance to see his characters through the eyes of some of the most important art makers of our time."

The Peanuts Global Artist Collective was curated by the New York-based creative consulting firm Culture Corps. Additional phases of the Collective will feature a number of activations across 2018 and 2019, with more details to be released in the coming months.

The Collective will also expand into consumer products, with more details to be announced soon.



eOne Fuels Growth for ‘Peppa Pig’

Entertainment One has secured a range of new best-in-class licensing partners to further support its preschool brand “Peppa Pig” in the U.S.

The new licensees include:

- Colgate-Palmolive for oral care including battery-operated and manual toothbrushes and toothpaste.
- Ginsey Home Solutions for soft potty seats and other potty training products.
- Give & Go for baked goods featuring house-building and cookie-decorating kits.
- Good2Grow for juice beverages in containers with characters toppers.
- Johnson & Johnson for Band-Aid bandages.

“Peppa Pig’ continues to capture the imagination and affection of kids around the world and we’re excited to partner with these high-profile companies to introduce a wide range of products that will bring Peppa, her family and friends into their daily lives,” says Joan Grasso, senior vice president, licensing, North America, family and brands, eOne.

“Peppa Pig” currently boasts more than 1,000 licensees around the globe and more than 80 in the U.S. alone. The series also airs daily on Nick Jr. in the U.S.



Saban Brands to Debut New Series and More

Saban Brands will showcase its robust portfolio of brands (including Paul Frank, “Luna Petunia” and “Treehouse Detectives”) at this year’s Licensing Expo.

In addition to the aforementioned brands, Saban will showcase “Power Rangers,” which is currently celebrating its 25th anniversary. The TV series, which premiered with “Mighty Morphin Power Rangers” on Aug. 28, 1993, continues to inspire fans around the world with its messages of inclusivity, diversity and teamwork, according to Saban.

Most recently, the franchise renewed its long-time partnership with Nickelodeon through 2021, and its 26th season, “Power Rangers Beast Morphers,” is set to air in spring 2019.

Saban has also teamed up with Funrise to debut a new animated series, dubbed “Rainbow Butterfly Unicorn Kitty.” The new series follows Felicity, who is part rainbow, part butterfly, part unicorn and 100 percent kitty, and will be expanded into a robust, multi-category consumer products program.

Additionally, the company has entered into an agreement with Hasbro to sell the “Power Rangers” brand and several other properties (including “Luna Petunia” and “Treehouse Detectives,” among others) in a combination of cash and stock valued at \$522 million. The first set of products from Hasbro will be available in spring 2019.





CAA-GBG Ties Up 'Simpsons' Fashion Deal

Twentieth Century Fox Consumer Products has teamed up with Finger in the Nose for a new capsule collection celebrating "The Simpsons" phenomenon, in a deal brokered by CAA-GBG.

The new apparel range draws inspiration from the brand's DNA and features graphic all-over prints as well as street art, skateboard culture, fun and childhood-themed looks. The boys' range includes sweatshirts, hoodies, t-shirts, fleece, swim shorts and caps; while the girls' collection includes round neck sweatshirts, t-shirts, a dress and fleece shorts.

The Brand Liaison Extends Kevin James, Barbara Ignatiev

Actor, comedian and producer Kevin James has appointed The Brand Liaison to represent his new lifestyle brand Jamestown for licensing and endorsement opportunities.

The Jamestown brand is targeted toward the Generation X guy who "loves sports, food, family and friends."

The licensing agency is currently meeting with potential licensing partners across multiple categories including apparel, accessories, headwear and comfort footwear.

"Kevin James is the quintessential guy's guy," says Steven Heller, president, The Brand Liaison. "He is so recognizable and so well liked that licensing is such a natural extension of his brand."

Additionally, The Brand Liaison has worked to extend Millennial designer Barbra Ignatiev's brand Barbarian with partners including Sakroots for backpacks, bags, wallets and other accessories, which are available at Dillards, Belk and Boscov's, among others; Lang for calendars, journals, stationery, note cards and other gift items; Prima for tabletop and serveware; Cranston for over-the-counter fabrics; and a direct-to-retail program with Anthropologie that includes home goods, mugs, plates, bowls and desk accessories.

The agency is also working with additional partners in home goods and is developing apparel and accessory items inspired by Ignatiev's vast, cohesive art collection.

"I paint in a wild and carefree style, hoping to evoke the motto which is true in my life and I hope to instill in others: be brave, get messy and love yourself along the way," says Ignatiev. "This ain't yo' grandma's watercolors! It's young, hip and fresh. I guess that's why we are attracting so many great partners."





Harry Potter, Jurassic World and More Parade into Universal Studios Japan

NBCUniversal hosted the grand opening of the “Universal Spectacle Night Parade–Best of Hollywood” on Thursday, May 17, at Universal Studios Japan.

The “Universal Spectacle Night Parade–Best of Hollywood” celebrates four of Hollywood’s fan-favorite franchises—including *Harry Potter*, *Minions*, *Jurassic World* and *Transformers*. During the parade, guests will be immersed in a 360-degree view of each film’s world through projection mapping, floats and more.

The parade will kick off with the magical world of *Harry Potter*, allowing guests to watch as an intense Quidditch match unfolds and join students as they practice spells. Eventually, guests will find themselves surrounded by a dark sky filled with Dementors.

The parade will then morph into a cityscape skyline from the world of *Transformers*. During this segment, guests will be blown away as skyscrapers are demolished while Bumblebee and Megatron battle it out.

The experience will then transform into an island jungle, where park attendees will find themselves among the *Jurassic World* dinosaurs. Guests will have to watch out for escaped raptors, brace themselves for the roar of a T. Rex and more.

Finally, the parade will transition to the *Minions*, which will showcase the creatures’ storied history as well as the world of Margo, Edith and Agnes’ favorite amusement park, Super Silly Fun Land.

Nat Geo Launches ‘Planet or Plastic?’ Initiative

National Geographic has revealed “Planet or Plastic?,” a multi-year initiative aimed at significantly reducing the amount of plastic in the world’s oceans.

The organization-wide effort includes a major research and scientific initiative, a consumer engagement campaign, internal corporate sustainability commitments and innovative partnerships with like-minded corporations, non-governmental organizations and recognized institutions from all over the world. Furthermore, the initiative will benefit not only the hundreds of marine animals that become entangled in or suffocated by plastics each year, but also the overall health of the planet’s marine ecosystems and all who rely on them.

“Planet of Plastic?” officially launched last week with the release of the June issue of *National Geographic* magazine, which takes an in-depth look at the role single-use plastics play in our society and the impact it has on our environment.

National Geographic Consumer Products will support the initiative with a host of launch partners including The North Face for shirts made from recycled plastic bottles, S’well for co-branded bottles and Simply Straws for an assortment of items that offer alternatives to plastic straws, utensils and cups.



Fingerlings Swings into New Categories

WowWee has signed on a number of new licensing partners to bring its collectible toy brand Fingerlings into categories like eyewear, back-to-school, puzzles and more.

Striker Entertainment, the brand's licensing agent, brokered the deals.

The new licensees will join Fingerlings' existing partners—AllStar Vending, Bioworld, Cardinal, Commonwealth, Innovative Designs, Super Impulse and Tara Toy—and include Accutime for watches, Handcraft for underwear, Jay Franco for bedding, Midlon for confections, Sun-Staches for novelty

eyewear, TCG for games and puzzles, Sambro for back-to-school items in the EMEA region and ADDO for crafts.

By Licensing Expo, Fingerlings' products will be available at retailers such as Target, Walmart, Kohl's and Five Below, with the bulk of the products program (including additional product categories) set to release in time for the holiday season.

Additionally, WowWee has revealed plans to release collectible Fingerlings Minis, which will be sold in blind bags and will hit retail shelves during Q2 2018, following the launch of "The Fingerlings Show" on YouTube this month.

'Sesame Street' is Turning 50



Sesame Workshop is gearing up to celebrate the 50th anniversary of "Sesame Street" throughout 2019 with a score of events, content and partner collaborations.

The classic preschool brand will first embark on the "Big Bird and Elmo Friendship Global Tour," which will include show tapings for "Sesame Street" segments and special pop-up events featuring fan-favorite Muppets.

In addition to the tour, "Sesame Street"

will participate in Jazz at the Lincoln Center, a special series that will feature iconic Muppets and musicians together, performing music from the show. "Sesame Street" will also make appearances with location-based entertainment partners like SeaWorld, Feld and Beaches.

Sesame Workshop is also set to extend the brand's on-air presence with a primetime special including new takes on classic segments and visits from "Sesame Street" icons past and present. It will also support the 50th anniversary with a social media campaign, called "What I learned on Sesame Street," that will feature 50 celebrities sharing what they learned while watching the show.

Finally, Sesame Workshop is partnering with a number of fashion and lifestyle brands including Zara, H&M and Puma, among many others. Beyond apparel, limited edition 50th anniversary products will be introduced throughout the year, following an activation at Toy Fair 2019.

"We've been honored to play such a vital role in children's lives for 50 years, and are looking forward to the next 50," says Scott Chambers, senior vice president/general manager, North America media and licensing, Sesame Workshop. "With innovative offerings, amazing

celebrity performances, new partnerships around hot trends and more of their favorite friends on- and off-screen, 'Sesame Street' is more relevant than ever for today's families."

"Sesame Street" is currently available in more than 30 languages and 150 countries.



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10 www.licenseglobal.com May 22, 2018

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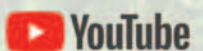
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Fox Unveils Robust Sci-Fi, Horror Slate

Twentieth Century Fox Consumer Products will present a number of sci-fi and horror properties, including *Alien* and “Buffy the Vampire Slayer,” during this year’s Licensing Expo.

First, the licensor is preparing for the latest installment in the *Predator* franchise—*The Predator*—which is set to hit theaters in September. Current partners on board for the film include NECA, Changes, Surreal, Forecast Agency, Funko and Titan Publishing.

Fox is also planning to debut its new film *Alita: Battle Angel* this December. The new film is an “action-packed story of hope, love and empowerment,” and will be released alongside a consumer products program that includes Funko, Prim 1, Hot Toys, Weta, ACDC, Loungefly, Titan and Ripple Junction.

Meanwhile, 2018 will mark the 50th

anniversary of the *Planet of the Apes* franchise. To mark the monumental milestone, Fox has partnered with Boom!, Super7, Perth Mint, Hachette, Titan, Hallmark and HarperCollins.

Momentum for the upcoming *Avatar* sequels have also kicked off with the recent announcement of a worldwide publishing program from Penguin Random House. The new books will be available across adult and children’s formats, in multiple languages and territories across the world. The first *Avatar* sequel is scheduled to be released in December 2020.

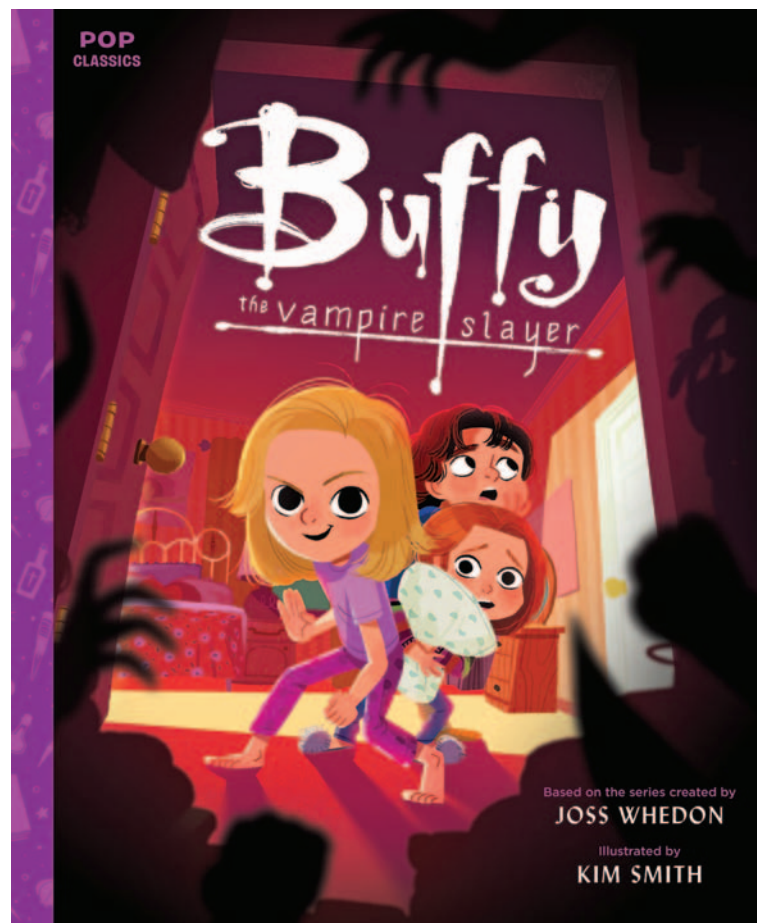
On the television side, Fox is rolling out a new merchandising program for the new TV series “The Orville,” which follows a mid-level exploratory spaceship. The new program will include a host of goods including trading cards, model building kits, books, calendars,

figures, t-shirts, mugs, notebooks and more.

For “Buffy the Vampire Slayer,” the licensor is teaming up with licensees for a year-long initiative that will feature fan-centric events like “Slay Day” and a “Slay Your Summer” campaign. The merchandise program will also include products from Funko, ACDC, Ripple Junction, Little Brown Books, Dark Horse, Insight Editions, Hot Topic, HarperCollins, ThinkGeek, Zavvi, Quirk Books, Titan U.K. and more.

Fox is also currently seeking licensing partners for “The X-Files,” which celebrates 25 years in September, and *Die Hard*, which celebrates 30 years in July.

Finally, the third annual *Alien* Day celebration took place April 26 and featured products from licensees such as Dark Horse, Reebok, Changes, The Loyal Subjects, Titan and NECA.



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CN Continues 'Powerpuff Girls' 20th Anniversary Celebrations

Cartoon Network Enterprises has unveiled a score of new partnerships and collaborations from around the world to fete the 20th anniversary of its popular animated series “The Powerpuff Girls.”

In the U.S., key licensing partners include Mattel, which will offer new Barbie fashions inspired by Blossom, Butters and Buttercup; Champion, which will launch a collection of branded fleece and heritage silhouettes this fall; Mondo T's, which will introduce a variety of branded pins and high-end prints; and The LEGO Group, which will introduce new building sets this August, allowing fans to recreate the adventures of the superhero sisters.

Meanwhile, in Latin America, Havaianas will launch a variety of “Powerpuff Girls”-inspired shoes for both kids and adults in Brazil, Dentro da Historia will introduce an assortment of books and Amazonia will debut themed coconut water. Cremer is also on board for personal care products in Brazil.

Finally, in the EMEA region, new licensees include Sabrina Pilewicz for women's handbags in Poland; Undiz for a direct-to-retail line of nightwear and underwear in France, Germany, Morocco, Poland, Spain, United Arab Emirates and many more; Textiss for nightwear and underwear in France; Katie Eary for high-end apparel; and Bizuu for a new athleisure collection that will be available in Poland.

In addition to the new products, Cartoon Network is set to roll out a number of new episodes and events, all of which will continue into 2019.

“Fans have been following the adventures of ‘The Powerpuff Girls’ for 20 years and with these fresh new products, they can continue to showcase their passion for the brand,” says Pete Yoder, vice president, North America, Cartoon Network Enterprises. “All of our partners captured the ‘Powfactor’ of this enduring brand, and we are thrilled to share this milestone anniversary with them.”

Epic Rights Rocks Out with Jimi Hendrix

Authentic Hendrix has tapped Epic Rights and Perryscope Productions to pay homage to the late rock icon Jimi Hendrix with a new Authentic Hendrix global retail program.

The program will offer retailers, manufacturers and licensees an all-new Authentic Hendrix brand guide that features new photographs as well as logos, lyrics, album and fashion inspired by the late guitarist.

“Jimi Hendrix embodied an iconic artistry and unparalleled musical talent with an incredible sense of style that is recognized worldwide with multiple generations of fans. We simply could not be more excited to work with Janie and her team to take the Jimi Hendrix brand to a new level,” says Dell Furano, chief executive officer, Epic Rights, and Norman Perry, chief executive officer, Perryscope Productions. “With the release of ‘Both Sides of the Sky’ by Sony Legacy, and the approaching 50th anniversaries of the release of the seminal LP ‘Electric Ladyland’ (Oct '68), his legendary performance at the Woodstock Festival (Aug. '69) and the legendary two-day, four show concerts set by his later group, Band of Gypsys (Dec. '69), we have great milestone moments to drive our new retail program.”

In addition to the new brand guide, the program will include a robust offering of merchandise including fashion apparel, headwear, footwear, tops, figures, wall art, accessories, jewelry, home décor, digital products, collectibles and more never-before licensed products.

The new Authentic Hendrix merchandise is slated to hit retail by early summer.

“We’re very intentional about giving our fans and friends something they’ll truly enjoy and appreciate—something that celebrates Jimi and his extraordinary spirit,” says Janie Hendrix, chief executive officer and president, Experience Hendrix and Authentic Hendrix. “Epic Rights and Perryscope Productions understand that. We’re excited about the collaboration and having it coincide with the release of ‘Both Sides of the Sky’ makes this even more exciting.”



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Sanrio is Making Moves with Gudetama, Aggretsuko

Sanrio will focus on bringing its beloved brands—including Hello Kitty, Gudetama and Aggretsuko—to life through a score of new category expansions.

As part of its overarching character and brand development plan, Sanrio will maintain its focus on supporting its emerging character properties through content and new media platforms. For example, Sanrio introduced Aggretsuko to American audiences in January 2017 with short video content. The red panda and office associate, who turns to heavy metal karaoke for stress relief, now has her own series on Netflix as well as an expansive merchandising program planned for 2018.

Gudetama, on the other hand, will continue to be supported with weekly short video clips that will be distributed on social platforms throughout 2018.

Sanrio is actively pursuing licensing partners for both characters.

The company is also furthering its expansion into the worlds of anime and manga with its Sanrio Boys and Show by Rock! properties.

In the lifestyle category, Sanrio has partnered with Kidrobot for collectible figures inspired by Hello Kitty, Aggretsuko, Gudetama and more; Hamee for squishy accessories including keyrings, dangles and more; Just Toys for

Squish Mes, the company's new stress ball concept; Pintrill for collectible enamel pigs featuring Hello Kitty, Aggretsuko and Gudetama; PopSockets for phone accessories; SKJ USA for Japanese plush in claw machines and amusement parks; Seven20 for Gudetama housewares and Hello Kitty tabletop items including plates, bowls, cups, mugs and glassware; Gund for Gudetama plush, plush keychains, accessories, collectibles, plush chairs, tabletop and drinkware; and Merch by Amazon for exclusive designs across several apparel styles.

On the beauty front, Sanrio teamed up with The Crème Shop for a collection of skin care, beauty products and spa accessories such as face masks, lotions, creams and skincare essentials; Fragrant Jewels for Hello Kitty candles, home fragrances and bath bombs; and The MakeupDrop for Hello Kitty and Gudetama-themed silicone applicators for the lips, eyes and face.

For kids and babies, Lambs & Ivy will unveil Hello Kitty bedding, blankets, mobiles, room décor and home accessories for babies and toddlers; O'Neill has debuted its surf and beach-inspired swimwear, apparel and accessories for girls; Macy's for Hello Kitty sportswear, separates and dresses for infants and girls; and Native Shoes for kids' footwear based on Mr. Men Little Miss.

Finally, Sanrio has expanded its collaborative product offerings with Universal Studios to incorporate classic Universal titles (such as *Psycho*, *Jaws* and *Back to the Future*) into signature products available exclusively at retail locations within the parks. Other collaborations and promotions include an artist collaboration with 64 Colors at BoxLunch in June, which will feature Hello Kitty and more Sanrio characters on apparel, accessories and home items; Torrid for a Hello Kitty collection featuring collegiate- and varsity-inspired apparel, sleep and athletic

wear; Shoe Palace for a multi-category Hello Kitty range including sportswear, activewear, performance apparel, backpacks, headwear, hosiery and plush; and several sports promotions with teams including the Los Angeles Dodgers, San Francisco Giants and Los Angeles Clippers.



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Discovery Debuts New, Expanded Portfolio

In March, Discovery Communications completed its acquisition of Scripps Networks Interactive, marking a new chapter for the combined company as well as a new, expanded portfolio ripe for licensing.

Moving forward, the combined company will officially be known as Discovery and will focus on its licensing programs for leading properties during Licensing Expo.

#MindBlown is a STEM-based edutainment brand that was originally created for Science Channel's on-air promotion. The brand, which draws inspiration from Discovery's STEM programming, launched this year with global toy partner Merchsource and will be expanded into additional toy categories, games, publishing apps, apparel and live events.

Discovery Shark is a new fashion collection from The Rodnik Band. The new collection marries Discovery's educational and philanthropic initiatives around ocean conservation with The Rodnik Band's pop art aesthetic and will debut in advance of Shark Week 2018.

Shark Week is Discovery Channel's week-long journey to uncover the secrets of the ocean's top creatures. This year, the summer tentpole, found in all 220 countries and territories around the globe, will celebrate its 30th anniversary.

Discovery Channel is the flagship brand for Discovery and its consumer products program translates top series into worldwide merchandising programs. The brand can be found across publishing, apparel, gifts and novelties, home, toys and games, and continues to seek new opportunities to bring the Discovery brand and its TV-based properties to retail. Priority shows include "Diesel Brothers," "Deadliest Catch," "Gold Rush" and "Naked and Afraid."

Animal Planet is an animal brand that encourages consumers to celebrate and explore a humanizing connection to the animal world. The network brand also includes lines for the Puppy Bowl, kids and pets.

Say Yes to the Prom is a 360-degree partnership with Macy's, in which Macy's is the exclusive retailer for dresses and jewelry. Featured as a shop-in-shop in Macy's juniors'



department, the range consists of more than two dozen different styles of dresses.

Discovery Adventures is a lifestyle brand designed to appeal to consumers who are looking for comfortable, practical and reliable gear to explore the world. Initial product lines for the brand have rolled out in Europe, North America and Asia Pacific regions, and include apparel, camping and sporting goods. Current licensees include Craghoppers, Summit, Ninja, Sakar, M5, Semiline, Barcomm and TCC. The brand has also teamed up with Academy Sports and Outdoors to bring branded camping gear (including tents and sleeping bags) to all 225 stores nationwide.

The Food Network has been a staple in

more than 1,100 Kohl's locations for the past 12 years with products spanning branded cookware, tabletop and food prep. The brand also includes *Food Network* magazine, the No. 2 best-selling monthly magazine on newsstands with 13.9 million readers, according to Discovery, and *The Pioneer Woman Magazine*.

HGTV features a lineup of home renovations, transformations and trends from experts. The brand has been expanded into numerous categories and has been prominently featured at Lowe's through a line of interior and exterior paints by Sherwin-Williams. The HGTV Home upholstered furniture, meanwhile, is available in 850 fabrics with 30 finishes.

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Pocket.Watch Raises the Bar with New Licensees

Pocket.Watch has secured a number of licensing deals for its portfolio of creators including EvanTube, JillianTube, HobbyKids and Ryan's Toy Review.

First, Kid Design has signed on to create a range of youth electronics and electronic toys—such as laser tag games, walkie talkies, headphones and more—inspired by RTR, EvanTube, JillianTube and HobbyKids. The new products will initially roll out for Ryan's World in 2018.

Meanwhile, Orb has agreed to develop a collection of activities, drawing toys, compounds, stickers, stamp kits, reusable ink kits, activity kits, craft kits, slime, novelties and more inspired by RTR, EvanTube, JillianTube and HobbyKids. The products will launch later this year.

Brainstorm Products has also entered into an agreement to produce a variety of kites, windsocks and gliders/parachutes under its X Kites, X Gliders and WindNSun brands.

Next, Taste has signed on to launch a line of bath bombs, health and beauty accessories, lip balm, cosmetics and more inspired by RTR and JillianTube. The first products will launch for RTR, followed by JillianTube later this year.

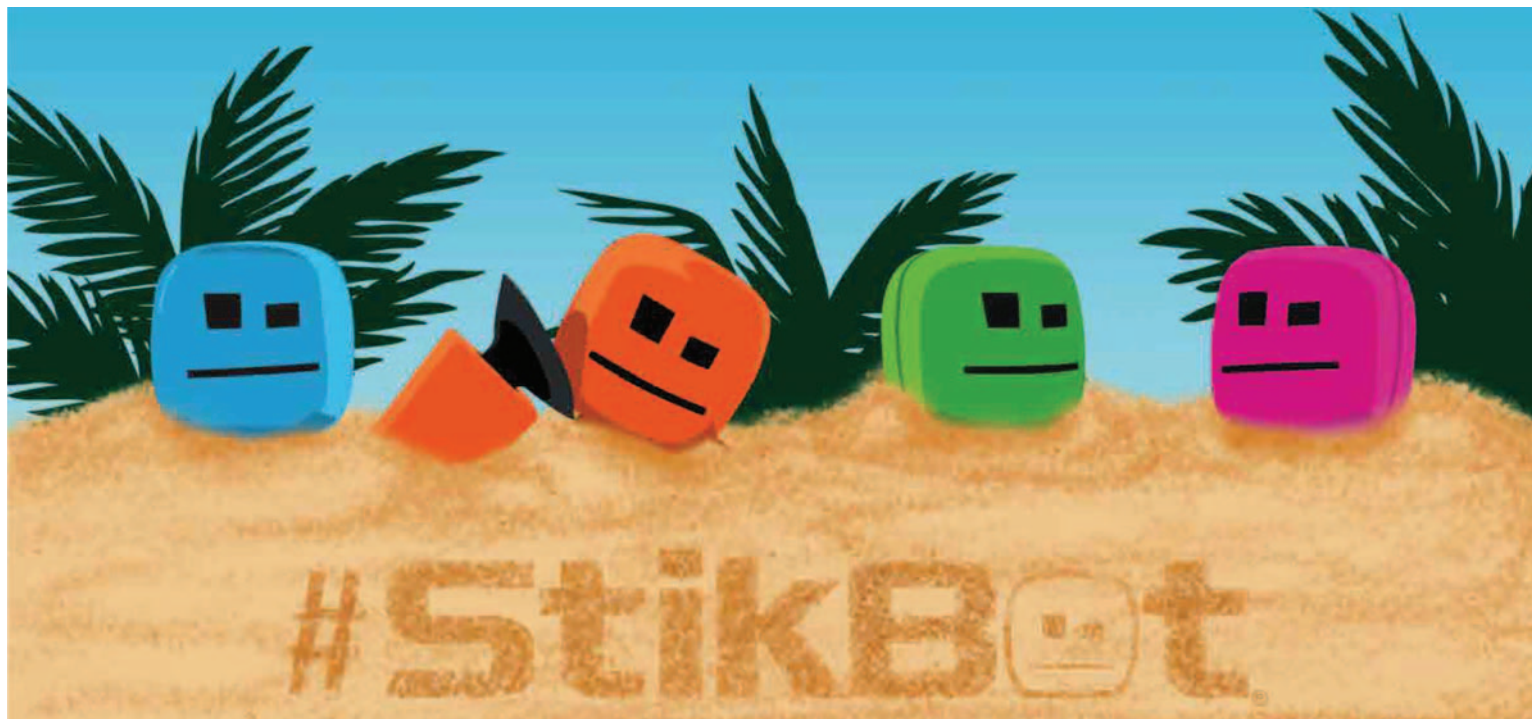
Finally, Franco Manufacturing will distribute a collection of home textiles, including bath and bedding, across all creators. The initial products will launch this year for Ryan's World.



JLG Expands Stikbot with Bedding

The Joester Loria Group has teamed up with Franco Manufacturing to develop a host of new products based on Zing's Stikbot brand.

Under the terms of the agreement, Franco Manufacturing will build on the current Stikbot licensing program (which currently includes products from Basic Fun and Hybrid Apparel) with new, branded merchandise including bedding, room décor, beach towels and bath accessories.



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RAINBOW



Rainbow Looks to Light Up ‘Winx Club,’ ‘Regal Academy’ and More

Rainbow will showcase and work to expand the presence of “44 Cats,” “Winx Club,” “Regal Academy” and “Maggie & Bianca Fashion Friends.”

“44 Cats,” which is produced in collaboration with Antoniano Bologna, follows the daily adventure of Lampo, Milady, Pilou and Polpetta—cats who are all part of a musical group named The Buffycats. The series aims to promote positive, can-do attitudes through creative solutions.

The series currently airs in Germany, France, Russia, Latin America, Greece, Benelux and the U.K.

“Winx Club,” meanwhile, is an evergreen brand that follows the adventures of a group of young fairies as they combine school life with battling the forces of evil. The brand first debuted in 2004 and now boasts 182 episodes, four TV movies and three theatrical releases. The series’ eighth season will premiere at the beginning of 2019 and will celebrate the brand’s 15th anniversary.

Next, “Regal Academy” follows the adventures of Rose Cinderella, a normal girl who suddenly finds herself in the world of fairy tales. Once she discovers that Cinderella is her grandmother, Rose is enrolled at the fabled Regal Academy, where her fellow students include Hawk SnowWhite, Travis Beast, Joy LeFrog, Astoria Rapunzel and LingLing Iron Fan, all of whom belong to the school’s founding families. A new season of the series is currently airing across the globe.

Finally, “Maggie & Bianca Fashion Friends” is a live-action show that tells the story of Maggie, an ordinary American girl with a dream of becoming the world’s fashion designer, who wins a scholarship at the Milan Fashion Academy. While there, she meets Bianca, a self-proclaimed Italian “princess,” and together they make friends with other students, who all share a passion for fashion and music. The program is currently in its third season and has inspired two TV movies and two music CDs from Sony.

4K Media Expands ‘Yu-Gi-Oh’ Internationally

4K Media, the Konami Digital Entertainment subsidiary that manages the “Yu-Gi-Oh!” brand outside of Asia, has signed on with three new licensees—Mondadori, Caseable and Cotton Division—to release new product lines for the animated franchise throughout the year.

First, Mondadori has launched the Italian version of the *Yu-Gi-Oh! Official Handbook*, which was originally published by Scholastic. The book is now available in Italy, Vatican State, Republic of San Marino and Canton Ticino.

Meanwhile, Caseable is developing a line of “Yu-Gi-Oh! Duel Monsters” and “Yu-Gi-Oh! Super Deformed” electronic covers and cases. The new line is set to hit the U.S., Canada, U.K., Germany, Austria, Switzerland, Poland, the Netherlands, France, Spain, Australia and New Zealand this summer.

Finally, Cotton Division is on board to create “Yu-Gi-Oh!”-branded apparel, sleepwear, bags and phone covers. The collection, which was secured through 4K Media’s sub-agent MJA Licensing, will be available this fall in France, French territories, Belgium, the Netherlands, Luxembourg, Germany, Italy and Portugal.

“We’re very excited to work with these three outstanding companies in bringing a wonderful assortment of new ‘Yu-Gi-Oh!’ merchandise to fans around the world,” says Jennifer Coleman, vice president, licensing and marketing, 4K Media. “The strength of the licensing program we’ve built for ‘Yu-Gi-Oh!’ speaks volumes about the brand’s global appeal. We look forward to seeing that continue.”





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BBC Showcases Brands for All Ages

BBC Studios, which recently combined with BBC Worldwide to create a singular commercial entity, will head to Las Vegas, Nev., with a score of global brands including “Doctor Who,” “Top Gear” and “Hey Duggee,” among many others.

“With the BBC’s ongoing commitment to educate, inform and entertain, our brands continue to stand out as trusted and cherished IPs that can withstand the tests of time,” says Sergei Kuharsky, executive vice president, franchise and digital enterprises, BBC Studios–Americas. “This year marks a new phase of one of our biggest global brands, ‘Doctor Who,’ as Jodie Whittaker takes on the iconic title role as the first female Doctor, paving the way for new products with current and new partners; the brand is poised to reignite and grow.”

BBC brands that will be a key priority during Licensing Expo include:

- “Doctor Who,” which will likely be a main attraction as excitement builds for the new season that will include Jodie Whittaker as the first-ever female Doctor in the series. Most recently, Titan renewed its agreement in the U.S., Canada and U.K. for figurines, apparel and gifts/novelties. In the U.S., Canada, Ireland, Australia and New Zealand, Funko has renewed its licensing deal for Pop! vinyl figures, Rock Candy figures and novelties. Meanwhile, Lady Sandra has renewed in the U.S. and Canada for comforters, pillows and more; and Rabbit Tanaka has renewed for various home goods including lighting, mirrors, clock and wall décor.
- “Hey Duggee,” which launched on CBeebies in 2015 and consistently ranks as one of the top three programs on the channel, says BBC. Highlights from the brand’s robust licensing program include Penguin Random House for publishing, Immediate Media for magazines, Golden Bear as master toy in the U.K., Jazwares as master toy in the U.S., Jasnor for toy distribution in Australia, Winning Moves for games, Dreamtex for bedding, Designworks Clothing Company for infant apparel, Jay Franco for home goods and Children’s Apparel network for girls’ and boys’ apparel.
- “Top Gear” was sold to more than 130 territories last year and its 25th season is currently airing on BBC Two.

Current licensees on board for the brand include Zeon, TDP, Aykroyds, Topps, Dreamtex, Kinnerton, Danilo, Cooneen, Assured Products and DC Safety, and BBC Studios is currently looking to expand its robust portfolio.

- “Strictly Come Dancing” is a U.K. series, which recently wrapped up its 15th season. BBC Studios recently partnered with John Adams Leisure to produce, manufacture and distribute the first ever “Strictly Come Dancing”-themed board game. Other recent launches include Kinnerton for confectionery, Norvell for tanning products, Danilo for cards and calendars and TDP and Akryoyds for apparel. Existing licensees Beams and Kim & Miller are also developing new beverage and food gifting ranges that will be available this holiday season.
 - “Something Special” is a BAFTA award-winning CBeebies program. In addition to the brand’s master toy partner Golden Bear, recent launches include the Mr. Tumble and Fun Tumble Tapp from Trends U.K.; lunchware and dinnerware from Zak U.K.; greetings and calendars from Danilo; greetings and gifting from Moonpig.com; music products from Sony; nightwear, underwear and swimwear from Aykroyd & Sons and TDP Textiles; pasta shapes from Princes Foods; books from Egmont; magazines from Immediate Media; and stickers from Paper Projects.
 - “BBC Earth” is a natural history series that recently partnered with Whitehouse Leisure for plush toys in the U.K. and EMEA regions, ACCO for branded calendars in the U.S. and Canada and Museums & Galleries for calendars, cards and stationery in the U.K.
- “The BBC has a very strong heritage of producing pioneering content that engages audiences across the globe. With franchises such as ‘Doctor Who,’ ‘Top Gear,’ ‘Earth,’ ‘Hey Duggee’ and U.K. favorites including ‘Strictly Come Dancing’ and ‘Something Special,’ we have content that appeals to consumers of all ages,” says Andrew Moultrie, director, consumer products and publishing, U.K., BBC Studios. “The BBC content pipeline for the new few years is super exciting, and we are looking forward to expanding our network of best-in-class licensees to support our ambitious growth plans.”



by **SERGEI KUHARSKY**
executive vice president, franchise and digital enterprises,
BBC Studios–Americas



by **ANDREW MOULTRIE**
director, consumer products and publishing, U.K., BBC
Studios



Crayola Paints on the Polish with Sally Hansen

Crayola and Sally Hansen have joined forces once again to release their second collection. It's first back-to-school lineup hit shelves last July.

The #InstaDrixCrayola collection,

titled Spring Fling, debuted last month with six limited edition, Crayola-themed pastel shades including Wisteria, Cotton Candy, Melon, Canary, Sea Green and Sky Blue. In addition, each bottle's new

color-matched caps are adorned with the black serpentine wave decoration inspired by the Crayola crayon label design.

The Spring Fling nail polish collection is now available throughout the U.S. and Canada.

Toei Tunes in with 'Dragon Ball,' 'Sailor Moon' and More

Toei Animation will continue to build on its recent momentum in the licensing sector with merchandising programs for "Dragon Ball Z," "Dragon Ball Super," "One Piece," "Sailor Moon," "Digimon Adventure" and "Saint Seiya."

Most recently, Toei paired with Adidas for a new sneaker collection inspired by "Dragon Ball Z." The range, dubbed Adidas x "Dragon Ball Z," consists of multiple sneaker designs inspired by different characters from the series. The sneakers are set to be released worldwide this fall.

Skechers has also signed on to support Toei Animation in the footwear category. Following their successful collaboration in South Korea and China, Skechers and Toei have teamed up once again to bring their collaboration to the U.S. and Canada, where a range of "One Piece"-inspired footwear will be released in six different colorways, each embracing a

different "One Piece" character including Luffy, Chopper, Sanji, Zoro, Law and Doflamingo.

The "One Piece" footwear collection will initially be available this July at Skechers retail stores, online at Skechers.com and at select specialty stores.

In other "One Piece" news, Ripple Junction is on board for a line of apparel based on the series.



Meanwhile, for "Sailor Moon," Toei has teamed up with Hot Topic and BoxLunch for special collections, which will launch in holiday 2018 and Q1 2019, respectively.

Looking toward Latin America, Toei Animation is working to expand the "Dragon Ball Super" brand in a number of categories including apparel for both kids and adults, back-to-school stationery, backpacks, lunch items and more.

In Mexico, however, Toei has secured a wide-ranging deal with PepsiCo. for "Dragon Ball Z." Launching last month, "Dragon Ball Z"-themed Tazos are now being featured as in-bag special items across several types of Cheetos products. In addition, 100 unique "Dragon Ball Z" designs have been created for the promotion.

Finally, Toei is planning to expand its focus for "Saint Seiya," particularly in Brazil in Mexico, and recently appointed Develop Licensing as the brand's Mexican licensing agent.

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Dr. Seuss Pens New CP Programs

Dr. Seuss Enterprises, the official licensor for all things Dr. Seuss, will showcase some of the author's most famous stories and characters during Licensing Expo.

Highlights for the 2018 Dr. Seuss program include the 60th anniversary of *The Cat in the Hat Comes Back* book, new episodes of "The Cat in the Hat Knows a Lot About That!" and the stage show "The Lorax," which will debut at the Children's Theatre Company in Minneapolis and The Old Globe in San Diego.

Additionally, Dr. Seuss Enterprises will launch Dr. Seuss' Word Challenge, a new reading program that will challenge children across the U.S. to collectively read over 20 million words this summer.

Finally, Dr. Seuss Enterprises will close out 2018 with the release of the *The Grinch*, a new 3D CGI-animated film by Illumination, which is set to hit theaters Nov. 9.

At Licensing Expo, visitors can learn more about the aforementioned projects as well as check out licensed products such as toys, apparel, drinkware and more that have been created through partnerships with Mattel, Hallmark, Funko, Vandor, Loungefly, Aurora and other key partners.

"We are thrilled to be back at Licensing Expo this year and look forward to meeting with current and prospective partners," says Susan Brandt, president, Dr. Seuss Enterprises. "We have a full slate of projects coming up including new films, television programs, books and experiences. However, our goal at this year's Expo is to meet with partners with a real eye to the future to create exciting ways to introduce a new generation to the world of Dr. Seuss, while maintaining the integrity of the books and characters Theodor Geisel created.

"Licensing Expo is always a great time to engage with key partners and make new introductions," continues Brandt. "We plan to use our time to discuss 2019 and 2020 projects. In particular, we expect 2019 to be a very exciting year as we plan to make the entire year a celebration that would be Theodor Geisel's (Dr. Seuss) 115th birthday."

Sony Scares the Show Floor with *Hotel Transylvania*, *Ghostbusters*

Sony Pictures Consumer Products will bring a variety of haunts to the show floor this year with properties like *Hotel Transylvania 3: Summer Vacation*, *Jumanji: Welcome to the Jungle* and *Ghostbusters*, among many others.

First on Sony's lineup is *Hotel Transylvania 3: Summer Vacation*, which follows fans' favorite monster family as they embark on a vacation on a luxury monster

cruise ship so Drac can finally take a vacation from providing everyone else's vacation at the hotel. It's smooth sailing for Drac and his friends as the monsters indulge in all the shipboard fun the cruise has to offer, but things quickly turn into a nightmare when Mavis realizes Drac has fallen for the mysterious captain of the ship, Ericka, who hides a secret that could destroy all of mankind.

The Hotel Transylvania 3 licensing program currently includes toys, apparel, location-based entertainment, publishing, games and more from partners like Jazwares, Simon & Schuster, Papercutz and Bendon, among others.

Next is Sony's animated series "Hotel Transylvania: The Series," which focuses on the [mis]adventures of Dracula's teenage daughter Mavis and her three closest friends—Hank N Stein, Pedro and Wendy Blob.

"Hotel Transylvania: The Series" is currently available on Disney Channel worldwide and on Super RTL in Germany. The series will also launch on Netflix in the U.S. this summer and will continue to roll out throughout the world starting this fall.

Sony will also showcase its latest film in the *Jumanji* franchise—*Jumanji: Welcome to the Jungle*. The film, which is cited with reinvigorating the franchise, neared the \$1 billion benchmark at the global office and currently boasts licensees including

Cardinal Industries, Funko, Isaac Morris, Escape Key Entertainment and more.

Ghostbusters, meanwhile, is an iconic brand that continues to appeal to audiences generation after generation. For the brand's 35th anniversary, Sony is developing a score of activations, partnerships and exclusives. Current licensees on board include Playmobil, Funko, Mattel, Simon & Schuster, Idea and Design Works, Diamond

Select Toys and Collectibles, Hybrid Promotions, New Era Cap, The Void and many more.

Sony will release additional news regarding the brand's anniversary on *Ghostbusters* Day, June 8.

Another fan-favorite that will be at Licensing Expo is *Men in Black*, which will see a new spinoff from the original film debut in June 2019. The 20-year franchise continues to resonate with fans across the globe through theme park attractions, TV series, digital gaming and more. Additional details, including licensees, will be announced at a later date.

A Dog's Way Home will also be on-site at Licensing Expo. The story highlights the power of unconditional love between a dog and their human and celebrates the lengths that one dog will go to reunite with their human. Licensees will be announced at a later date.

Finally, Sony will showcase its portfolio of classic films and will seek partners across categories such as apparel, interactive games, accessories, collectibles and more. Current licensees include Ripple Junction, The Hundreds, Stance Socks, Little Giants, New Moda and more. Several upcoming opportunities for its classic films include *The Karate Kid* 35th anniversary, *Superbad*, *Step Brothers* 10th anniversary, *Poetic Justice* 25th anniversary and *Easy Rider* 50th anniversary.





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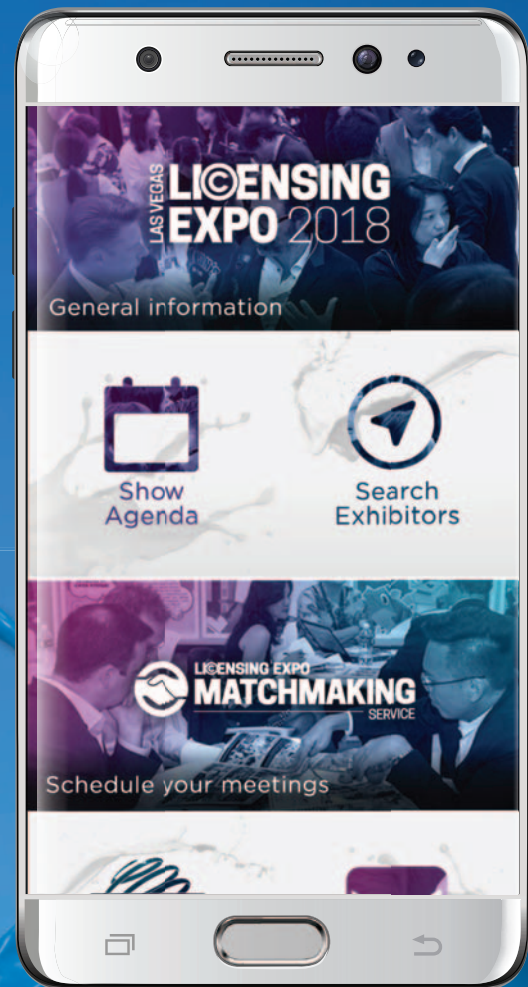
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General Information

Registration Hours

Friday, May 18	8:00 a.m. – 5:00 p.m.
Saturday, May 19	8:00 a.m. – 5:00 p.m.
Sunday, May 20	8:00 a.m. – 5:00 p.m.
Monday, May 21	8:00 a.m. – 8:00 p.m.
Tuesday, May 22	7:30 a.m. – 5:30 p.m.
Wednesday, May 23	8:00 a.m. – 5:30 p.m.
Thursday, May 24	8:00 a.m. – 3:30 p.m.

Exhibition Hall Hours

Tuesday, May 22	9:00 a.m. – 5:30 p.m.
Wednesday, May 23	9:00 a.m. – 5:30 p.m.
Thursday, May 24	9:00 a.m. – 3:30 p.m.

Show Office

The Licensing Expo team is located in Booth #K98 in the Brands & Agents Zone.

Sales Office

Located in Booth #A117 of the Characters & Entertainment Zone, the Sales Office is where current and prospective exhibitors can view the floorplan for next year's Expo, meet the Licensing Expo sales team and choose their space for 2019.

Press Office

The Press Office is in Booth #J88 (Brands & Agents) and is equipped to accommodate the needs of the working press. Access is limited to credentialed press members, but exhibitors are welcome to leave their current press releases and/or press kits.

License Global Show Daily Office

In Booth #J90 in the Brands & Agents zone, you'll find the License Global staff hard at work on collecting and publishing the breaking news straight from the show floor.

Photography/Videography

Professional photography and videography are not allowed unless approved in advance of the show by Show Management. Personal cameras are allowed; however, Show Management reserves the right to prohibit photography/videography in certain areas of the show and or/booth at its discretion. Attendance at Licensing Expo, Licensing University, UBM or LIMA events or any

associated event constitutes consent to be photographed or videotaped. Such materials may be used for, but not limited to, marketing and publicity purposes.

No Smoking

Smoking is prohibited in the Exhibit Halls, Meeting Rooms and Registration Area. There are designated smoking areas outside the building, at distance set by law. We appreciate your cooperation.

Unauthorized Solicitations

Solicitation by non-exhibiting personnel is prohibited on the premises of Licensing Expo, including the Exhibit Hall, the conference area, the meeting rooms and Registration area.

Age Requirements

All participants at Licensing Expo must be 18-years old or older. No one under the age of 18, including infants, will be permitted in the Exhibit Hall or the conference sessions.

SHOW AMENITIES

Business Offices

Office supplies and services—such as shipping (via FedEx and UPS), printing, copying, faxing and computer access—are available at the FedEx Business Office. For rates and other information, please call (702) 322-5700. The Business Office is open from 7 a.m. to 6 p.m. daily.

Lost and Found

Any item found on the Licensing Expo show floor or meeting rooms will be taken to the Show Office, located at Booth #K98.

ATMs

All ATMs are on the casino floor and in the Shark Reef Aquarium. There are no ATMs in the Convention Center.

Concierge

If you need assistance with restaurant reservations, show tickets, directions, limousine services, airline boarding passes and other local and travel needs, please visit the Mandalay Bay Concierge located at the Bayside Foyer

Ticket Desk during the following hours:

Friday, May 18	9:00 a.m. – 5:00 p.m.
Monday, May 21	11:00 a.m. – 5:00 p.m.
Tuesday, May 22	9:00 a.m. – 7:00 p.m.
Wednesday, May 23	9:00 a.m. – 7:00 p.m.
Thursday, May 24	9:00 a.m. – 4:00 p.m.

Scooter & Wheelchair Rental

Wheelchairs can be rented through the Mandalay Bell Desk at (702) 632-7106. For scooter rental, please call Desert Mobility for pricing and availability at (866) 711-9171 or visit www.ddmelv.com.

TRANSPORTATION

Mandalay Bay to Excalibur Monorail

The monorail's route varies based on your starting hotel location. From the Excalibur main station, you will go directly to the Mandalay Bay station in about 3 minutes. From the Mandalay Bay station, you will stop first at the Luxor and then at the Excalibur. The Express Tram runs daily from 9 a.m. – 10:30 p.m.

MGM Grand to SLS Las Vegas

The Las Vegas Monorail runs from the MGM Grand to the SLS Las Vegas. There are seven stops: MGM Grand, Bally's/Paris, Flamingo, Harrah's/The Linq, Las Vegas Convention Center, Westgate Las Vegas and SLS Las Vegas. The monorail is open Monday from 7 a.m. to 12 a.m.; Tuesday – Thursday from 7 a.m. to 12 a.m.; and Friday – Sunday from 7 a.m. to 3 a.m. The monorail runs on a continuous loop, returning to the MGM Grand and repeating.

Taxis

Taxis are available throughout the city. Contact a hotel concierge on where and how to find one most convenient to your location.

Sustainability

Sustainability is something that is taken very seriously at Licensing Expo. Licensing Expo is committed to having a positive environmental and social impact on both the communities and industries it works within. To read more about Licensing Expo's sustainability efforts please visit: LicensingExpo.com/sustainability.



About Us



Licensing Expo

www.licensingexpo.com

Launched in 1980, Licensing Expo is the world's largest and most influential annual trade show dedicated to licensing and brand extension. The show floor is merchandised into two zones: Characters and Entertainment and Brands, Agents and Design. More than 16,000 retailers, licensees, manufacturers, distributors and licensing agents attend the Expo from more than 67 countries.



Global Licensing Group

www.ubmlicensinggroup.com

The Global Licensing Group at UBM is the global licensing industry's leading trade show organizer and media partner. Its mission is to provide opportunities around the world to bring brands and products together to explore and cement licensing partnerships. The following events and information products are produced for the licensing industry by the Global Licensing Group at UBM: Licensing Expo, Brand Licensing Europe, Licensing Expo Japan, Licensing Expo China, NYC Licensing Summit, License Global magazine and License Global Daily eNews.



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Licensing Week Schedule

SUNDAY, MAY 20

LIMA Charity Bike Ride

7 a.m.-1 p.m. at Red Rock Canyon National Conservation Area

MONDAY, MAY 21

Orientation Session

8-9 a.m. at Tradewinds E

Entertainment Showcases

8:30 a.m.-6:30 p.m. at the Mandalay Bay Convention Center

VIBE

9 a.m.-5 p.m. at Booth #G188

Presented by InventHelp, VIBE is a new initiative at Licensing Expo to connect enterprising brand owners and manufacturers directly with forward-thinking inventors looking to bring the newest products to market.

Licensing University

9:30 a.m.-4 p.m. at the Mandalay Bay Convention Center

LIMA Young Professionals Networking Event

6:30-7:30 p.m. at Rhythm and Riff

TUESDAY, MAY 22

Opening Keynote—"Great Expectations: Pace, Selection Convenience and the Customer"

8-9 a.m. at Islander D

The landscape of commerce and customer expectations is rapidly changing. Nicholas Denissen, vice president, Amazon, will deliver the opening keynote address at Licensing Expo 2018, speaking to how brands can grow their business online and what Amazon is doing to enable them. Denissen, and panelists from industry leaders working with Merch by Amazon, will discuss how they are capitalizing on e-commerce and reshaping their businesses to better anticipate customer appetite for unique content and larger selection.

VIBE

9 a.m.-5 p.m. at Booth #G188

Licensing University

9:30 a.m.-5 p.m. at the Mandalay Bay Convention Center

One to Watch Awards

10-11 a.m. at the Exhibit Hall

Costume Character Parade

11-11:30 a.m. at the Exhibit Hall

Costume Character Parade Photo Opp

12-12:30 p.m. in front of Café #U256

Explore the Floor

3-5 p.m. at the Global Licensing Group Theater (Booth #A107)

LIMA International Licensing Awards

5:30-7:30 p.m. at Islander D

Opening Night Party

7:30-10:30 p.m. at Islander G

We invite you to join the Global Licensing Group for an evening of entertainment at the licensing industry's largest networking event! It's all things '90s as we celebrate 20 years with *License Global* magazine with a party straight from 1998! Join the Global Licensing Group for food, drinks, entertainment and networking immediately following the LIMA Licensing Awards.

WEDNESDAY, MAY 23

Women in Toys, Licensing & Entertainment Breakfast

7:30-10 a.m. at Border Grill

VIBE

9 a.m.-5 p.m. at Booth #G188

Licensing University

8 a.m.-5 p.m. at the Mandalay Bay Convention Center

Costume Character Parade

11-11:30 a.m. at the Exhibit Hall

Retail Summit—"The Shape of Toy Retailing in a Changed World"

12:30-1:30 p.m. at the Global Licensing Group Theater (Booth #A107)

It's been a tumultuous year in retail—most notably involving the flurry of activity surrounding the decline of Toys 'R' Us. However, the toy market's attention is now turning towards the future shape of the business and how consumers will get exposed to and buy their playthings. Join us as we get perspectives from Wall Street, the largest online retailer, and the company reviving the iconic FAO Schwarz brand on the shifting toy industry and emerging retail opportunities.

International Market Panel

2:30-3:30 p.m. at the Global Licensing Group Theater (Booth #A107)

Agents' Business Forum

4-5 p.m. at the Global Licensing Group Theater (Booth #A107)

THURSDAY, MAY 24

VIBE

9 a.m.-5 p.m. at Booth #G188

Licensing University

9 a.m.-3:30 p.m. at the Mandalay Bay Convention Center

Explore the Floor

1-3 p.m. at the Global Licensing Group Theater (Booth #A107)

Come learn why more than 5,000 brands, properties and organizations exhibit at Licensing Expo every year. Representatives from the Global Licensing Group will cover the remarkable history of Licensing Expo, available opportunities and the exclusive ways exhibitors can take their business to the next level.

Licensing University™ Schedule

MONDAY, MAY 21

The Basics of Licensing

9:30–11:45 a.m.

Location: Tradewinds E

Moderator: Ira Mayer, adjunct professor, Long Island University-Post, and former publisher, *The Licensing Letter*. Speakers: Gary Caplan, president, Gary Caplan Inc.; Katy Briggs, senior licensing manager, Hallmark Cards; Joanne Olds, founder and president, The Buffalo Works.

The Basics of International Licensing

12:45–2 p.m.

Location: Tradewinds E

Moderator: Gisela Abrams, senior vice president, global partnerships, LIMA. Speakers: Yvonne King, director, Haven Licensing; Miki Yamamoto, senior vice president, IMG Licensing Asia; and Dan Frugtriet, vice president, international licensing and business development, Nickelodeon.

The Basics of Licensing Law

2:15–4 p.m.

Location: Tradewinds E

Moderator: Greg Battersby, managing member, Battersby Law Group, and member, Licensing Industry Hall of Fame. Speakers: Jed Ferdinand, senior managing partner, Ferdinand IP; and Daniel Lacy, general counsel, The Performa Company.

TUESDAY, MAY 22

Reaching New Generations with Classic Icons

9:30–10:15 a.m.

Location: Mariners

Moderator: Tamra Knepper, senior vice president, Greenlight, Branded Entertainment Network. Speakers: Ryan Kernan, senior director, merchandise licensing, Greenlight, Branded Entertainment Network; Pamela Deese, partner, Arent Fox; and Corey Salter, executive vice president, celebrity and entertainment, and co-chief business officer, Authentic Brands Group.

Trend-Spotting and Innovation: How Do You Search for “New”?

9:30–10:15 a.m.

Location: Tradewinds E

Moderator: Genna Rosenberg, chief executive officer, GennComm. Speakers: Jeremy Padawer, co-president,

Wicked Cool Toys; and Naz Amarchi-Cuevas, head of licensing, SYBO Games.

Creating and Maximizing Styleguides

10:30–11:15 a.m.

Location: Tradewinds E

Moderator: Stan Madaloni, president, Studio 2ptO. Speakers: Tim Bankley, creative director, The Joester Loria Group; Christopher Lucero, vice president, global licensing, Sony Pictures Television; and John Van Citters, vice president, product development, CBS Consumer Products.

Trendwatch: Making the Most of Music

10:30–11:15 a.m.

Location: Mariners

Moderator: Lisa Streff, executive vice president, global licensing and branding, Epic Rights. Speakers: Damon Whiteside, chief marketing officer, Country Music Association; Beth Taylor, director, licensing, Bioworld; and Trevor George, president, Trevco.

How to Evaluate Licensed Properties

11:30 a.m.–12:15 p.m.

Location: Tradewinds E

Speakers: Woody Browne, president, Building Q; and Jason Korfine, partner, Licensing Street.

Extending a Brand into Licensed Experiences and Events

11:30 a.m.–12:15 p.m.

Location: Mariners

Moderator: Tamaya Petteway, senior vice president, brand and licensing partnerships, Endemol Shine North America. Speakers: Wendy Erikson, country manager, Camp MasterChef; Lisa Lehr, vice president, business development and brand marketing, RWS Entertainment Group; and Robert Tuchman, vice president, business development premium experience, CAA.

Trendwatch: What’s the eSports Opportunity

1:30–2:15 p.m.

Location: Mariners

Moderator: Marty Brochstein, senior vice president, LIMA. Speakers: Daniel Siegel, head, eSports licensing, Blizzard Entertainment; Blake Davidson, vice president, consumer innovation, NASCAR; Jon

Wayne Gurman, chief executive officer, Moniker Inc. Worldwide, and president, JCorp; and Grant Zinn, chief executive officer, Beastcoast.

Finding and Working with Agents and Consultants

1:30–2:15 p.m.

Location: Tradewinds E

Moderator: Karen Raugust, founder, Raugust Communications. Speakers: Rita Bonnell Illig, president, RBA Associates; Ilana Wilensky, president, Jewel Branding and Licensing; and Adina Avery-Grossman, partner, Brandgenuity.

Unique Challenges of Branding and Licensing in the Growing Cannabis Industry

1:30–2:30 p.m.

Location: Global Licensing Group Theater (Booth A107)

Moderator: David Schnider, partner, Nolan Heimann. Speakers: Chris Folkerts, chief executive officer, Grenko Science; Greg Hill, founder, BrandBirth; Darren Karasuik, vice president, strategy, MedReleaf; and Kellen O’Keefe, senior vice president, development, MedMen.

Case Study: “Peppa Pig”—Extending a U.K. Hit to the Global Marketplace

2:30–3 p.m.

Location: Tradewinds E

Speakers: Andrew Carley, executive vice president, global brands, Entertainment One; and Joan Grasso, senior vice president, licensing, North America, Entertainment One.

Case Study: Strategic Licensing Framework for Global Food and Beverage Brands—Unilever Ice Cream

2:30–3 p.m.

Location: Mariners

Moderator: Stu Seltzer, president, Seltzer Licensing. Speaker: Julie McCleave, global licensing director, Unilever.

How to Negotiate a Licensing Deal

3:15–4 p.m.

Location: Tradewinds E

Moderator: Joleen Hughes, founder and principal, Hughes Media Law. Speaker: Steven Heller, president, The Brand Liaison.

Licensing in a Direct-to-Consumer World

3:15–4 p.m.

Location: Mariners

Moderator: Veronica Hart, senior vice president, CBS Consumer Products.
Speakers: Jeff Burchett, director, product marketing, ThinkGeek; Mark Robben, marketing director, Funko; and Christine Taylor, creative account manager/creative director of PopMinded, Hallmark Licensing.

WEDNESDAY, MAY 23

Licensing Roundtables: Session One

8–9:45 a.m.

Location: Tradewinds E

Speakers: Leigh Ann Schwarzkopf, co-founder, Project Partners Network; Lee McEnany Caraher, chief executive officer, Double Forte; Johnathan Symington, chief executive officer and founder, The Lantic Group; Vincent Leoni, partner, Miller Kaplan Arase; Susie Lecker, global brand officer, Mattel; Duncan Hamilton, director of sales, business development and licenses, Devar Entertainment; Carol Feeley, creative manager, Beacon Creative; and Ryan Gagerman.

Licensing Roundtables: Session Two

10:15 a.m.–12 p.m.

Location: Tradewinds E

Speakers: Lewis Stark, partner, Prager Metis; Mike Slusar, partner, Brandar Consulting; David Schmidt, chief pain reliever and operating officer, TPH Global Solutions; Jim Sachs, partner, Harris-Sachs; Stephanie Pottick, principal, Pottick Law; Juergen Mathwich, co-founder, Authentic Vision; Randy Malone, partner, Brandar Consulting; and Thomas Ferguson, vice president, licensing partnerships, Endemol Shine North America.

Case Study: “Five Nights at Freddy’s”

11–11:30 a.m.

Location: Global Licensing Group Theater (Booth A107)

Speaker: Marc Mostman, partner, Striker Entertainment.

The Shape of Toy Retailing in a Changed World

12:30–1:30 p.m.

Location: Global Licensing Group Theater (Booth A107)

Speakers: Stephanie Wissink, managing director and senior research analyst, consumer products, Jefferies; Eva Lorenz, general manager, toys and games, Amazon.com; and David Conn, chief executive officer, ThreeSixty Brands.

Unexpected Brands in Lifestyle Licensing

1:30–2:15 p.m.

Location: Tradewinds E

Moderator: Allison Ames, president and chief executive officer, Beanstalk.
Speakers: Jennifer Arnoldt, senior director, retail engagement and experience, Taco Bell; Julie Ann Quay, founder and chief executive officer, VFILLES; and Shane Grogan, senior licensing manager, Diageo.

How to License Artwork

1:30–2:15 p.m.

Location: Mariners

Moderator: Paul Cohen, partner, creative licensing division, The Brand Liaison.
Speakers: Eric Morse, senior vice president, partnerships and general manager, global licensing Redbubble; Julie Smith, chief marketing officer, the Lang Companies; and Debra Valencia, artist, product designer and entrepreneur, Debra Valencia Lifestyle Brand.

Case Study: How a University Deals with Game Day Counterfeiting

2:30–3 p.m.

Location: Mariners

Speaker: Steve Fuller, associate director, trademarks and licensing, University of Southern California.

Case Study: Keeping a Classic Property Fresh and Relevant

2:30–3 p.m.

Location: Tradewinds E

Speaker: Roz Nowicki, executive vice president, Peanuts Worldwide.

Case Study: Brand Collaboration

3:15–3:45 p.m.

Location: Tradewinds E

Speaker: David Lee, director, licensing, MillerCoors.

Case Study: Licensing into the Service Sector

3:15–3:45 p.m.

Location: Mariners

Speaker: Sondra Newkirk, senior director, brand licensing, Meredith Corporation.

Navigating Licensing as a Small Manufacturer

4–4:45 p.m.

Location: Tradewinds E

Moderator: Steve Rollins, senior vice president, Rock'em Apparel.
Speakers: Andy Friess, president, Friess Marketing Group; Ricky Medina,

senior manager, licensing and business development, NFL Players Inc.; and Scott Halpern, licensing director, World Wrestling Entertainment.

Tracking and Dealing with Counterfeits

4–4:45 p.m.

Location: Mariners

Moderator: Bill Patterson, vice president, global marketing, OpSec Security.
Speaker: Courtney Donovan, assistant manager, licensing and business development, New Era; and Christina Rowley, vice president, licensing, NYC & Co.

THURSDAY, MAY 24

Tapping into the Power of Micro-Influencers

9–9:45 a.m.

Location: Tradewinds E

Speaker: Natalie Cupps DiBiasi, co-founder, LACED Agency.

Adjusting to Fashion’s New Pace

9–9:45 a.m.

Location: Global Licensing Group Theater (Booth A107)

Moderator: Andrea Spellman, head of new business, WGSN.
Speakers: Chris Vaccarino, chief executive officer, Fanjoy; Patricia Mercer, director, licensing, CAA-GBG; and Simon Douek, vice president, lifestyle brands, Infinity Group.

What Every Licensing Pro Should Know About Royalty Rates

10–10:45 a.m.

Location: Tradewinds E

Moderator: Louis Drogin, partner, Brandgenuity.
Speakers: James MacIntosh, vice president, general manager, global feminine protection and infant care products, Edgewell Personal Care; Sashim Parmanand, chief executive officer, One Animation; and Steve Scebelo, vice president, licensing and business development, NFL Players Inc.

FutureTech: New Technologies that will Affect Licensing (i.e. AR/VR, voice, etc.)

10–10:45 a.m.

Location: Global Licensing Group Theater (Booth A107)

Speakers: David Uy, co-founder, chief executive officer, BLMP Network; Holly Rawlinson, head, marketing, licensing and merchandising, FanShop, Fandango; and Mark Caplan, principal, BD Labs.

LICENSING EXPO

Exhibitor List

4D Asia/Brandinc
www.4d-asia.com
www.brandinc.com
Booth: A126


**4K Media**
www.yugioh.com
Booth: F188

7th Heaven and the Rock'n Roll Kids/Mini Martians
www.rnrstudios.net
Booth: Q258

**9 Story Brands**
www.9story.com
www.outoftheblueenterprises.com
Booth: C188

A Tiny Teddy Named Cuds
www.tinyteddypress.com
Booth: S255

**Aardman Animations**
www.aardman.com
Booth: K230

Aardman Rights are renowned for developing and building enduring character brands across all media. Specializing in marketing and realizing the commercial potential of their properties in a way that celebrates and respects intrinsic creative values. The studio has also acquired third-party representation for a number of top Children's brands.

ACTIVISION | BLIZZARD



Activision Blizzard King
www.activisionblizzard.com



Booth: U202

Activision Blizzard changed the way people play games - building one of the largest portfolios of recognized brands and becoming one of the most valuable interactive entertainment companies globally. A developer, publisher and distributor of interactive entertainment and leisure products for consoles, handheld platforms and PC.



Admiral Sportswear
www.admiralsportswear.com
Booth: F95

Air Force Branding & Trademark & Licensing
Booth: C80

Albert Whitman & Company
www.albertwhitman.com
Booth: F101

Albert Whitman & Company has been publishing award-winning children's books since 1919. Best known for the classic series The Boxcar Children



Mysteries, it also publishes board books, picture books, chapter books, novels and nonfiction for children and teens.

Allen Harris Animation
www.allenharrisanimation.com
Booth : N256



Alpha Group
www.auldeytoys.com
Booth: M236



Alpha Group is one of China's animation and entertainment groups. It is building China's pan-entertainment industry operating platform, and provides consumers with cutting-edge cultural and peripheral products and services.



american greetings
entertainment



American Greetings Entertainment
www.americangreeting-entertainment.com
Booth: D214



American Greetings Entertainment, the intellectual property, entertainment and outbound licensing division of American Greetings Corporation, develops multi-platform entertainment franchises across media channels with extensive consumer merchandising programs that immerse children

and adults in brands they love. AGE's portfolio of brands includes Care Bears, Holly Hobbie, Madballs and more.



American Mensa
americanmensa.org
Booth: H109



Amparin
www.distroller.com
Booth: B154

Anekke
www.anekke.com
Booth: G114



Animaccord/Masha and the Bear
www.animaccord.com
Booth: D188



Animaccord is the international licensing company that manages the global promotion of the hit property, Masha and the Bear. Animaccord has brought the series to screens of the leading national TV channels throughout the world. The company's portfolio of consumer products includes Spin Master, Ferrero, Simba Dickie Group, Ravensburger and Hachette.

Animal Jam
Booth: L91

Animation Magazine
www.animationmagazine.net
Booth: S253

Anzac Co.
www.anyzac.com
Booth: J192

APA
Booth: C102



Art Brand Studios
www.artbrandstudios.com
Booth: F134



Art Brand Studios licenses the artwork of Marjolein Bastin, Simon Bull, Blend Cota, Eric Dowdle and Thomas Kinkadee Studios. Art Brand Studios is interested in licensing partners in seasonal, home décor, garden, publishing, gift and collectible categories.



Artestar
www.artestar.com
Booth: F107

Asiana Licensing
Booth: J192



Atlantya Entertainment
www.atlantya.com
Booth: B91



Atlantya Entertainment maintains production, distribution, publishing, foreign rights, live and licensing divisions, and manages the IP rights for Geronimo Stilton and all its franchises, for Bat Pat TV series, and is the exclusive Italian licensing agent of ZDF Junior with successful series such as Scream Street, H2O and Mako Mermaids.

Aurora World Corp.
www.yoohoofriends.com
Booth: J206



Authentic Brands Group
www.abg-nyc.com
Booth: S212

Authentic Brands Group is a brand development, marketing and entertainment company which owns a global portfolio of lifestyle, celebrity and

entertainment brands. ABG builds the long-term value of more than 30 consumer brands by partnering with best-in-class manufacturers, wholesalers and retailers across luxury, specialty, outlets, department stores, e-commerce, mid-tier and mass channels.

Bab Frog
www.babfrog.com
Booth: C83



Bandai Namco Entertainment
www.bandainamcoent.com
Booth: R242



Bandai Namco Entertainment America has a long-standing history of game publishing and distribution and is known from a wide variety of PC and console titles such as PAC-MAN, Tekken, Dark Souls and Soulcalibur. The company also licenses a collection of classic games such as Galaga and Dig Dug.



BBC Studios
www.bbcstudios.com
Booth: N204



bCreative
www.bcreative.com
Booth: J77

Beanbagglz
Booth: A106



Beanstalk
www.beanstalk.com
Booth: G156



Beanstalk, a global brand extension licensing agency, offers services including brand representation, manufacturer representation,

retailer partnerships, icon representation, and Studio B provides creative services, approvals management, legal and financial services, and royalty auditing. The consultant division is Blueprint-Powered by Beanstalk. Tinderbox is Beanstalk's digital media entertainment representation division.

Beijing Shrub Fun and Technology Co.
Booth: C114

Beyond Global Trade
Booth: B108

Bibia
www.bibia.us
Booth: B104

BigFoot 4x4
www.bigfoot4x4.com
Booth: H85

Billboard + The Hollywood Reporter
www.billboard.com
Booth: D124

Blender Bottle
www.blenderbottle.com
Booth: E94

Boy Scouts of America
www.licensingbsa.org
Booth: F142

BPM Group/Blanco Publicidad & Marketing
www.blancopublicidad.com
Booth: A195

Brand Activation Consulting
www.bac-usa.com
Booth: F124



Brand Central
www.brandcentralgroup.com
Booth: D142



The Brand Liaison
www.TheBrandLiaison.com
Booth: F154

Brand Squared Licensing
Booth: F102



BrandComply
www.octane5.com
Booth: C134



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. Visit us to learn why more brands choose Octane5.

brandgenuity
new york • london



Brandgenuity
www.brandgenuity.com
Booth: J122



Brandgenuity is a global full-service licensing agency based in New York with offices in London, Munich and Hong Kong. The agency is ranked among the top 15 licensing agencies worldwide. Services include strategic licensing planning, prospecting, legal support and negotiation, retail development and assisting manufacturers in the strategic acquisition of licenses.



Bravado International Group
www.bravado.com



BRAVADO

Booth: N244

Bravado is a global provider of consumer, lifestyle and branding services to artists and entertainment properties. Part of Universal Music Group, Bravado represents artists and provides services including sales, licensing, branding, and e-commerce to give artists the ability to create deeper connections with fans through products and brand experiences.

Bravo & New
Booth: J192

The British Virgin Islands Tourist Board & Film Company
www.bvitourism.com
Booth: E106



Bromelia Productions
www.gallinapintadita.com
Booth: J236

Brown & Bigelow Licensing Company
Booth: G82

The Buffalo Works
www.thebuffaloworks.com
Booth: D114



BuzzFeed
www.buzzfeed.com
Booth: U232

CAA - Creative Artists Agency
Booth: C102



CAA-GBG Global Brand Management Group
www.caa-gbg.com
Booth: G144



CAA-GBG

GLOBAL BRAND MANAGEMENT GROUP

CAA-GBG Global Brand Management Group is the world's largest licensing and brand management company, representing globally iconic brand properties and personalities. Strategic and design-driven, we are category leaders in fashion accessories, footwear and apparel with a deep product expertise and global scope that sets us apart from other companies.



Candlewick Press
www.candlewick.com
Booth: G232



CAPCOM
www.capcom.com
Booth: K90

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, Mega Man, Devil May Cry, and Monster Hunter.

Capezio
Booth: G101



Cartoon Network Enterprises
www.cartoonnetwork.com
Booth: D170



Cartoon Network Enterprises builds consumer products and merchandising programs for a wide range of brands across all categories. CNE manages consumer products for original

programming, brands and characters including Cartoon Network's Ben 10, Adventure Time, The Powerpuff Girls, Steven Universe, We Bare Bears and Adult Swim's Rick and Morty.



Caterpillar
www.cat.com
Booth: C80

CBF Labels
www.cbflabel.com
Booth: E98



CBS Consumer Products
www.cbsconsumerproducts.com
Booth: S202



Centa IP
www.centaip.com
Booth: D102

Chan-Chan
Booth: C93

Character Factory Mangchi
www.cf-mangchi.com
Booth: J192



China Pavilion
www.culturetrade.com.cn
Booths: B114, B124, B128, C114

China Television Panorama Culture & Media Co.
Booth: B103



CJ E&M Corporation
www.cjenm.com
Booth: F214



CMG Worldwide
Booth: B214

Coscoi
www.coscoi.net
Booth: J192

Cotton Creations
www.kerrscotton.com
Booth: E85

Country Music Association
www.cmaworld.com
Booth: C102



CraneKahn
www.cranekahn.com
Booth: C222



Crayola Properties
www.crayola.com
Booth: A154



Creative Licensing Corporation
www.creativelicensingcorporation.com
Booth: H225



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 catalog of genre films for worldwide partnerships.



Crunchyroll
www.crunchyroll.com
Booth: H226

CTI Solutions
www.CTISolutionsInc.com
Booth: K92



Curtis Licensing
www.curtislicensing.com
Booth: L214



Cyber Group Studios
www.cybergroupstudios.com
 Booth: H236

Dark Horse Comics
www.darkhorse.com
 Booth: H225

David Lozeau
www.DavidLozeau.com
 Booth: D74



Dependable Solutions
www.dependablerights.com
 Booth: E124

We provide contract management, royalty processing, product approval, contract workflow and reporting tools to licensors, agents and licensees worldwide, with offices in the U.K. and the U.S. Our web-based systems consolidate all brand information, associated financials and creative approval transactions into an easy-to-use secure system.



Design Plus
www.dplicensing.com
 Booth: E102

Devar Entertainment
www.devar.org
 Booth: L230

DHX Brands
www.dhxmedia.com
 Booth: G204



Dimensional Branding
www.dimensionalbranding.com
 Booth: F128

Dinosaur Train
 Booth: G214



Discovery
www.discoveryconsumerproducts.com
 Booth: F196

Discovery Consumer Products builds strong alliances with global manufacturers and retailers to create products and experiences across the portfolio of Discovery Communications' brands and properties. Discovery Consumer Products brings the brands of the world's No. 1 pay-TV programmer to consumers around the world.



Dorna Sports
www.motogp.com
 Booth: F118

Dorna Sports is a sports management company and is the exclusive rights holder of the FIM Road racing World Championship Grand Prix known as MotoGP.



DQ Entertainment International
www.dqentertainment.com
 Booth: B99

Dr. Krinkles
www.drkrinkles.com
 Booth: N253

Dr. Seuss Enterprises
www.seussville.com
 Booth: A220

Dream Factory Studio
 Booth: J192

Drizzle Studios
www.drizzleart.com
 Booth: F80

Dunhuang Academy
www.dha.ac.cn
 Booth: C114



Earthbound Brands
earthboundbrands.com
 Booth: J140

Edgar Rice Burroughs
 Booth: H95



Edge Americas Sports
www.edgeamericassports.com
 Booth: D82

Eggstar
 Booth: J192

Electural
www.electuralstudio.com
 Booth: J192



The Elf on the Shelf
www.elfontheshelf.com
 Booth: K236



Emmy & GooRoo
 Booth: B113



Emoji Company
www.emoji-company.com
 Booth: A143



emoji is the official iconic lifestyle brand which includes the registered trademark, the emoji logo and a vast portfolio of more than 5,000 vectorized icons for cross-category licensing, promotional activities and advertisement purposes.

EndemolShine NorthAmerica



Endemol Shine North America
www.endemolshine.us
 Booth: Q226



Endemol Shine North America delivers world-class content and compelling storytelling to all platforms in the U.S. and across the globe. ESNA is part of Endemol Shine Group, the global production powerhouse with a diverse portfolio of companies that are behind some of the biggest hit television series in the world.



ENS Global Marketing
www.b-duck.com
 Booth: A136

entertainmentOne



eOne
www.eonelicensing.com
 Booth: D196



Building long-term sustainable licensing programs on a global basis, eOne Licensing manages the creation and development of consumer products and associated marketing and promotional campaigns for some of the most high-profile film, TV and lifestyle properties.



Epic Rights
www.epicrights.com
 Booth: A170

EQtainment
www.EQtainment.com
 Booth: Q257

Equity Management
www.equitymanagementinc.com
 Location: Palm Ballroom

ESC-Toy
www.esctoy.com
 Booth: U253



Evolution
www.evomgt.com
 Booth: C142



Excel Sportswear
www.exceltees.com
 Booth: G93



Fantawild Animation
www.hqftdm.com
 Booth: Q259

Fantawild Animation is a subsidiary of Fantawild Holding. It is named as National Key Animation Enterprise and considered one of China's Top Ten Animation Companies. Its brand, Boonie Bears, has become the No.1 Chinese original animation brand.



FAO Schwarz
www.fao.com
 Booth: J170

Fast Keyboard
www.fast-keyboard.com
 Booth: E83



Feld Entertainment
www.feldentertainment.com
 Booth: R228

Firefly Brand Management
www.fireflybrandmanagement.com
 Booth: B93

Flu-B-Gone
www.flu-b-gone.com
 Booth: G102

Flying Colors Apparel
www.flyingcolorsapparel.com
 Booth: H93



Frida Kahlo
www.fridakahlocorporation.com
 Booth: O249



Fujian International Exhibition & Commerce
www.fujianexpo.com
 Booth: O244



Fulanitos
www.fulanitos.com
 Booth: A214



Funimation
 Booth: U252

Funko
www.funko.com
 Booth: S224



Gainmax
 Booth: N254



Games Workshop
www.licensing.games-workshop.com
 Booth: Q253



Games Workshop is the world's leading manufacturer and retailer of hobby miniatures drawn from the Science Fiction and Fantasy settings of Warhammer 40,000, Warhammer: Age of Sigmar and Warhammer Fantasy Battle.

Garfield - Paws Inc.
www.garfield.com
 Booth: A137



Gearbox Publishing
www.gearboxpublishing.com
 Booth: U251



Genius Brands International
www.gnusbrands.com
 Booth: B134



Gici Toys
 Booth: G96
 Dedicated to the



creation, design, development and manufacture of toys, premiums, gadgets and novelties, Gici works in promotional marketing for all consumer products companies.

Giordano Studios
www.giordanostudios.com
www.greggiordanoart.com
Booth: G87

Global Icons

ELEVATE YOUR BRAND

Global Icons
www.globalicons.com
Booth: G134

Global Icons generates new opportunities through strategic brand licensing which connects brands to new consumers around the world. Select clients include: Ford, Dickey's Barbecue, Fireball Whisky, Hostess, Magic Chef, Turtle Wax, and Vespa, with a full-service agency headquartered in Los Angeles, with offices in Detroit, London and Hong Kong.

Global Licensing Group Sales Booth
www.ubmlicensinggroup.com
Booth: A117

Global Licensing Group Theater
www.licensingweek.com
Booth: A107

Glory Innovations
www.glory-world.com
Booth: H233

Grafizix Co.
Booth: J192



Grumpy Cat
www.grumpycats.com
Booth: L236

GS2
www.gslicensing.com
Booth: A204



Guangzhou Liuhua Fashion Wholesale Market
www.liuhuafashionwholesale.com
Booth: E96

Guangzhou Liuhua has invested 250 million yuan to build Guangzhou Liuhua fashion wholesale market, which is one of the largest upscale indoor clothing wholesale markets in Guangzhou.

Gumby - Prema Toy
www.gumby.com
Booth: G234

H.E.R Accessories
Booth: O258

Haley Art & Design
www.haleyart.com
Booth: F82



Hand Talk
Booth: B142d



Hang Ten
www.hangten.com
Booth: J104

Hasbro
www.hasbro.com
Location: South Seas Ballroom



Healthy Lifestyle Brands
www.healthylifestylebrands.com
Booth: F96

Hexbug
www.hexbug.com
Booth: G95

Historix
www.histx.com
Booth: G106

Hong Kong Trade Development Council
www.hktdc.com
Booth: A134



Howard Robinson & Associates
www.howardrobinson.info
Booth: E86

'Selfies' is the simple concept of critters joining into the worldwide craze for taking selfies. Appealing to all ages with products ranging from surfboards to baby grows, pet products to mobile applications. A nominated finalist in the LIMA International Licensing Awards and U.K. Independent Toy Award's winner.



I.M.P.S
www.smurf.com
Booth: M214



IMPS (LAFIG Belgium) are the official licensors of 'The Smurfs'. The company works with agents worldwide to develop successful licensed merchandising, promotions and retail activities, publishing and broadcasting deals.

Iconix
www.iconix.co.kr
Booth: J192



IMG Worldwide
www.imgworld.com
Booth: G124



WME | IMG Licensing is the largest independent licensing agency in the world with

IMG

more than \$8 billion retail sales. The WME | IMG Licensing global reach and capabilities support their wide portfolio of brands, trademarks and personalities. Client brands include Yamaha, Playboy, National Geographic, Ducati, Cosmopolitan, Volkswagen and Arnold Palmer.

Indian Motorcycle
www.indianmotorcycle.com
Booth: C124

 **Infinity Lifestyle Brands**
Booth: G118

Infinity Lifestyle Brands



is a brand development, marketing, licensing, sports and entertainment company that owns, builds and manages a diverse portfolio of brands including Altec Lansing, Le Tigre, Sports Water and Team Z.

 **Ink A/S**
www.inkgrp.com
Booth: F204

Inki-Drop
www.inki-drop.com
Booth: Q255

International Trade Center
www.export.gov
Booth: U242

The International Buyer Program (IBP) Select



program is a joint government-industry effort bringing thousands of international buyers to the United States for business-to-business matchmaking with U.S. firms exhibiting at major industry trade shows. Whether you are a show organizer, U.S. exhibitor, or international buyer, we can help grow your business.

Inventhelp
www.inventhelp.com
Booth: G188

InventHelp is excited to introduce VIBE, or Virtual Invention Browsing Experience. VIBE is a State-Of-The-Art virtual viewing station which allows your company to privately view ideas for licensing in over 25 categories.



ITV Studios Global Entertainment

 www.itvstudios.com
Booth: L204

ITV Studios offer a catalog of more than 40,000 hours of unmissable television and film. Our global licensing team travels the world, representing some of today's best-loved brands and building partnerships with licensees, retailers and agents to bring licensed products to consumers wherever they are.

 **Japan Connection (Honmoku File)**
 www.hfdesign.co.jp
Booth: B142f

Japan Connection is known for producing properties based in traditional Japanese culture but will introduce its new properties inspired by Decotora at this year's Licensing Expo. Decotora is a Japanese subculture featuring uniquely-designed art trucks.

Jason Naylor Creative
jasonnaylorcreative.com
Booth: E82

Jast Company
www.jastcompany.com
Booth: F226

Jazwares
www.jazwares.com
Booth: K72

JBugs
Booth: J192



Jewel Branding & Licensing
www.jewelbranding.com
Booth: H94



The Joester Loria Group
www.joesterloriagroup.com
Booth: C154



JPatton
www.jpattonondemand.com
Booth: D134

JQ Licensing
www.jqlicensing.com
Booth: E88



Kanahei's Small Animals, Komimzuk
Booth: B142a



Kathy Ireland Worldwide
www.kathyireland.com
Booth: E154

KC Licensing
www.kclicensing.oc.uk
Booth: F88

Kelli Roo Company
www.kelliroo.com
Booth: N251

KFR Creative
www.kfr-creative.com
Booth: F106



King Features Syndicate
www.kingfeatures.com/licensing



Booth: D154

King Features, a member of Hearst Entertainment and



 **SABAN Brands**

GLOBAL LICENSING, CONTENT AND MARKETING EXPERTS


contact@sabanbrands.com | sabanbrands.com

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SABAN'S
POWER RANGERS

BEAST
MORPHERS



Syndication Group, is a distributor of 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.

Kollectico
www.kollectico.com
Booth: S257

**Korea Creative Content Agency**
Booth: J192, J206

Korea Pavilion
www.kocca.kr
Booths: J192, J206

Korea Creative Content Agency is an agency dedicated to promoting all areas of content. KOCCA conducts various support businesses to help Korea's content industry grow into a global leader in the creative economy.

**La Panaderia**
www.panaderia.xyz
Booth: B196

Larry Fanning Art
larryfanning.com
Booth: E80

lawless
ENTERTAINMENT

Lawless Entertainment
www.lawlessent.com
Booth: A92

Lawless Entertainment handles licensing and merchandising campaigns for its clients as well as creates, co-produces, distributes and markets animated

and live-action programming throughout the world for film and television. They work with content providers and have relationships with top film, television, digital, home video, online and mobile distribution entities worldwide.



Learfield Licensing Partners
www.learfieldlicensing.com
Booth: D93

Legendary Entertainment
www.legendarry.com
Booth: K76

LEGO Systems
www.lego.com
Location: Jasmine Ballroom

Lenovo
www.lenovo.com/us/en/jedichallenges
Booth: Q248



Level-5 abby
www.level5.co.jp/abby
Booth: A196



Multi-media company Level-5 abby creates, produces and distributes engaging content for children, adults and game/anime fans worldwide. Their mission is to bring content from Japan to fans globally, across all platforms and devices. Level-5 abby is committed to maintaining its leadership position where the newest technologies and stories intersect.



The Licensing Letter
www.thelicensingletter.com
Booth: B86



Licensing Management International
www.lmiofla.com
Booth: E108



Founded in 1998, Licensing Management offers full service, turn-key strategic licensing and consulting services. They represent Turtle Wax, Starkist, Nissin Foods Cup Noodles and Top Ramen, Retro Brands (Ken-L-Ration, Tender Vittles, Modess, Dash, FeenaMint, Encaprin, Aftate), Nestle Confections: (Nerds, SweeTARTS, LaffyTaffy, Butterfinger, Crunch), and Bloomers!, a lifestyle/edutainment brand for kids.



Licensing Matters Global
www.licensingmattersglobal.com
Booth: D108



Licensing Works!
www.licensingworks.us
Booth: U244



LIMA
www.licensing.org
Booth: E134

As the leading trade organization for the global licensing industry, LIMA's mission is to foster the growth and expansion of licensing around the world and create greater awareness of its benefits to the business community at large. LIMA is the official sponsor of Licensing Expo.



LIMA Members Lounge
www.licensing.org
Booth: A97

As licensing's leading global trade organization, LIMA's mission is to foster the growth and expansion of our industry. Its worldwide members enjoy access to an array of benefits, including extensive educational and networking events. LIMA is the exclusive sponsor of Licensing Expo and events organized by UBM's Global Licensing Group.

Limit Out

www.ratherbehuntinguy.com
Booth: C85



Line Friends

www.linefriends.com
Booth: N214



Lion Forge Labs

www.lionforge.com
Booth: B125

LIONSGATE®



Lionsgate Entertainment

www.lionsgate.com
Booth: N226



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



Lisa Marks Associates

www.lma-inc.com
Booth: H102

LMA brings clients strategic, innovative and breakthrough Licensing and



Marketing expertise from some of the world's leading entertainment and communications companies, consumer brands, and marketing service companies, including Disney, Nickelodeon and Omnicom, combined with the know-how, track record and industry relationships necessary to put together powerful, cohesive, turnkey Licensing programs.



Lisa Parker

www.lisaparker.co.uk
Booth: F86



Little Red Truck Licensing Group

www.littleredtrucklicensinggroup.com
Booth: H86



Live Nation Merchandise

www.lnmlicensing.com
Booth: K214

Live Nation Merchandise is the merchandise and licensing division of Live Nation Entertainment representing more than 150 top music and concert artists worldwide. With offices in San Francisco, Los Angeles, New York, Sydney and London and partners in Japan, Brazil, Argentina, and Chile, LNM truly has global coverage.



LMCA

www.lmca.net
Booth: D128



LoCoco Licensing

www.LococoLicensing.com
Booth: R257



LoCoco Licensing, an established Licensing Agency specializing in the Art & Design category since 1994, is a boutique agency focused on creating mass-appeal art.

Lone Mountain Printing

www.lonemountainprinting.com
Booth: D84

Lonely Dog

www.lonelydog.com
Booth: G103

Lugosi Enterprises

www.belalugosi.com
Booth: B107

Lupita Tradition

www.tulupita.com
Booth: J239

Luv Surf Apparel

www.luvsurfapparel.com
Booth: D80

The Magical Tales

www.themagicaltales.com
Booth: C105

Major League Baseball Players Association

www.mlbplayers.com
Booth: A208

Manu

www.lilledy.com
Booth: H101



Lil' Ledy is a character based lifestyle brand for the female market. With its sophisticated cute style it targets the young women market. The Lil' Ledy brand won "One to Watch Award 2015" handed out to the Best New Brand at Licensing Expo in Las Vegas.

Marvel Characters Appearance Program Company

www.marvelappearance.com
Booth: O255

Matchmaking Service

www.licensingexpo.com/matchmaking
Booth: S234

Mattel

www.mattel.com



Booth: R180

Mattel is a creations company that inspires the wonder of childhood.

Mattel's portfolio of global consumer brands includes American Girl, Barbie, Fisher-Price, Hot Wheels, Monster High and Thomas & Friends, among many others. Mattel has a global workforce of approximately 31,000 people, and operates in over 40 countries and territories.



Meredith Brand Licensing
meredith.com/media_portfolio/brandlicensing.html

Booth: K94

MerryMakers

www.merrymakersinc.com

Booth: C107

Mexico

www.promexico.mx

Booth: N236



MGA Entertainment

www.mgae.com

Booth: U224

Mimi de Bichon Friends

Booth: J192



Mondo TV

www.mondotvgroup.com

Booth: C204

Mondo TV is a "dream factory," with more than 50 years of expertise. In Italy, it's one of the largest European producers and distributors of animated contents. It creates meaningful entertainment for family and kids worldwide. The company also works in L&M activities.



Moon Shine Camo

www.moonshinecamo.com

Booth: F94



Moose Toys

www.moosetoys.com

Booth: E214

Morning Glory Corp.

www.morningglory.co.kr

Booth: J192



Moxie & Company

www.moxieco.com

Booth: D118

Mr. Puppy Productions

www.mrpuppy.com

Booth: B121



MyMediaBox

www.mymediabox.com

Booth: J230

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

Nap Cap

www.napcap.com

Booth: D87

Napp2reality

www.napp2reality.com

Booth: G86

National Geographic Partners

www.nationalgeographic.com

Location: South Seas Ballroom

National Palace Museum

www.npm.gov.tw

Booth : Q249

Nature Cat

www.pbskids.org/naturecat

Booth: G214

NCSOFT

www.ncsoft.com

Booth: J192



NECA

www.necaonline.com

Booth: L194



Maui and Sons

www.mauiandsons.com

Booth: D88

Maui and Sons is an action sports lifestyle brand created in 1980 in Los Angeles California. The brand is distributed and licensed in more than 100 countries across the globe. Come check out the licensing opportunities we offer in dozens of product categories worldwide!



Maui and Sons is an action sports lifestyle brand created in 1980 in Los Angeles California. The brand is distributed and licensed in more than 100 countries across the globe. Come check out the licensing opportunities we offer in dozens of product categories worldwide!

Mauricio de Sousa Producoes

www.monicaandfriends.com

Booth: C214

Maverick

Booth: C102

Members Only

www.membersonlyoriginal.com

Booth: F114

Mercis

www.miffy.com

Booth: M204

Van Gogh collaborates



Vincent van Gogh, *Self-Portrait with Straw Hat*, 1887, Van Gogh Museum, Amsterdam (Vincent van Gogh Foundation, © Van Gogh Museum, © VGME BV.)

Van
Gogh
Museum
Amsterdam

Visit us at booth C82

For licensing opportunities, please contact:
+31 20 5705261 | licensing@vangoghmuseum.nl | www.vangoghmuseum.com

Constantly innovating to produce licensed consumer products across all categories, including toy hard lines and soft lines; award-winning collectible tabletop games through WizKids; and designer urban vinyl and lifestyle accessories through Kidrobot. Select licenses include Marvel, DC, TMNT, Alien, Predator, Blade Runner 2049, Star Trek, A Christmas Story and more.



Nelvana Enterprises
www.nelvana.com
Booth: H214

Nelvana is Canada's animation, distribution and licensing company with global reach to over 160 countries and a vast library of more than 4,000 episodes. Nelvana will be showcasing its latest portfolio of brands including Max & Ruby, Mysticons, Ranger Rob, Soft 'n Slow Squishies and more.

NFL Players Association
www.nflpa.com
Booth: A201

NHC Media
www.nhcmedia.co.kr
Booth: J192



Nickelodeon
www.nick.com
Booth: O180

Nickelodeon, now in its 36th year, is the No. 1 entertainment brand for kids. It has built a diverse, global business by putting kids first in everything it does. The company includes

television programming and production in the United States and around the world, plus consumer products, online, recreation, books and films.



Nintendo
www.nintendo.com
Booth: A209



Nitro Circus
www.nitrocircus.com
Booth: H80

No Worrys
www.noworrays.com
Booth: C81

No Worrays is a lifestyle: Surfing, sunshine and No Worrays! In 1998, the company began offering clothing and items that inspire anyone to Enjoy the Lifestyle we call No Worrays.

OCON
www.ocon.co.kr
Booth: J192

Odd Squad
www.pbskids.org/oddsquad
Booth: G214

Oddfish
Booth: S254

Ollimania
www.ollimania.com
Booth: O254



One Animation
www.oneanimation.com
Booth: L226



One Animation is an Emmy nominated animation studio. Its series—"Oddbods," "Insectibles" and "Rob the Robot"—are aired across 180 countries by 35-plus broadcasters and VOD platforms,

including Cartoon Network, Nickelodeon, Discovery and Netflix.

One Entertainment
www.one-entertainment.com
Booth: D94



Secure · Enhance · Protect



OpSec Security
www.opsecsecurity.com
Booth: A199



For more than 35 years, OpSec has tackled the biggest challenges licensing brands to face. They bring a mix of advanced technology and sector expertise to combat counterfeits, protect royalties, streamline product approvals, manage contracts and assets, and more.

The Palace Museum
www.en.dpm.org.cn
Booth: C108

Paladone
www.us.paladone.com
Booth: A131



Paramount Pictures
www.paramount.com
Booth: U188



Paramount Consumer Products manages worldwide licensing rights for all Paramount properties including classics like The Godfather, Top Gun and Grease. Upcoming opportunities include Amusement Park and Mission Impossible 6.



Patterson International
www.pattersonlicensing.com
Booth: F110



PBS Kids
www.shop.pbskids.org
Booth: G214



Peanuts Worldwide
www.peanuts.com
Booth: G204



Peiyork Emblem
Booth: G104



Penguin Random House
www.penguinrandom-house.com
Booth: B96

The Penguin Random House licensing team represents a rich portfolio of brands across adult and children's publishing, including Mad Libs, Wonder, The Little Engine that Could, Emily Windfield Martin, Corduroy, Uni the Unicorn, and Rachel Ignotofsky's Women in Science.



PGS USA
www.pgsentertainment.com
Booth: N249

PGS Entertainment is an international brand management company, exclusively dedicated to kids and family entertainment and targeting media fields of broadcast, home entertainment, mobile, online, licensing, merchandising and music publishing.

Pin Club
www.pin-club.com
Booth: A124

Ping Solutions
www.pingsolutions.com
Booth: B188

Pixtrend
www.pixtrend.com
Booth: J192



PlayStation
www.us.playstation.com
Booth: S242



PlayStation is all about rich and powerful entertainment that takes people to unexpected places. The company gives players the freedom to express their creativity and share their experiences with the entire world.

Pocket.Watch
www.pocket.watch
Booth: C128



The Pokémon Company International
www.pokemon.com
Booth: G196



The Pokémon Company International, a subsidiary of The Pokémon Company in Japan, manages the property outside of Asia and is responsible for brand management, licensing, marketing, and the Pokémon Trading Card game.

Pop Bottle Studio
www.popbottlestudio.com
Booth: B123

Poppy Digital Artistry
Booth: H87

Portable North Pole
Booth: O257



PPI Worldwide
www.ppiworldwide.com
Booth: A188



Precious Moments
www.preciousmoments.com
Booth: G108

Press Office
www.licensingexpo.com/press
Booth: J88

Prince Kung's Palace Museum
www.pgm.org.cn
Booth: C114

Puppie Love
www.puppielove.com
Booth: G88

Queen of Arts
www.queenofartspaint.com
Booth: J73



Quirky
www.quirky.com
Booth: J98



Rainbow
www.rbw.it
Booth: O192



Rainbow Group is one of the biggest animation studios in the world and a leader in kids' entertainment. Rainbow works across TV and theatrical feature production and distribution, consumer products, theme parks, live shows, publishing, interactive and toys.




Ranger Rick
www.nwf.org
Booth: L244

Red Light Management
www.redlightmanagement.com
Booth: C102

Rediks Graphics
www.rinkinton.com
Booth: J192

Retrobrands USA
www.retrobrands.net
Booth: G80

 **Ripley's Believe It or Not!**
www.ripleyentertainment.com
Booth: C95

ROI Visual
www.roivisual.com
Booth: J206



 **Rovio Entertainment**
www.rovio.com
Booth: C170


Rovio Entertainment is a games-first entertainment company, best known for the Angry Birds brand. The company develops and publishes mobile games (downloaded 4 billion times since 2009), has produced The Angry Birds Movie, and acts as a brand licensor in various entertainment and consumer product categories.

 **RoyaltyZone**
www.royaltyzone.com
Booth: J235

 **RSG Media Systems**
www.rsgmedia.com
Booth: J226


 **Run for Your Lives**
Booth: N257

 **SABAN Brands**

 **Saban Brands**
www.sabanbrands.com
Booth: A159

Saban Brands applies a global 360-degree management approach to growing and monetizing its world-class portfolio of brands through content, digital, marketing, distribution, licensing and retail in markets worldwide. SB's growing portfolio includes Power Rangers, Rainbow Butterfly Unicorn Kitty, Paul Frank, Cirque du Soleil Junior - Luna Petunia, among others.




 **Sanrio**
www.sanrio.com
Booth: Q202

Sanrio is the global lifestyle brand best known for pop icon Hello Kitty. Home to many endearing characters including Gudetama, Chococat, My Melody, Badtz-Maru and Keroppi, Sanrio was founded on the "small gift, big smile" philosophy - that a small gift can bring happiness and friendship to all ages

 **San-X Co.**
www.ingram.co.jp
Booth : A142

 **Scholastic**
Booth: K82

 **Scott Brothers Global**
www.scottlivinghome.com
www.thescottbrothers.com
Booth: J110

SeaBelievers
www.seabelievers.com
Booth: O251



 **SEGA of America**
www.sega.com
Booth: Q236

As one of the leading interactive entertainment companies, SEGA cultivates creative talent worldwide with offices in America, Japan and Europe. SEGA's mascot, Sonic the Hedgehog, is a true global brand crossing over from video games into all licensing categories.

Seltzer Licensing Group
www.seltzerlicensing.com
Booth: G127

Seoul Animation Center
www.sba.seoul.kr/eng
Booth: N255

 **Sesame Workshop**
www.sesameworkshop.org
Booth: Q192

Shanghai City Animation Publishing Media Company
www.cityanimation.com
Booth: C114

Shanghai Skynet Brand Management Corp.
www.skynetasia.com
Booth: C114

 **The Sharpe Company**
Booth: A114

Show Daily Office
www.licenseglobal.com
Booth: J90

KATURU

Join-us on Booth **M236!**



Contact us :
antoine.erligmann@alpha-animation.fr
florent.gammino@alpha-animation.fr
cici@auldey.cn

SUPER WINGS

THE TEAM



75+ Broadcasters!




250+ Licensees!



Skullcandy
Booth: G76

Skybound
www.skybound.com
Booth: B115

SmartStudy
Booth: J192

 **Smiley**
www.smiley.com
Booth: E142

The Smiley Company is one of the 150 biggest licensing companies in the world. The trademark is registered in over 100 countries and in more than 12 product categories and has significant exposure through licensees in sectors such as clothing, home decor, perfumery, plush, stationery, publishing and more.

 **Sony Pictures Consumer Products**
www.sonypictures.com
Booth: O214

Sony Pictures Consumer Products and Sony Pictures Television Franchise Licensing are the licensing and merchandising divisions of Sony Pictures Entertainment. 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; ad development of new entertainment products, services and technologies.



Sophie La Girafe
www.sophielagirafe.fr
Booth: K226



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 most famous baby toy in the world. The office is located directly in Vulli's factory in France.



SOPHIE
LA GIRAFE®
~ Paris 1961 ~



Spin Master
www.spinmaster.com
Booth: O236

Splash & Bubbles
Booth: G214



SPLICE Lounge
www.spliceonline.com
Booth: C80



Spotlight Licensing and Brand Management
www.spotlightlicensing.com
Booth: E128



Striker Entertainment
www.strikerentertainment.com
Booth: M226



Sunrights
www.sunrights-inc.com
Booth: B222

Surfvivor Media
www.surfvivor.com
Booth: E81

Surge Licensing
www.surgelicensing.com
Booth: K84

Susan Vizvary Photography
www.susanvizvaryphotography.com
Booth: G81

Suzanne Cruise Creative Services
www.cruisecreative.com
Booth: F87

Suzy's Zoo
www.suzyzoo.com
Booth: A92

Suzy's Zoo is celebrating 50 years! Established by award-winning artist Suzy Spafford as greeting cards featuring over 200 named animal characters, Suzy's Zoo has been on thousands of products worldwide. More than 2 million story and activity books, 250 million greeting cards and 2.4 billion diapers have been sold.

The Swan Princess
www.myswanprincess.com
Booth: A94

Swedroe Licensing
www.swedroelicensing.com
Booth: F85

Sweet Monster
www.sweetmonster.co.kr
Booth: J192



Swissbrand
www.swissbrandworld.com
Booth: E87



Swissbrand is a lifestyle company created to provide travel equipment solutions to travelers worldwide. The company is



INTERNATIONAL LICENSING INDUSTRY
MERCHANTISERS' ASSOCIATION

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licensing business.**

**We drive the
global industry.**

Join us. Let's excel together.

licensing.org

passionate about traveling, and says it wants to inspire its customers to do more, to be more, to feel good and to always explore.

**Synchronicity
Jay@Play**

Synchronicity
www.synclicensing.com
Booth: M194

Featuring Jay@Play's successful FlipaZoo and FlipZee Girls and their latest Crunchimals and Wish Me; Sean Danconia's SupaPop and Super-Pulp Universes; Tootsie Roll Candy Brands; Wham-O; New Jersey Turnpike/Garden State Parkway; Sign of the Apocalypse; and Museum Of Bad Art (MOBA).

Synergy Media
www.synergymedia.co.kr
Booth: J192

Synthesis Entertainment
www.synthesisentertainment.com
Booth: B105

Tabasco Brand
www.tabasco.com
Booth: C80

Terrified Sushi
www.facebook.com/terrifiedsushi
Booth: R254

Terrified Sushi is always terrified of everything including cats, soy sauce and his own reflection. Anything would have terrified Terrified Sushi, an adorable, cute and sushi that is easily scared.

**Tetris - Blue Planet
Software**
www.tetris.com
Booth: S256



Tezuka Productions

www.tezuka.co.jp.en/index.html
Booth: B142c



TOEI ANIMATION



Toei Animation
www.toei-animation-usa.com
Booth: C196

Toei Animation produces TV animation series, theatrical features and OVA.



Toho Co.
www.toho.website
Booth: R234

Toho is one of the leading entertainment conglomerates in Japan and best known as the producer of Godzilla motion pictures. Toho is also the distributor of films, television programs and home video products, the owner of movie theaters throughout Japan and the licensor of merchandising properties.



TOHO



Tokidoki
www.tokidoki.it
Booth: R224



Tokidoki is an internationally recognized lifestyle brand based on the vision of Italian artist Simone Legno and his partners, serial entrepreneurs Pooneh Mohajer and Ivan Arnold. Since 2005, tokidoki has amassed a cult-like following for its larger-than-life characters and emerged as a sought-after global brand.



Toon Studio
Booth: R256

**Trademarking
Resources**
Booth: C124



TSBA
www.tsbagroup.com
Booth: E114

TSBA is a team of licensing experts working with some of the industry's biggest brands. TSBA takes each of its brands on a journey, aiming to reach deep into each brand's DNA to build exciting programs that culminate in the creation of branded products that truly engage the consumer.



Tsuburaya Production Co.
Booth: O253



Tuba n Co.
www.tubaani.com
Booth: D204



**Twentieth Century Fox
Consumer Products**
www.foxconsumerproducts.com

Booth: O200
Twentieth 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.



Ty Inc.
www.ty.com
Booth: B170

Ty is the manufacturer of one of the fastest selling collection of soft toys in the world. In addition to providing unsurpassed customer service



and support to its licensees and retail partners; Ty's globally recognized red heart hangtag tells the consumer that they are getting the highest quality and value possible.



Ubisoft
www.ubisoft.com

Booth: Q214

Ubisoft is a leading creator, publisher and distributor of interactive entertainment and services, with a rich portfolio of world-renowned brands, including Assassin's Creed, Just Dance, Tom Clancy's video game series, Rayman, Far Cry and Watch Dogs. The teams throughout Ubisoft's studios and business offices are committed to delivering original and memorable gaming experiences



UBM Events Lounge

www.ubm.com

Booth: C94

UBM Licensing ExpoChina

www.licensingexpochina.com/en-us

Booth: B84



Universal Brand Development

www.universalbranddevelopment.com

Booth: F170

Universal Brand Development'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, DreamWorks, and NBCUniversal cable and television.

UPS

www.ups.com

Booth: G94

US Hosiery

Booth: H75

USMC Trademark Licensing Office

www.hqmc.marines.mil/ousmcc/Units/Marine-Corps-Trademark-Licensing-Program

Booth: C80

UUCMM

www.uucmm.com

Booth: N258



Van Gogh Museum Enterprises

www.vangoghmuseum.com

Booth: C82

VIP Lounge

www.licensingexpo.com

Booth: H114



Vistex

www.vistex.com

Booth: H108

Vitamin Angels

www.vitaminangels.org

Booth: H103



Viz Media

www.viz.com

Booth: R202

Over its 30-year history, Viz Media has pioneered new paths in publishing, animation and entertainment licensing of Japanese content in North America. Blockbuster properties, including Boruto: Naruto Next Generations, Jojo's Bizarre Adventure, One-Punch Man and Homestuck, are available as a variety of consumer products for audiences of all ages.



VOOZ



Vooz Co.

www.vooz.co.kr

Booth: R212

Vooz, created and owned of Pucca, Adoonga, Animals, is a character business and marketing company which is conducting merchandising and contents business (animation, brand shop, game, publishing and more) in the world based on character development. Vooz is also doing licensing business for other IP as well.

The Walt Disney Company - Disney Consumer Products and Interactive Media

www.disneyconsumerproducts.com

Location: South Pacific Ballroom



Warner Bros. Consumer Products

www.warnerbros.com

Booth: N180

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Wild Wings Licensing
www.wildwingslicensing.com
 Booth: G85



Women In Toys
www.WomenInToys.com
 Booth: A100



WWE
www.wwe.com
 Booth: J214



WWE is an integrated media organization and recognized leader in global entertainment. WWE programming reaches more than 650 million homes worldwide in 25 languages. WWE has a wide range of consumer products that are manufactured by more than 200 licensees with products in more than 85 countries.



Xrisp
www.xrisp.com
 Booth: J192



Yale University
www.yale.edu
 Booth: F105



You Need Character
www.youneedcharacter.com
 Booth: J192



Young Toys
www.youngtoys.co.kr
 Booth: J192



Zag
www.zag-inc.com
 Booth: A175

Zenescope Entertainment
www.zenescope.com
 Booth: B111

ZeptoLab
www.zeptolab.com
 Booth: D226



Zolan Licensing Agency
www.zolanagency.com
 Booth: G107

Zolan Licensing Agency is a full-service boutique agency representing award-winning international art and designer brands, character licensing, photographers and co-branding including Zolan's Heritage kids brand. The company's mission is to nurture business with quality art and design that is fine, positive and inspirational with an approach to social responsibility.



Zombie Infection
www.zombieinfection.com.ar
 Booth: A112

Zombie Infection is a mobile gaming app and YouTube series targeted toward boys, ages 4-8.



Zoonicorn
www.zoonicorn.com
 Booth: C101

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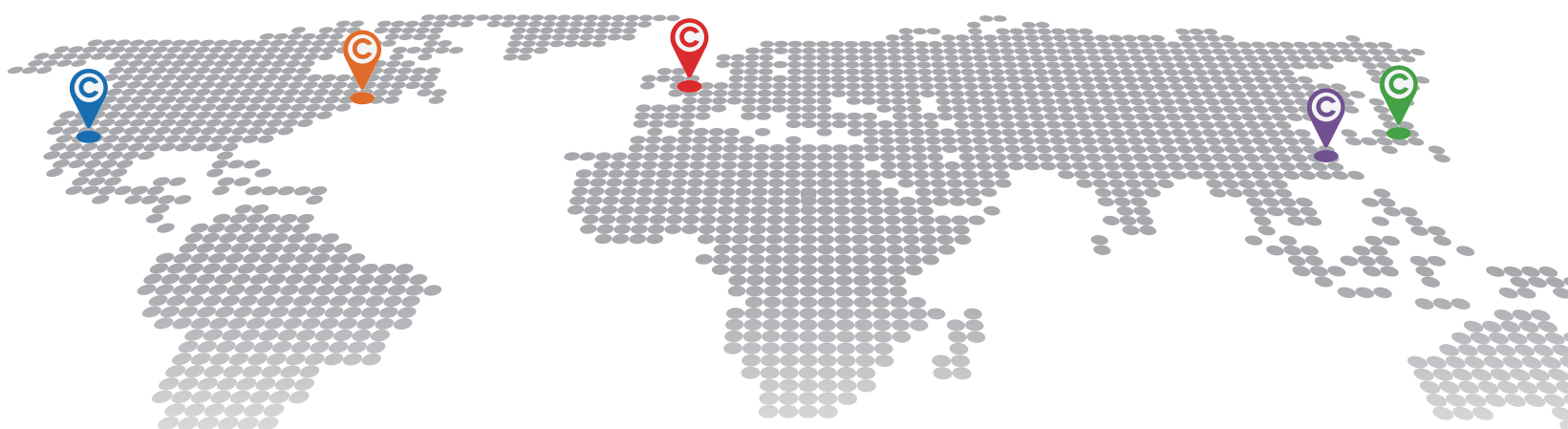


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Charles Riotto Says Goodbye to the Licensing Industry

Charles Riotto, president of the International Licensing Industry Merchandisers' Association, will retire on June 30 after a 21-year career with the organization.

Prior to joining LIMA in 1997, Riotto served as executive director of the International Recording Media Association and previously as marketing director and executive director of the Toy Manufacturers of America. He is currently a member of the board of directors of the New York Society of Association Executives.

Since 1997, Riotto has been in charge of the day-to-day operations of the organization and oversees all LIMA programming around the world. During his tenure, he also served as an industry spokesperson to the trade and consumer media, managed LIMA's relationships with global trade show organizers in licensing and related industries and was responsible for interacting with the organization's board of directors.

Under Riotto's leadership, LIMA has expanded its global footprint, with international membership growth of more than 90 percent. He also established offices in London, Munich, Tokyo, Hong Kong, Melbourne and Mexico City, as well as representation in five additional countries.

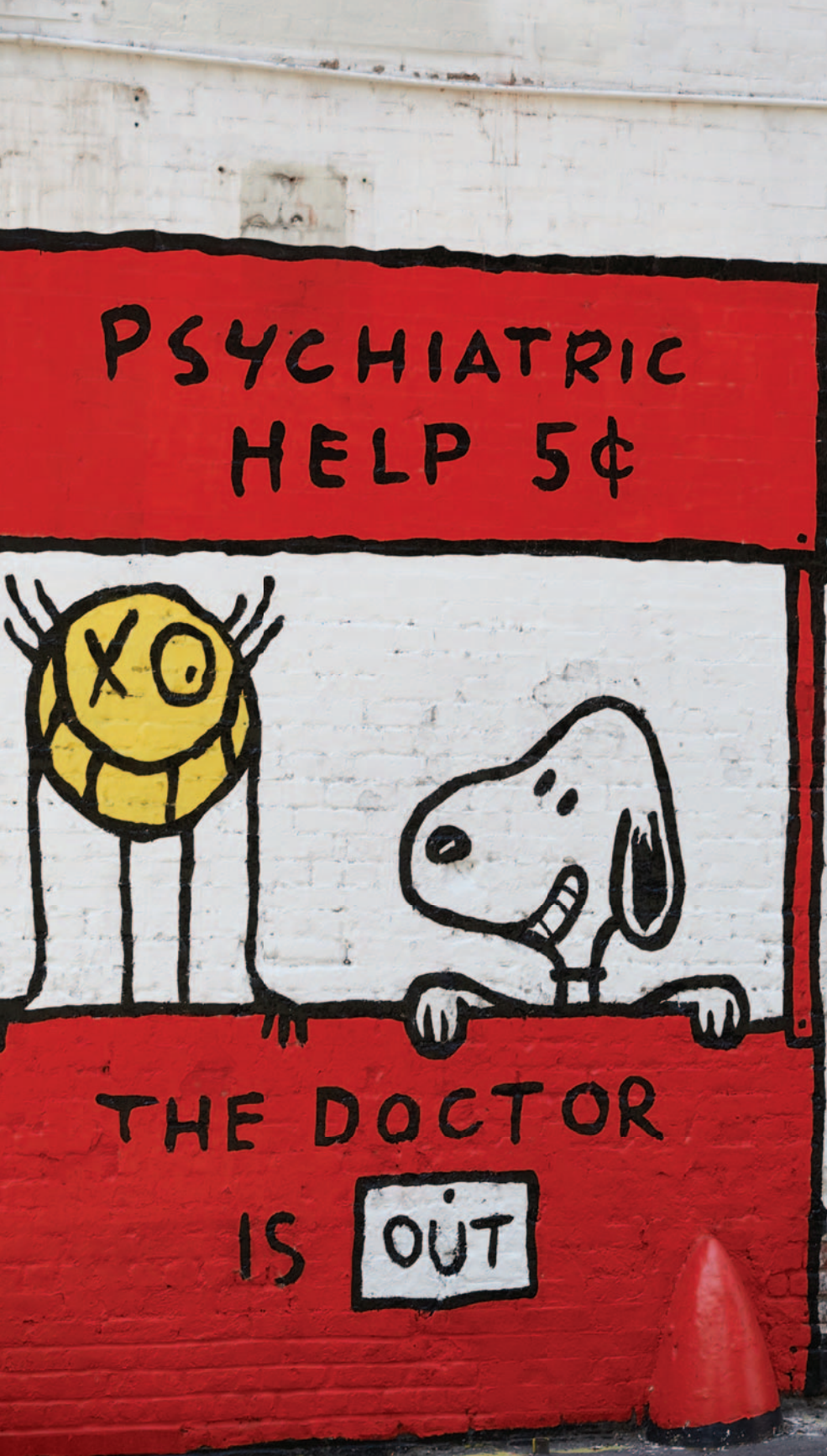
"It has been my personal mission in my years at LIMA to build our brand internationally and to ensure that we are continually focused on global growth, and I am so proud of all that we have accomplished in expanding our global footprint,"

says Riotto. "Back in 1997, nearly all of our members were U.S.-based, and we operated solely out of the New York office. Between LIMA offices being opened and regional representation places, we now have boots on the ground in 14 countries and members in over 40. The LIMA brand is now recognized in all licensing territories around the world by major IP owners and government organizations as the premier professional hub for licensing information. It took time and dedication on the part of everyone at LIMA to make it happen, and I am proud to look back and see the evolution of this Association on a global scale."

With so many achievements, Riotto is sure to have a lot of stories; however, when it comes to his most memorable experience with the organization, he says: "There have been so many memorable experiences over the years that it's almost impossible to pick just one, but I would just say that it is having the incredible opportunity to lead this wonderful organization in this amazingly innovative and creative industry filled with so many talented, bright and special people," says Riotto. "I'm sure the thing I will miss the most is the daily interactions with all the great people I have met along the way."

"I really believe that the licensing industry's best days are still ahead of us," continues Riotto. "This is a truly dynamic business and I feel very fortunate to have been a part of it for the last 21 years. Keep innovating, keep working hard and most importantly, keep having fun."





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Brandgenuity Highlights Another Big Year



Brandgenuity is gearing up for its biggest year yet with a robust portfolio spanning everything from BMW Group to White Castle, MGM Studios and Fur Babies World.

First, the licensing agency will continue the expansion and management of the global licensing program for the BMW Group. It will also grow the licensing program for the new toy brand Fur Babies World, which launched exclusively at Walmart in March and will roll out to other major retailers this year. Brandgenuity is currently seeking licensees across categories including toys, games, puzzles, apparel, accessories, publishing, back-to-school, home and many more.

Brandgenuity is also set to develop lifestyle and food extensions for White Castle; grow the Mrs. Fields licensing program around snacks and desserts including confections, baking ingredients and frozen breakfast goods; and build a licensing program for TCBY with a focus on frozen novelties and yogurt-based snacks.

The agency also signed Anheuser-Busch InBev for licensing in Canada, Europe and Asia. Through the representation agreement, Brandgenuity will explore food extensions in Canada, as well as build on the success of Pave a la Leffe cheese in categories including crackers, condiments and confectionery.

In Europe, Brandgenuity is seeking partners for the Welch's

brand in "better-for-you, mom-approved" food and beverage categories such as juice, frozen fruit, smoothies and more. Meanwhile, Hawaiian Tropic has several new categories, including gifting, in development. Brandgenuity will continue to represent the National Football League Players Association in Europe.

Additionally, Brandgenuity continued its long-time representation of MGM Studios and its library of new and classic titles. In 2018, the agency will work to extend *Anna and the Apocalypse*, *Creed 2* and the animated film *The Addams Family*.

Also in the entertainment category, Brandgenuity will continue to expand the licensing program for the animated series "Oddbods." Most recently, the agency signed on four licensees in toys, apparel, accessories and sleepwear, and will see products launch at major retailers this year. The agency is also seeking licensing partners for "Carmen Sandiego," the new animated series coming to Netflix in 2019, in categories spanning toys, apparel, accessories and more.

Finally, the agency will continue to expand licensing programs for its long-term clients and their brands including Arm & Hammer, Edgewell Personal Care (Hawaiian Tropic, Playtex), MGM (Pink Panther, Rocky, "The Handmaid's Tale" and more) and Viacom (MTV, "South Park," "RuPaul's Drag Race," "Broad City" and more).

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Mondo TV Brings Variety to Vegas

Mondo TV will present its diverse portfolio of properties during this year's Licensing Expo including "Heidi Bienvenida," "Robot Trains," "YooHoo to the Rescue" and "Invention Story."



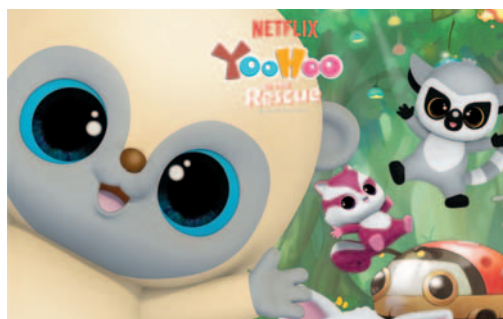
"Heidi Bienvenida" is Mondo TV's live-action, comedy-drama for teens that follows the adventures of a happy, carefree girl who leaves her beloved mountain home to live in the big city. The series is also being extended into a feature film, which will feature many of the cast members from the TV show.



In terms of licensing, the brand boasts a robust program with partners including Panini, which signed a worldwide deal to produce "Heidi"-inspired stickers and magazines; Play Press for coloring and activity books, crosswords and more; Walcor for an Epiphany stocking; Sony for a soundtrack CD; and Penguin Random House Grupo Editorial for Spanish-language books in Colombia, Chile, Argentina, Uruguay and Paraguay.

"Robot Trains," meanwhile, is a new animated series produced by CJ E&M. The series is set in Train World, which is inhabited by talking trains including some that can even turn into robots.

On the licensing front, the series has partnered with Silverlit for toys worldwide as well as Grani & Partners (collectibles), Panini (sticker albums), Grabo (helium balloons), Admiranda (health and personal care), Clean Paper (paper tissue), Villa Giocattoli (bubble soap), Preziosi (confectionery and snacks), La Feltrinelli (publishing), Ravensburger (puzzles and memory games), Modecor (confectionery decorations), Kimbe (live characters and events) and Ciao (carnival costumes, party sets and summer toys), among many others.



Mondo TV will also showcase "YooHoo to the Rescue," a 3D CGI-animated series based on the line of plush toys from Aurora World. Now confirmed as a Netflix Original Series, the show is expected to launch in 2019 and has already secured licensing partners including Panini for publishing worldwide, Dolfín for Easter eggs and confectionery, Nuvita for baby care products, Mondadori for books, Play Press for magic albums and Kimbe for live characters and events. The master toy licensee is also near finalization, and the master toy plush licensee will be, of course, Aurora.

Finally, "Invention Story" follows a little fox and his efforts to build a new invention each episode, allowing audiences to learn more about science and how it works. The series is already committed to five seasons, allowing partners to develop long-term licensing programs.

"With so much to announce and look forward to this is going to be an even busier yet for Mondo than usual at Vegas," says Valentina La Macchia, licensing director, Mondo TV. "These properties are already attracting strong attention from licensees and broadcasters in a number of territories and we are keen to extend their reach even more."



Global Icons Puts a Fresh Shine on Turtle Wax Licensing

Turtle Wax, an automotive care brand, has appointed Global Icons to serve as its exclusive worldwide licensing agent.

"I have been a car collector for many years, and I have used Turtle Wax for that perfect shine," says Jeff Lotman, chief executive officer, Global Icons. "I look forward to expanding this great brand worldwide."

Under the terms of the agreement, Global Icons will expand Turtle Wax's current portfolio of licensees and leverage the Turtle Wax brand into strategic categories.

"Innovation is part of Turtle Wax's DNA—our focus is on research and development of products that meet the ever-changing needs of consumers. This approach has made us a leader in the car care category for more than 70 years," says Daren Herbert, chief marketing officer, Turtle Wax. "Staying ahead of the curve means constantly evolving, and that's why we're exploring new licensing opportunities to complement our best-in-class car care product lines. With smart partnerships, we'll be able to provide consumers with a holistic approach to car care that's grounded in the values Turtle Wax is known for: innovation and quality."

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Brand Central Brings Robust Roster to Licensing Expo

Brand Central, a global brand consultancy, will highlight its vast portfolio of clients during this year's Licensing Expo.

In the food and beverage category, Brand Central will showcase Tapatio, Cap'n Crunch, Sonic restaurants and the Snyder's-Lance portfolio of brands. Within the lifestyle category, the agency represents the STEM brand Rube Goldberg, faith-based property Bible bb's and Pantone.

In the entertainment category, the agency will showcase the Netflix Original series "True and the Rainbow Kingdom," as well as "Mister Roger's Neighborhood." Brand

Central will also feature digital and media brands like YouTuber Jake Paul and his social media label Team 10, "Dance Moms" star Chloe Lukasiak and influencers Cute Girls Hairstyles and Brooklyn & Bailey.

Additionally, Brand Central will feature its trend intelligence service Brand Central Insights, which builds customized trend reports for retailers, brand owners and manufacturers that provide recommendations based on how trends take shape, evolve and gain resonance.

Finally, the agency is expected to announce several new clients during Licensing Expo.



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DHX Reboots 'Mega Man'

In celebration of the character's 30th anniversary, DHX Media will re-launch "Mega Man" in an all-new TV series called "Mega Man: Fully Charged," which will debut on Cartoon Network this August.

Produced by Dentsu Entertainment and DHX Media, and developed in partnership with Man of Action, the 3D-animated boys' action series is inspired by the video game series from Capcom and has been reimagined for the next generation of 5- to 11-year-old fans.

On the consumer products side, Jakks Pacific has signed on as the series' master toy partner and is gearing up to launch a line of toys in spring 2019. The upcoming collection of toys will be based on the series' storyline, allowing kids to bring Silicon City to life as they battle the wickedest of villains alongside Mega Man.

In addition to its broadcast platform, the new series will be available in short-form on YouTube.

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‘Masha and the Bear’ Heads to India

Animaccord, the rights holder for the animated series “Masha and the Bear,” has revealed plans to expand its range of licensed products into India in partnership with its Indian licensing agent Viacom18 Consumer Products.

As part of the expansion plans, The Simba Dickie Group, the brand’s master toy partner for the EMEA region, will release a collection of branded toys, arts and crafts, accessories and construction sets in India in Q2.

The upcoming collection will include a variety of products including plush toys, plastic dolls, figurines, play sets, wooden toys, summer toys, wheeled toys, role play, hand puppet sets, musical instruments, toddler toys and much more.

The range will initially launch at Hamleys’ locations across India, followed by other retailers in the country.

Simba Toys India has also signed on to bring licensed back-to-school products to retail in Q2. The “Masha and the Bear”-



themed collection will include backpacks and trolley backpacks and will be available in major retailers across India.

Finally, Excel Productions Audio Visuals Private has agreed to produce water bottles, lunch boxes and pencil boxes/pouches featuring “Masha and the Bear.”

Viacom18 Consumer Products also represents “Masha and the Bear” in Pakistan, Bangladesh, Sri Lanka, Nepal, Burma, Bhutan and the Maldives.

Beanstalk Energizes New and Renewed Clients

The global licensing agency Beanstalk has revealed new representation agreements and expanded agreements for a host of new consumer products deals ahead of Licensing Expo.

First, the American Cancer Society has appointed the agency to represent its brand and develop and launch a seal-of-approval licensing program that will help further the organization’s efforts.

The new seal-of-approval licensing program will establish specific criteria set by the American Cancer Society that must be met to allow a manufacturer to use the respected ACS seal. Moving forward, Beanstalk will identify partners in categories including sunscreen, cosmetics with SPF, UPF sun care apparel and accessories, UV protectant sunglasses, UV protectant window film and glass and smoking cessation/nicotine replacement therapy products. Additionally, the revenue generated by the licensing program will be directed toward the American Cancer Society’s general operating fund and invested across research, patient services and other organizational priorities.

In a separate deal, Activision has

extended its partnership with Tinderbox, the digital division of Beanstalk, beyond “Call of Duty” to include the video game franchises “Crash Bandicoot” and “Spyro.”

Tinderbox will now actively pursue licensing opportunities in Europe for the brands across multiple categories including collectibles, apparel, fashion accessories, gift and novelty, consumer electronics and home décor, among many others.

“We are thrilled to extend our partnership with Tinderbox in Europe to include ‘Crash Bandicoot’ and ‘Spyro,’” says Philippe Bost, vice president, international consumer products, Activision Blizzard Consumer Products Group. “Tinderbox truly understands video game properties and in the case of ‘Crash Bandicoot,’ its place in entertainment and pop culture. This, combined with their expertise in building major brand extension programs, provides us with an opportunity to reach our fans outside of the core game through a variety of highly relevant, global product extensions.”

Finally, Beanstalk has revealed a number of licensing partners for Energizer Brands.

The brand recently partnered with One

Energy to create The Energizer Power Portal, an online energy marketplace that brings buyers and sellers together in a unique environment and offers both consumers and businesses the ability to seamlessly enroll online as well as compare and shop for the best natural gas and electricity supply options available throughout North America. It also offers other energy related products, resources and tools.

Energizer also partnered Jem Accessories, parent company of Xtreme Cables, to produce and market smart home devices—including cameras, thermostats, plugs, sensors and Wi-Fi speakers—in the U.S., Canada and Mexico. Each device in the collection will be compatible with Amazon’s Alexa, Google Home and Apple HomeKit and can be controlled from almost any location with the “Energizer Connect” app.

“Energizer has always been known for innovation, and the partnership with Jem Accessories reinforces that position through extension into the smart home space with superior connected home automation products,” says Lori Shambro, vice president, marketing, Energizer.





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Garfield Paws at 40 Years



Paws Inc. will celebrate the 40th anniversary of its iconic, lasagna-loving cat on June 19 with a new book, a movie in development, another TV series and a host of new licensed products.

Jim Davis, Garfield's creator, will kick off the celebrations with the launch of Ballantine Books' *Age Happens: Garfield Hits the Big 4-0* and a book signing at Denver Comic-Con, June 15-17. Meanwhile, the rest of the world will lift a supersized cupcake in his honor at events and exhibits in Hong Kong, India, China, Brazil, Japan, Singapore, Germany and the Balkans.

Later this year, an all-new animated series featuring 120 30-second shorts will be released for digital and broadcast. Garfield's original TV series from the '80s and '90s, "Garfield and Friends," will also make a comeback in HD and UHD. A fully-animated Garfield movie is also in development with Alcon Entertainment.

Internationally, Garfield is making his mark with Six Flags in China, having been named the signature character in the children's areas of two new parks. A Garfield debit card was also recently released by Icici Bank in India, and GarfieldEats, a new food delivery restaurant with an entertaining app, is set to open in Dubai. In 2019, a Garfield-themed educational and recreational farm will open in China, offering a hands-on agricultural experience for kids and families.

In the U.S., Garfield will be featured on Bobs for Skechers line of casual shoes. The Hundreds will also feature the classic character on a new range of streetwear.



Finally, "Garfield's Donut Run," an event by Run with Character, is the first of several virtual and actual runs planned for 2018.

Atlantya Adds 'School of Roars' to Licensing Portfolio



ZDF Enterprises has appointed Atlantya Entertainment to serve as the exclusive Italian licensing agent for its animated preschool series "School of Roars."

"School of Roars" is a 7-minute series that helps children prepare for school life by exploring a child's first year through the relationships and experiences of mini monsters. Since they're monsters, the series' characters go to school at night, led by their teacher Miss Grizzliesniff. The class learns lessons on how to be monsters including counting the legs on spiders in math, how to howl at the moon in music or making Blushberry Blob Cakes in cooking, as well as life lessons such as caring, sharing, friendship and fun.

At Licensing Expo, Atlantya will be seeking new licensing partners, merchandising and promotional partners for the brand in categories spanning toys, back-to-school, apparel, gift and FMCG.

"School of Roars" currently airs on Italy's DEA Junior.



Random House Children's Expands *Wonder*

Random House Children's Books has launched several new product lines to broaden its new brand *Wonder*.

Wonder, written by R.J. Palacio, follows the story of an ordinary boy with an extraordinary face and heart. The brand, which is targeted toward kids, 8-12, can currently be found across products including stationery and journals from Clarkson Potter, which are available at Target, Barnes & Noble and more; t-shirts from Changes, which are available at Hot Topic; accessories from Out of Print Clothing; anti-bullying-themed classroom supplies from Raymond Geddes; sleepwear from Intimo; and jewelry from SG&NYC, which is available in specialty stores and online.

Additionally, the brand is being supported by Random House with subway advertising in major

cities and Amtrak with ticket jackets nationwide. The series is also being promoted in schools through the *Wonder* Certified Kind Classroom Challenge.

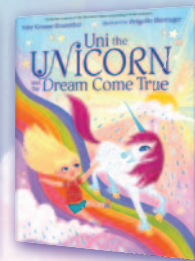
The brand has also inspired a new iOS app, called "Daily Wonder," that provides a precept for each day of the year celebrating goodness and strength.

"The enthusiasm has been strong for the market since day one, and that is a testament to the strength of these unique and successful book properties," says Rachel Bader, director, licensing, Random House Children's Books. "We are delighted to introduce these gorgeously curated products to the trade and look forward to our continued development of other lines based off of some of the best author and illustrator properties in the world of children's publishing."



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9 Story Media Unveils Consumer Products Division

9 Story Media Group has revealed plans to further expand the reach of its properties with a new consumer products division.

The new division will be responsible for expanding brands like “Daniel Tiger’s Neighborhood,” “Colorforms” and “Super Why,” as well as the brand’s 9 Story represents, such as “Wild Kratts,” into a variety of categories. Initially, the company will look at categories that naturally match up with its programs.

“We decided to launch our consumer products division because it’s time,” says Vince Commisso, president and chief executive officer, 9 Story Media Group. “We were very strategic in launching production, moving into distribution and acquiring enough assets that we now feel like we monetize the branding of our shows.

“We’ve never consolidated our brands into once place or offered them to our clients in a uniform basis. We just haven’t had the critical mass to do it at this level until now,” continues Commisso. “It’s really about establishing a corporate presence that has great brands at Licensing Expo.”

To build on its new consumer products division, 9 Story Media Group has brought on Kristin Lecour, vice president, consumer products, and senior director, Canadian sales, as well as Kyra Halperin, vice president, consumer products.

9 Story Media Group was founded in 2002 and has since grown into a robust production and distribution company. In recent years, the company has acquired Brown Bag Films and Out of the Blue Enterprises.

“We’re very deliberate,” says Commisso. “While we are a content-driven company, we are getting to the point where we want to have a relationship with the consumer, and we think licensing and merchandising is fundamental in establishing that relationship. It will give us tremendous insight in regard to the connectivity of IP to kids. We’re very excited about our brands but we’re mostly excited to extend in licensing because we think kids really love our brands too and want to see them in more places.”

Licensing Works! Presents *Little Prince*, Zorro and More

Licensing Works! will showcase its portfolio of iconic brands including *The Little Prince*, Intellivision and Moulin Rouge during this year’s Licensing Expo.

First, *The Little Prince* will celebrate its 75th anniversary this year with an extensive collection of Lesportsac accessories including purses, travel cases, diaper bags and bottle bags. The line will be followed by baby swaddles, quilts and gifts from Little Unicorn, infant/toddler apparel from Finn and Emma and stationery from Running Press. Houghton Mifflin Harcourt will also offer a 75th anniversary edition of the classic novel.

Licensing Works! is currently seeking opportunities across plush, toys, novelty, publishing, games and gifts.

Meanwhile, the agency will develop a new program specifically targeting adults in anticipation of “Zorro’s” 100th anniversary in 2019. New licensing includes long-term physical slot machine gaming from Aristocrat Technologies, online wager gaming from Playtech, new graphic novels from American Mythology and much more. Licensing Works! will also introduce original art posters from Poster Possee and Poster Foundry, tech cases from Caseable and apparel from Pop Threads. It will also announce a new partnership with RedBubble.

Next, Edgar Rice Burroughs and Tarzan have unveiled the first-ever baby brand for the franchise—Tarzanimals. The new brand will kick off with cotton fabrics and a soft book from Riley Blake, which ships this August. The agency will also seek deals in categories such as plush, infant bedding and infant/toddler apparel and accessories.

The Intellivision brand is also preparing for its 40th anniversary with an apparel and novelty program in place from T-Line, Surreal and The Coop. In addition, limited edition art prints by Poster Possee will bring the brand’s game experience to life. Additional partners



include iP2 Entertainment for location-based entertainment venues, set to launch in 2019, and Artovision and Poster Foundry for posters, shadowbox art, desktop and stationery. Planned extensions include electronics, gaming accessories and reengineered use for the brand’s art, sound and gameplay.

Another anniversary taking place in 2019 is Moulin Rouge, which will celebrate 130 years as the world’s most successful French entertainment venue. Key category extensions will include home decor, party, perfume, hair, cosmetics, apparel and accessories.

Next, Licensing Works! will showcase the “Molang” brand, which will see its third season begin airing on Disney in 2019. “Molang” toys are currently available in the U.S., Canada and throughout Latin America at Walmart and other retailers through master toy retailer Jazwares. Scholastic is also on board for publishing.

A range of “Puppy in my Pocket” collectibles from Just Play will also drive new licensing opportunities, which are anchored by partners including Intimo, Calendar Holdings and LeapYear.

Licensing Works! also represents Rainbow Hedgehogs, which is a new creation from illustrator/author Lisa McCue. The new brand will initially focus on toys as well as publishing.

Finally, Kewpie will continue its 100-plus-year tradition of “inspiring happiness” with new products from Riley Blake, Goldberger Dolls, Caseable and Vinca. Licensing Works! will also have additional opportunities available in apparel, collectibles and gifts.

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Endemol Shine Unveils Featured Properties

Endemol Shine North America has revealed its key properties that will be featured during Licensing Expo, including “Peaky Blinders,” “MasterChef,” “Deal or No Deal” and many more.

During Licensing Expo, Endemol Shine will be seeking opportunities across all categories including consumer products, live events, fan experiences, gaming and digital initiatives.

Key properties that will be highlighted on-site include:

- **“Peaky Blinders”**—This award-winner, epic gangster drama is produced in the U.K. for BBC Two and is sold globally by Endemol Shine International. A fifth season of “Peaky Blinders” is set for 2019.
- **“MasterChef” and “MasterChef Junior”**—Both “MasterChef” and “MasterChef Junior” are cooking competition series that air on Fox. Recently announced licensing partnerships include Camp MasterChef, Crafts.com, EatWith, SCS/MC Small Electronics and Penguin Random House Publishing.

- **“Deal or No Deal”**—“Deal or No Deal” will return to TV with its host Howie Mandel as part of CNBC’s primetime lineup in Q4 2018. The re-imagined series will feature the classic high energy and risk-reward, but with some new, exciting twists.
- **“Simon’s Cat”**—This animated comedy series features the antics of a charming cat and his long-suffering owner, Simon. The series celebrated its 10th anniversary in March and is now in more than 100 countries. “Simon’s Cat” also boasts more than 200 licensed products around the world including mobile games and more. Recent deals include Caseable and Isaac Morris.
- **“Page Six TV”**—This daily syndicated show is modeled after Page Six, the New York Post gossip column and website. True to the Page Six signature style, the show’s contributors and insiders deliver in-the-know gossip and news from entertainment, culture, the media, real estate and politics. The series

has been renewed for its second season in more than 90 percent of the U.S. on station groups including Fox, Sinclair, Hearst, Tegna, Cox and the CW, among others.

- **“Mr. Bean”**—With more than 25 years in continual distribution, “Mr. Bean” is broadcast in 195 territories and has seen phenomenal digital growth, with more than 78 million fans on Facebook. The brand is also on YouTube, where it gained 4.5 billion video views in 2017. “Endemol Shine North America’s extensive and expanding global portfolio provides unlimited opportunities for our licensing partners,” says Tamaya Petteway, senior vice president, brand and licensing partnership, Endemol Shine North America. “Offering a wide range of properties, from iconic scripted drama ‘Peaky Blinders’ to global hit game show ‘Deal or No Deal’ and cooking competition franchise ‘MasterChef,’ gives our clients the ability to create a licensing program that will appeal to their target audience.”



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TF1 Introduces 'Barbapapa' to Licensing Expo



Managed by TF1 Licences, "Barbapapa" is a trans-generational brand targeting preschoolers, ages 2-6, as well as young adults, ages 25-35.

The brand, which originally debuted in 1970, features an extraordinary family that, thanks to a few changes in shape and their imagination, can bring to an end even the most difficult problems. The family consists of Barbapapa, Barbamama, Barbabravo, Barbabright, Barbazoo, Barbabeau, Barbabelle, Barbalala and Barbalib.

TF1 currently boasts more than 110 licensees for the brand worldwide but is currently seeking new partners in various territories to build on its nostalgia-driven development strategy.

Additionally, the classic series will also be introduced to the world in 2019 as a new animated series, which is being produced by Normaál. The new program will launch with a major global kids' broadcaster in more than 100 territories, as well as with European broadcasters like TF1 and RAI.

Creative Licensing Adventures with *Bill and Ted*



As *Bill and Ted's Excellent Adventure* gears up to celebrate its 29th anniversary, Creative Licensing has secured a number of licensees ahead of *Bill and Ted Face the Music*, the third film in the franchise.

First, Built Games has launched a standalone *Bill and Ted's* RPG mobile game, called "Wyld Stallyns." The new game allows users to play as a member of the Wyld Stallyns band, alongside Bill and Ted, and travel through time to fight robots disguised as famous historical figures.

"Creating a *Bill and Ted's Excellent Adventure* game is a childhood dream come true," says Mike Pagano, chief executive officer, Built Games. "We have had a great time coming up with a game that we feel honors the most excellent nature of the brand. We've crafted a hilarious story that we think fans are going to love."

Meanwhile, Boom! Studios has released its fourth *Bill and Ted's* graphic novel series, titled "Bill and Ted Save the Universe."

NECA has also created an assortment of figures including a figure of "Death" from *Bill and Ted's Bogus Journey*.

Finally, Middle of the Beyond has released an original ugly sweater and Hawaiian tee design. The company has also created a branded Christmas ornament.



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Artestar Pairs Keith Haring and Coach

Pop art icon Keith Haring and the American luxury brand Coach 1941 have joined forces once again for Coach 1941's summer/spring 2018 collection, as well as a global marketing campaign, in a deal brokered by Artestar.

The new collaboration will showcase Haring's bold graphics across a collection of ready-to-wear, handbags, small leather goods, footwear and specialty accessories.

The collection will also be supported with a robust marketing campaign in worldwide markets including New York, London, Hong Kong, Taiwan, Singapore, Malaysia, Japan and China. The marketing campaign will be rolled out across multiple platforms and includes trunk shows, pop-ups, billboards, vehicle wraps, mall activations, interactive VR installations and digital social media activations. It will also include editorial coverage.

Renowned for his contributions in the world of visual art and social activism, Haring one of the most iconic pop artists of the 20th century.

Fred Rogers Welcomes New 'Daniel Tiger's' Partners

The Fred Rogers Company has unveiled a score of new and renewed licensing agreements for its PBS Kids series "Daniel Tiger's Neighborhood."

New partners include:

- Amloid Corp. for construction sets;
- Babiators for children's sunglasses;
- Bioworld Merchandising for backpacks, lunch kits and luggage;
- BRC Toys for ride ons including Daniel Tiger's trolley push car;
- Chouette Publishing for books in French, which will be distributed across Belgium, Canada, France and Switzerland;
- Cottage Door Press for soundbooks;
- Crayola for a Crayola color wonder "mess free" coloring pad;
- Esquire Footwear for footwear, beginning with sandals and sneakers;
- Kahootz Toys for restickable colorform activity sets;
- Sun-Staches for novelty sunglasses;
- Topix Media Lab for activity magazines; and
- Townley for children's bath products, lip balm and hair accessories.

Additionally, The Fred Rogers Company has renewed its agreements with Bendon for color/activity books and boxed sets, BuySeasons Enterprises for party goods,

DecoPac for cake decorations, Happy Threads for apparel and Smilemakers for stickers and temporary tattoos.

"We are very excited to welcome such an outstanding group of licensees to the 'Neighborhood,'" says Paul Siefken, president and chief executive officer, The Fred Rogers Company. "Kids and families have formed a powerful connection with Daniel Tiger, his family and friends over the years, and we are delighted to be working with these top-notch partners to offer even more opportunities for fans to connect with the series in meaningful ways that enrich their everyday lives."

Out of the Blue Enterprises, the brand's licensing agent, which was recently acquired by 9 Story Media Group, will also work to further expand the property into consumer products categories including ride on toys, sound books, footwear, health and beauty and more.

"'Daniel Tiger's Neighborhood' remains a huge hit with kids and families, and we're delighted to work with more market-leading licensees to further build the brand and give preschoolers new ways to engage with their favorite characters in big and small ways each day," says Kyra Halperin, vice president, licensing and marketing, Out of the Blue.





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Perfetti van Melle Snacks on Chupa Chups, Airheads and More

Perfetti van Melle will be present at Licensing Expo with its popular brands Chupa Chups and Mentos, represented by Lisa Marks Associates, as well as its Airheads brand, represented by Seltzer Licensing.

This year, the Chupa Chups brand will celebrate its 60th anniversary with a variety of fashion collaborations from IT Sugar, Uniqlo, Zara, H&M, Cotton On, FILA and many more. The brand is also creating a buzz in food aisles in Europe with the launch of frozen novelty, bakery and drinks, all of which were brokered by Beanstalk. Moving forward, the agency will focus on desserts, beverages and on-menu items.

Meanwhile, following last year's success, Perfetti van Melle and 7-Eleven have teamed up once again to launch an Airheads frozen push pop and a carbonated beverage. Other licensees currently include Bahama Bucks for an Airheads ice drink and Jelsert for mystery flavor freezer bars. In the coming months, Seltzer Licensing will focus on identifying and securing additional partners in categories including food, beverage, lifestyle and housewares.

Finally, the Mentos brand will offer a number of opportunities for licensees with categories spanning apparel, personal care, electronics and sports targeted toward young adults in the U.S. and Europe.



Maui and Sons Pairs with American Eagle

Maui and Sons and American Eagle have joined forces for a direct-to-retail collaboration set to launch this June.

Under the terms of the agreement, American Eagle will manufacture a collection of Maui and Sons apparel like t-shirts, knitwear and more. The retailer also has the rights to Maui and Sons-branded swimwear and accessories like skateboards, caps, towels, Frisbees and even food and beverage items like coconut chips and banana chips.

In developing the vintage-inspired collection, American Eagle flew out to the Maui and Sons headquarters several times to look through archives and pick art that would resonate with consumers.

"It has been a privilege to work with the design team from American Eagle on our upcoming collaboration," says Blake Harrington, executive vice president, Maui and Sons. "The collection looks truly authentic to the heritage of Maui and Sons with a style that fits the American Eagle consumer. We can't wait to see the range in-store."

The Maui and Sons collection from American Eagle will be available in all stores and online, both domestically and internationally.





Funimation Showcases Top Anime Properties

In a move to address consumer demand for anime-related merchandise, Funimation will be on-site at Licensing Expo with 10 of its top anime properties.

The 10 brands, which feature a mix of franchise titles and series, include:

- **“Attack on Titan”**—During this action/adventure series, humanity is forced to retreat behind the towering walls of a fortified city to escape the massive, man-eating Titans that roam the land.
- **“Black Clover”**—Asta and Yuno are two orphans who want the same thing: to become the Wizard King. To reach their goal, they’ll each find their own path to greatness—with or without magic.
- **“Cardcaptor Sakura Clear Card”**—After sealing the last of the Clow Cards, Sakura Kinomoto is ready to face her newest challenge. But just when she settles into a normal routine, a strange dream changes everything.
- **“Dragon Ball Super”** (for U.S./Canada)—When a powerful new enemy threatens Earth, Goku must go from radish farmer to hero, but can he and his friends take on a God?
- **“Dragon Ball Z”** (for U.S./Canada)—Goku, the strongest fighter on the planet, is all that stands between humanity and villains from the darkest corners of space.
- **“Full Metal Panic!”**—It’s tough enough to keep your grades up without having to take off at a moment’s notice to save the world. Just ask Sousuke Sagara, undercover high school student and member

of the mercenary group Mithril.

- **“My Hero Academia”**—In a world where 80 percent of the population has some of kind of super-powered “quirk,” Izuku was unlucky enough to be born completely normal. But that won’t stop him from enrolling in a prestigious hero academy.
- **“Steins;Gate”**—Fueled by their imaginations, Okabe and his friends form a secret laboratory and seek to unlock the mysteries of time travel. Blind to the ramifications of their actions, Okabe and co. aren’t prepared to deal with the side effects that go along with changing the past.
- **“The Seven Deadly Sins”**—When Holy Knights arrest her family, Princess Elizabeth seeks out a group of legendary warriors known as the Seven Deadly Sins and finding them is no easy task.
- **“Tokyo Ghoul”**—Tokyo lives in fear of creatures called Ghouls. But when a young man becomes the first Ghoul-human half breed, he must learn to harness his deadly, newfound powers. To date, Funimation has secured 55 licensing agreements with new and existing partners across categories including collectibles, apparel, toys, games, drinkware, costumes and accessories. The Sony Pictures Television subsidiary is also seeking licensees for all 10 brands across categories like bath and beauty, collectibles of all types, toys, mobile and video games, tabletop games, consumables and costumes.

Cyber Group’s ‘Gigantosaurus’ Gets Master Toy

Cyber Group Studios has appointed Jakks Pacific as the worldwide master toy for its upcoming animated preschool series “Gigantosaurus.”

The partnership will see Jakks design, produce and launch a host of toys inspired by the series including preschool toys, figures, toy vehicles, play sets, outdoor seasonal products, indoor furniture, Halloween costumes, accessories and more.

Jakks’ new product assortment, as well as other licensed products (including new books from Templar), will be available at retailer in fall 2019.

“We are thrilled to be named master toy licensee for ‘Gigantosaurus,’” says Tara Hefter, senior vice president, global licensing, Jakks Pacific. “‘Gigantosaurus’ is an adorable series based on a beloved, best-selling book and we look forward to bringing these loveable dinosaurs to life in a whole new way.”

“Gigantosaurus” is a new preschool series that follows the adventures of four young dinosaur friends as they explore their prehistoric world and they mystery of Gigantosaurus—the biggest, fiercest dinosaur of all. The series is set to launch on Disney Junior worldwide, excluding India and Taiwan, in early 2019.



TSBA Group Transports Top British Brands to Licensing Expo

For those looking for a taste of British nostalgia, the TSBA Group will be on-site with popular British brands including Transport for London, The British Museum, Winning Moves' card game Top Trumps, the Silverstone race circuit and more.

Most recently, TSBA partnered with Hachette Parkworks to create the *Routemaster Bus* partworks magazine, which launched in the U.K. in January and will expand globally over the five-year licensing agreement. Rosland Capital has also signed on to unveil a new coin collection inspired by The British Museum. The series features highlights from masterpieces, beginning with ancient warrior helmets from across two millennia.

The coins also feature a portrait of Her Majesty Queen Elizabeth II.

The agency also tapped Museums and Galleries for a range of stationery inspired by Transport for London and The British Museum. Looking ahead, TSBA will look for opportunities for the new Underground line–The Elizabeth Line.

Meanwhile, Winning Moves' card game Top Trumps will celebrate its 40th anniversary this summer with a breadth of activity. First, Winning Moves will re-launch six retro titles–Fantasy, Crazy Cars, Exotic Sports Cars, Horror and Today's Strikers–using the brand's original imagery. The brand has also partnered with confectionery partner Beacon Confectionery and Super Impulse, which specializes in “world's smallest” versions of retro favorites.

The Silverstone race circuit will also celebrate its 70th anniversary this year. The TSBA Group, which took on the brand recently, currently plans to expand the brand with licensees that can mirror the expansion and future developments at Silverstone.

Finally, the TSBA Group will showcase other British classics like TVR and The AA. Recently, TSBA brokered a deal between The AA and Assured Products for a collection of car essentials including glass cleaner, wash, wax and cockpit shine, which is currently available at Home Bargains in the U.K.

Additionally, the agency has unveiled its second collaboration with Swiss watchmaker Raymond Weil inspired by the rock 'n' roll band AC/DC. The deal builds on the TSBA-brokered David Bowie collaboration, which launched in October 2017, and features the name and image of AC/DC.



Lawless Entertainment to Fete 50 Years of Suzy's Zoo

Lawless Entertainment will celebrate the 50th anniversary of its popular brand Suzy's Zoo, created by award-winning artist Suzy Spafford.

Originally established as a line of greeting cards, Suzy's Zoo has slowly grown to feature more than 200 named animal characters, each based on someone from Spafford's life, on a wide range of social expression products.

In its 50-year history, the brand has been expanded into a score of categories including baby apparel and accessories, premium and

promotional gifts, maternity accessories, digital stickers, emoticons worldwide, limited edition artwork, books, coloring books, balloons, board books and more.

In recent years, Suzy's Zoo was introduced into Plaza Style stores across Japan with a variety of merchandise including plush toys, apparel, dinnerware, puzzles and games, books, cellphone covers and more. The brand will also make its debut in the Korean marketplace later this year.

Furthermore, Suzy's Zoo has been extended

into two animated series–“Adventures in Duckport” and “Little Suzy's Zoo–A Day with Witz.” The first series is currently in production with Mondo TV and multiple broadcast deals are in place worldwide. Meanwhile, the second series is currently being sold for broadcast worldwide.

During Licensing Expo, Lawless Entertainment will seek partners in publishing, children's apparel, toys, games, baby accessories and more.

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