

Amazon: 'The Licensing Industry Can Grow to \$1 Trillion in the Next 10 Years'

Licensing Expo opened its doors yesterday with a keynote panel, entitled "Great Expectations: Pace, Selection, Convenience and the Customer," which explored the landscape of commerce and how customer expectations are rapidly changing.

In addition, Amazon unveiled a new platform that will allow licensors to develop and launch products faster than ever before.

"I'm excited to announce that Amazon is accepting applications for Merch Collab," says Nicholas Denissen, vice president, Amazon. "Merch Collab is a new licensing program where brands can work with vetted

designers and manufactures to help create the largest selection of unique branded merchandise."

So how does Merch Collab work?

Within the portal, licensors big and small can establish brand do's and don'ts as well as creative guidelines. Once a licensor's guidelines are posted, the brand owner will start to

receive product submissions from qualified designers. Then, when a submission is received, brand owners can ask for revisions, reject submissions or approve submissions in under 30 seconds, according to Denissen. **SEE PAGE 86**



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**

Find Photos from Licensing Week and the Show Floor on Pages 88, 89 and 90!

Kaufman Upped to Pres at Viacom/Nickelodeon

Viacom has promoted Pamela Kaufman to the role of president of Viacom/Nickelodeon Global Consumer Products, with global oversight of the consumer products business across Viacom Media Networks and Paramount Pictures. **SEE PAGE 86**

Beanstalk's Tinderbox to Rep ESL eSports Company

Tinderbox, the digital division of Beanstalk, has signed on to represent ESL, the world's largest eSports company, for licensing opportunities in North America and Europe. **SEE PAGE 7**

EVENTS

- **8:30am-9:00am** **Global Partner Group Photo** (GLOBAL LICENSING GROUP THEATER, BOOTH #A107)
- **11:00am-11:30am** **Character Parade** (IN FRONT OF CAFÉ #U256)
- **12:30pm-1:30pm** **Retail Summit** (GLOBAL LICENSING GROUP THEATER, BOOTH #A107)
- **2:30pm-3:30pm** **International Market Panel** (GLOBAL LICENSING GROUP THEATER, BOOTH #A107)
- **4:00pm-5:00pm** **Agents' Business Forum** (GLOBAL LICENSING GROUP THEATER, BOOTH #A107)

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- Dr. Amanda Gummer, Founder



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G204

LIMA Names 2018 International Licensing Awards Winners

The International Licensing Industry Merchandisers' Association held its annual awards ceremony Tuesday night, with Spirit Halloween taking the top honor of Retailer of the Year for its "Stranger Things" program and Amazon walking away with top Digital Product honors for its "Sesame Street" Alexa Skill.

Sally Hansen's Crayola Insta-Dry nail color collection was also named the recipient of the first-ever LIMA Community Choice Award.

Additionally, the evening event welcomed Elias Fasja-Cohen, chief executive officer and founder, Tycoon Enterprises, and Brian Goldner, chairman and chief executive officer, Hasbro, into the LIMA Licensing Hall of Fame.

"This was an outstanding year for the LIMA Awards program. Not only did we receive a record 700 submissions, but 42 percent of the nominees originated from outside the U.S.," says Charles Riotta, president, LIMA. "Tonight's winners truly exemplify the very best of our global industry. They are innovative leaders in their respective categories and across the licensing landscape."

This year's winners include:

Licensed Program

- **Art/Design**—*The Very Hungry Caterpillar*/The World of Eric Carle from Eric Carle Studio/The Joester Loria Group
- **Celebrity/Fashion**—Dear Drew by Barrymore Brands/CAA-GBG
- **Character/Toy Brand**—L.O.L.



Surprise! by MGA Entertainment

- **Corporate Brand**—Pantone by Pantone/Brand Central
- **Digital**—Emoji by The Emoji Company/Global Merchandising Services
- **Film/Television/Entertainment (Animated)**—"Rick and Morty" by Adult Swim and Cartoon Network.
- **Film/Television/Entertainment (Live Action)**—JoJo Siwa by Nickelodeon
- **Food and Beverage/Restaurant**—Guinness by Diageo/Beanstalk

- **Sports**—WWE by WWE
- **Licensed Promotion**—"Masters of the Universe" and *Dirty Dancing* from Mattel and Lionsgate/Born Licensing
- **Location-Based or Experiential Initiative**—National Geographic Encounter by National Geographic
- **Retailer**—Spirit Halloween for "Stranger Things"

Licensed Products

- **Apparel/Footwear/Accessories**—Vans for Peanuts footwear, apparel and accessories
- **Appliances/Automotive/Electronics/Hardware/Housewares/Paint**—Broil Chef for *Star Wars* Tie Fighter Gas Grill
- **Digital (Apps, Software, Video)**—amazon for "Sesame Street" Alexa Skill
- **Food/Beverage**—Brand & Vision for "Sesamstrasse" ("Sesame Street") organic food range
- **Health and Beauty Aids**—Sally Hansen for Crayola Insta-Dry nail color collection
- **Home Décor (Domestics, Furniture, Giftware, Textiles)**—Jay Franco and Sons for "Minecraft" home collection
- **Publishing/Social Expression/Back-to-School**—Lovepop for Beatles pop-up cards
- **Toys/Games/Novelties/Role Play (0-12)**—Cra-Z-Art for Nickelodeon Slime kits
- **Toys/Games/Novelties/Role Play (13-plus)**—The LEGO Group for LEGO *Star Wars* BB-8-75187

IMG to Develop 'Fortnite' Licensing Program

Epic Games, the game developer and publisher of the "Fortnite" game franchise, has appointed IMG to serve as its exclusive worldwide agent for consumer products licensing and promotions.

"Our players want 'Fortnite' things so badly that they're making their own stuff," says Mark Rein, vice president, Epic Games. "We love that passion and think the

FORTNITE

time is right to provide them with official, high-quality products. There's no better company than IMG to help us do that."

"'Fortnite' has captured the imagination of people around the world and has the most amazing universe of environments, tools and heroes to inspire products of all kinds," says Bruno Maglione, president, IMG Licensing. "We are looking forward to providing 'Fortnite's' growing community of fans a great range of creative items that reflect the game's attitude and brand DNA."

Genius Brands International on Fire at Licensing Expo

Genius Brands International is attending Licensing Expo showcasing two new major preschool properties, “Rainbow Rangers” and “Llama Llama, that have both commanded world-class licensing and media partners to-date, including Nick Jr. and Netflix, respectively, and are tracking to become breakout hits for the company.

Currently in production on season one with an all-star production team, including Rob Minkoff (Disney’s *The Lion King* director), Shane Morris (Disney’s *Frozen* co-writer), Tim Mansfield and *New York Times* best-selling author and Emmy-nominated writer Elise Allen (“Dinosaur Train,” “Lion Guard” and “Barbie” specials), the CG-animated series “Rainbow Rangers” is slated to premiere this fall on Nick Jr. The series follows the adventures of seven magical girls who are Earth’s first responders charged with protecting people, animals, resources and the natural beauty of our world.

“We really wanted to speak to the today’s girls—and the mothers of today’s girls—and wanted to get past traditional girl role models and play patterns,” says Lloyd Mintz, senior vice president, global consumer products, Genius Brands. “Girls are more than ready to be the heroes of the shows.”

Genius Brands has created a robust global consumer products program to roll out beginning in spring 2019 and has already signed a line-up of approximately 20 blue-chip, industry-leading licensees across a multitude of consumer products categories. Master licensors include Mattel for toys, MacMillan Publishing for publishing and Bentex for apparel.

Other licensors for “Rainbow Rangers” include:

- A.M.E. for sleepwear,
- Planet Sox for hosiery,
- Handcraft Manufacturing for packaged underwear,
- Bioworld for bags and backpacks,
- Jay Franco for bedding and bath,
- H.E.R. Accessories for jewelry and hair accessories,
- Dynacraft for bicycles,
- Kiddieland for foot-to-floor ride-on,
- Taste Beauty for health and beauty,
- Kid Galaxy bubble toys,
- Ceaco for puzzles,
- Berkshire Fashions for cold weather accessories and
- Disguise for Halloween costumes.

Additional categories planned for the “Rainbow Rangers” program include footwear, games and puzzles, novelty, activity, stationery and back-to-school supplies, boxed role-play, room décor, consumer packaged goods and much more.

Genius Brands has also appointed international agents for “Rainbow Rangers” including Tycoon Enterprises (Latin



America), Centa IP (Australia and New Zealand) and Alicom (Denmark, Finland, Sweden, Norway and Iceland).

“The messaging of the show is universal and will appeal to markets across the world,” says Mintz.

Currently streaming since January, Netflix’s original preschool series “Llama Llama” is also a focus at Licensing Expo. Based on the award-winning and best-selling book series by author and illustrator Anna Dewdney with over 20 million units in print, the animated series stars the voice of actress Jennifer Garner. Produced in 20 different languages, “Llama Llama” is about first childhood experiences and adventures, as well as the connections between the lead character, Llama, and his parents, grandparents and best friends.

For “Llama Llama,” Genius Brands is working on the worldwide expansion of the global consumer products program, focusing on four key categories—toys, juvenile products, feeding and apparel.

Genius Brands has signed multiple licensees to-date, including bedding and room décor from Franco Manufacturing, animatronic plush from Cuddle Barn, Jack-In-the-Box, plush and puppets from Kids Preferred, Intimo for sleepwear, Prime Party for online party supplies and Myself Designs/Myself Belts for belts.

The popularity of Netflix series is currently helping sales of the book series, which works for Genius Brands.

“It’s creating a virtual circle of franchise reinforcement, where to books gave awareness to the TV show, which Netflix never really had before in any of its children’s properties,” says Mintz. “The TV series launches on Netflix, then people who know the book series have gravitated to the TV series.”

A full-scale retail program launch is planned for 2019 and continuing to grow beyond worldwide.

Activision Builds Out ‘Overwatch’

Activision Blizzard Consumer Products Group has unveiled a score of licensees, including a master toy licensee, for its hit video game franchise “Overwatch.”

First, Hasbro has signed on to serve as the brands master toy partner and will create a

wide range of play experiences including a Nerf product line, games and more.

Additionally, The LEGO Group will create multiple “Overwatch” building sets across various price points.

Finally, the brand, among other Blizzard

Entertainment properties, will be featured on a line of exclusive apparel from Uniqlo, which is now available. Uniqlo has also develop a range of t-shirts for titles like “World of Warcraft,” “Hearthstone,” “Diablo III,” “StarCraft II” and “Heroes of the Storm.”

Feisty Pets Named 'One to Watch' at Licensing Expo 2018 by *License Global*

License Global, the premier publication and leading source of news and trends for the global consumer products and licensing industry, today announced Feisty Pets, represented by Surge Licensing, as its annual One to Watch contest winner. The One to Watch contest recognizes and rewards innovation from new Licensing Expo exhibitors and is an official part of Licensing Week, which is hosted by Licensing Expo. Feisty Pets was recognized at 2018 LIMA International Licensing Awards, which took place on Monday, May 22 at Licensing Expo.

Feisty Pets is a hit toy brand known for their interactive plush dolls popularized by teens and tweens as the ultimate prank toy. The various characters including Glenda Glitterpop, Sammy Suckerpunch, Sir-Growls-a-lot and Vicky Vicious surprise their victims with hidden "Stuffed Attitude" emotions that suddenly appear with raging fangs, evil sarcastic grins, or just dumb looking doofus-smiles.

"Feisty Pets is reinventing the toy market through its formidable branding and innovative approach," says Steven Ekstract, brand director, Global Licensing Group, UBM. "Its mass appeal to several generations marks the brand as 'one to watch' and we have no doubt it will see continued success and growth through licensing."

The One to Watch contest is open to any first-time Licensing Expo exhibitors. To be eligible,

the company will not have been licensed before January 1, 2018 and can currently be licensed in only two or fewer product categories. All submissions are judged by the *License Global* team and are individually scored for their innovation in Licensing.

Finalists of the One to Watch competition included:

- **The Magical Tales**—a series of gift books for children that celebrate the "night before." The night before series include: Christmas, Easter, Halloween, Chanukah and Birthday. Each gift book is sold in a gift box with one pouch of "dust" or MAGIC! The Magical Tales series have universal appeal by instilling cherished childhood memories with planned licensing extension in children's clothing, train rides, candy, toys, games, ornaments, party supplies, jewelry, accessories and more.
- **Gaugette**—is a character-based lifestyle brand for girls with a mission to teach them the crucial skill set for achieving their goals. The brand inspires and motivates girls to become future Goal-Getters. Gaugette also plans to enter the toy market by creating tactical board or card games teaching girls the skills and tactics through play. Collectible dolls, each equipped with its own skill box and gadgets (representing a certain skill) are another product within this category.



Jessica Blue and Steven Ekstract, UBM, with Mark Freedman, Renay Freedman and Elan Freedman, Surge Licensing



Jessica Blue and Steven Ekstract, UBM, with Patricia Cardello, The Magical Tales



Jessica Blue and Steven Ekstract, UBM, with Antonija Majstrovic, Manu

Beanstalk's Tinderbox to Rep ESL eSports Company

Continued from cover

Moving forward, Tinderbox will support ESL by developing a consumer products program that leverages the popularity of eSports and that further connects fans to one of the fastest growing spectator sports in the world. The agency will actively pursue opportunities in categories including apparel, fashion accessories, gifts and novelty, consumer peripherals, audio and gaming accessories.

"eSports have officially emerged into the mainstream and ESL has led the way," says Dan Amos, head, Tinderbox. "With exponential growth in attendance, viewership and prize pools, ESL has become the premiere hosting platform for developers and the most prestigious league for teams and players. Tinderbox is proud to join the eSports revolution and we are excited to create a truly best-in-class consumer products program that further connects fans to the non-stop action that ESL provides."

Founded in 2000, ESL has hosted and broadcasted some of the largest eSports events within the multi-billion-dollar industry. Flagship event series including the Intel Extreme Masters, ESL One and Pro League, which draw thousands of fans to stadiums all around the world.

"We are thrilled to partner with Tinderbox to develop a retail licensing program for ESL. Our fans have shown a great appetite for our merchandise at events and we look forward to making products available to them 365 days a year," says David Hiltcher, vice president, shop, merchandise and licensing, ESL. "Tinderbox truly understands ESL's standing at the unique intersection between media, sports, gaming and entertainment. This, combined with their expertise in building major brand extension programs, provides us with an opportunity to allow fans to display their affinity for our brand, while also enhancing their gaming experiences through a variety of highly relevant, global product extensions."

Rainbow and Nickelodeon Team for '44 Cats'

Rainbow has entered into a major broadcast agreement with Nickelodeon for its new preschool property "44 Cats."

Through the agreement, Nickelodeon International will broadcast the 52 x 13-minute animated episodes around the world, excluding in the U.S. and Latin America, in 2019.

"44 Cats" follows the adventures of Lampo, Milandy, Pilou and Polpetta, four homeless kittens who find shelter in a garage that they transform into a clubhouse while helping out their neighboring peers.



ABG Opens Office in China, Builds Brand Partnerships

Authentic Brands Group has opened its international office in Shanghai, as well as launched Winston, a new influencer network, and established new partnerships for its portfolio of brands.

First, ABG Shanghai opened its doors in April and has worked to generate growth for the company's portfolio across the APAC region. The ABG Shanghai team is overseen by Justin Kuan, senior vice president and managing director. More offices are set to open this year in Mexico City and London.

Meanwhile, Authentic Brands Group has also launched Winston, a new proprietary influencer platform managed by the company's in-house digital innovation group. Winston has served as an influencer management tool for brands including Spyder, Juicy Couture, Jones New York and more.

Finally, in recent months ABG has also secured a number of notable partnerships for its portfolio of brands including:

Muhammad Ali

- Socks from Bombas
- **Elvis Presley**
- The Elvis Presley x Coach spring 2017 collection, as well as an apparel and accessories collection for spring 2018 from Coach
- *The Searcher*, a documentary based on the life of the artist from HBO
- **Marilyn Monroe**
- M.Monroe, a new jewelry brand inspired by the star
- *Marilyn! The Musical*, a theatrical experience based on the stars life
- **Julius "Dr. J" Irving**
- "House Call with Dr. J" from Revolver Podcasts
- A footwear collection from Converse
- **Shaquille O'Neal**
- A men's apparel collection from J.C.Penney
- **Thalia Sodi**
- Meal kits inspired by the entertainers Mexican culture from Chef'd
- **Greg Norman**

- "Shark Experience," an innovative and disruptive new technology that promises an enhanced and connected golf course experience from Verizon
- Meal kits inspired by the pro golfer's Australian heritage and an exclusive line of wagyu beef from Chef'd
- **Judith Leiber**
- The exclusive "Money Roll" handbag from Alexander Wang
- 7-bag collection from artist Ashley Longshore
- **Juicy Couture**
- A cashmere tracksuit capsule collection from Farfetch
- Viva La Juicy, a 17-piece range of borer jackets from VFiles
- **Aeropostale**
- 8-piece men's swimwear capsule from Airwalk
- A holiday 2017 collection in collaboration with influencer Sabrina Carpenter
- **Fredrick's of Hollywood**
- A new capsule collection from brand co-owner and official brand ambassador Megan Fox
- **Prince**
- A limited edition Whiteout Racquet and matching branded bag in collaboration with pro tennis player Lucas Pouille
- **Vision Streetwear**
- Brand ambassadorship and promotions from DJ Steve Aoki
- A third men's capsule collection from Topman
- An apparel collection from Coca-Cola in Japan which was available at Spinns and WEGO
- **Tretorn**
- An expanded footwear capsule collection from Andre 3000
- Men's and women's apparel at Nordstrom



Nat Geo Heads to New Heights with ‘Cosmos’ Licensing Program

National Geographic is gearing up to reach the stars with a new licensing program based on the popular series “Cosmos” featuring Neil deGrasse Tyson.

The upcoming licensing program will aim to bring the franchise closer to fans through categories including location-based entertainment, apparel, accessories, gifts, bags, stationery, puzzles, games and calendars.

The new program also comes ahead of the series second season, “Cosmos: Possible Worlds,” which will debut in spring 2019 in the U.S. on both Fox and National Geographic as well as globally on National Geographic in 171 countries and 43 languages.

To coincide with the new series, National Geographic Books will publish the companion book *Cosmos: Possible Worlds* by Ann Druyan, which will serve as a follow up to Carl Sagan’s *Cosmos: A Personal Voyage*.



Discovery Swims into Walmart with Shark Week Exclusives

Walmart is gearing up to celebrate the Shark Week 30th anniversary with a score of products developing in partnership with Discovery.

Beginning this July, 2,500 Walmart locations will offer an array of products including toys, tees, towels, snacks, books and DVDs. In 500 stores, products will be merchandised on a life-sized shark tank, complete with a shark tank photo booth. In addition, shoppers will be treated to an exclusive augmented reality experienced activated in store.

The partnership with Walmart is also part of a huge merchandising program, which is being launched in celebration of the Shark Week anniversary.

“Shark Week is all family

viewing; it’s fun, educational and entertaining,” says Leigh Anne Brodsky, executive vice president, Discovery Global Enterprises. “What better way to bring families closer together than by buying great gear and tuning into the event each night.”

Beyond the exclusive partnership with Walmart, Discovery will have presence at other retailers including Swedish Fish, Build-A-Bear and Vineyard Vines. It will also be in additional categories including food, toys and tech.

Each year, Shark Week takes fascinated viewers on a week-long journey to uncover the secrets of the ocean’s top creature. The event is found in all 220 countries and territories around the globe.

Emoji Pairs with the U.K.’s Chessington Resort

The Emoji company and Chessington World of Adventures in the U.K. have teamed up to launch a six-week campaign featuring souvenirs, activations and more this July.

Bravado, Emoji’s U.K. licensing agent, brokered the deal.



Launching in mid-July, the new campaign will highlight the Emoji brand across daily giveaways, exclusive souvenirs and a special trail. Additionally, several fan-favorite icons will be available for meet-and-greet opportunities around the park.

“The collaboration with Chessington is the kick off to a global brand activation strategy,” says Marco Hüsches, founder and chief executive officer, The Emoji Company. “We want kids and families to experience the world of Emoji outside of the digital space.”

Additionally, to celebrate the campaign, Tesco’s F&F will launch a collection of Emoji-themed children’s apparel. The retailer will also offer visitors a “kids go free” to Chessington special with any purchase throughout the summer.

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Booth #A154

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Sony Looks to Further Expand *Goosebumps*

Following the success of the first film, Sony Pictures Entertainment has signed on to represent the merchandising rights for both the *Goosebumps* film franchise and classic book property.

In the next film, *Goosebumps: Haunted Halloween*, fans can join fan-favorite Slappy and his “friends” on their next adventure.

In addition to new thrills, the film will inspire a host of “ghoulish” consumer products from new and returning licensees. Licensees for *Goosebumps* will be announced at a later date; however, Sony is currently seeking new partners for the program.



Fingerlings is Coming to a Screen Near You

WowWee is set to debut its popular collectible toy brand Fingerlings across a variety of digital content on YouTube.

The first program, called “Fingerlings Tales,” is a short-form animated series that will follow the adventures of Bella, Boris, Gigi, Marge and their friends as they navigate the waters of friendship and family in their hometown of Melody Village.

Meanwhile, “The Fingerlings Show” will serve as a weekly live-action variety show, with Bella and Boris stepping in as hosts. Each episode will take viewers through dance parties, pop culture parodies, open mic comedy and more.

The final program, dubbed “Hangin’ with Gigi,” will feature Gigi the Unicorn as she hosts a weekly conference interview with top toy online influencers, allowing viewers to learn more about their favorite YouTube personalities and their love of the Fingerlings brand.



Sesame Workshop Builds Momentum for ‘Sesame Street’

Sesame Workshop has revealed a robust slate of licensing partners to further grow and extend its classic preschool series “Sesame Street.”

First, in a move that highlights the company’s focus on consumer experience, Sesame Workshop has renewed its previous agreements with SeaWorld and Beaches. The company has also announced a second “Sesame Street” show that will tour with Feld Entertainment as well as Oscar’s Wacky Taxi, a new coaster that will debut at Sesame Place.

On the consumer products side, the licensor has teamed up with Bioworld, Mad Engine, Zara, Puma, H&M, Globe, Lauren Moshi, Drake General Store and Land of Nod (Crate and Barrel Kids) for an assortment of graphic tees, handbags, canvas prints, home décor, skateboards and more.

Sesame Workshop will also release a new inspirational book for adults called *The Joy of Cookies: Cookie Monster’s Guide to Life*.

Additionally, Sesame Workshop’s newest series, “Esme & Roy,” will debut on HBO this year.



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Beanstalk Deals for Bear Grylls, U.S. Army

Beanstalk has secured several new licensees to create new merchandise inspired by celebrity outdoor adventurer Bear Grylls as well as the U.S. Army brand.

For Bear Grylls, the agency has partnered with JMW Sales for a line of branded outdoor camping equipment and survival gear including shelter and overnight campouts, backpacks, cooking utensils, lighting, water purification, accessories, water sports and optics.

The first Bear Grylls products are now available online at Amazon.com and the Bear Grylls e-commerce store. The range is also set to roll out to outdoor and sporting goods retailers, big box retailers, mass, club and catalog.

The outdoor adventurer has also teamed up with Lyte Limited to create a collection of action cameras, wearable cameras and power banks, which will be available across Europe, North America, Australia, New Zealand and South Africa.

Finally, the agency has paired the U.S. Army with Acushnet Company to produce a co-branded line of U.S. Army Titleist golf balls. The partnership will introduce the U.S. Army licensing program to a new sporting segment and will be available this spring at golf courses, golf retailers, sport specialty stores, mass merchandisers and online at Titleist.com/my-titleist.



Fox Serves Up Robust Animation Program

Twentieth Century Fox Consumer Products will bring its powerhouse lineup of animated properties including “The Simpsons,” “Family Guy” and “Bob’s Burgers” to the licensing industry’s biggest event with a raft of new partners.

For “The Simpsons,” Fox has teamed up with lifestyle and athletic partners including Havaianas, Penny Skateboards and State Bicycle. The company has also secured a series of global partners including Krispy Kreme in Australia, Sprayground for backpacks and Finger in the Nose for fashion. The brand has also unveiled an expanded global footprint across fast-fashion retailers.

Additionally, a large-scale marketing activation is set to take place in July in the U.K. as part of the UpFest festival. During the event, three renowned artists from around the world will converge in Bristol to create oversized art interpretations

of the beloved animated family.

Finally, Her-Chain continues to expand its brick-and-mortar “The Simpsons” stores in China.

Meanwhile, for “Family Guy,” Fox has partnered with Diamond Supply, Sprayground and Ripple Junction for a new streetwear program. Toddland is also returning to San Diego Comic-Con to highlight both “Family Guy” and “Bob’s Burgers” with fan-focused merchandise.

“Bob’s Burgers” is also set to expand internationally in anticipation of the 2020 theatrical release of the animated comedy. Ripple Junction, Sprayground and Group Up are on board to supply apparel and accessories; meanwhile, Rizzoli will introduce a pair of titles including the Official Bob’s Burgers Sticker Book. Fox will also celebrate National Cheeseburger Day in September with the brand’s key partner, BoxLunch.



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eOne Unveils Range of 'PJ Masks' Licensees



Entertainment One has unveiled a slate of new licensing partners that are set to transform everyday activities into “PJ Masks”-inspired adventures through a host of consumer products.

New licensees for the preschool series include:

- ASO for antibacterial shape-and-strip bandages;
- Colgate-Palmolive for oral care including battery-operated and manual toothbrushes and toothpaste;
- DecoPac for edible photo cakes and cookie decorations in the U.S. and Canada;
- Give & Go for baked goods featuring house-assembly and cookie-decorating kits;
- Good2Grow for 100 percent juice beverages in containers with character toppers;
- Pez Candy for character candy dispensers with candy; and
- Thermos for stainless steel vacuum insulated “funtainer” bottles and food jars.

“Kids and families just can’t get enough of ‘PJ Masks’ and are looking for new opportunities to incorporate the adventures of Catboy, Gekko and Owlette into their daily lives,” says Joan Grasso, senior vice president, licensing, North America, family and brands, eOne. “We are thrilled to be working with these exceptional companies whose products will enable fans to embrace the positive qualities and messages of the brand.”

Global Icons Takes a Bite Out of Hostess Brands

Hostess Brands has appointed Global Icons to represent its signature treats for licensing.

Moving forward, Global Icons will expand the brand’s most popular treats—including Hostess, Twinkies, CupCakes, Ding Dongs, Ho Hos and Donettes—into a number of new product offerings, allowing consumer to interact with these classic brands in new ways.

“Hostess fans are some of the most passionate consumers in the sector, with an enthusiasm that cannot be contained. We look forward to diversifying the ways in which they can delight and interact with the brand,” says Burke Raine, senior vice president and chief marketing officer, Hostess Brands. “As Hostess continues to expand and innovate, this partnership with Global Icons is an ideal match.”

The licensing agency will also look for licensing partnerships in both the food and non-food categories.

“Global Icons is thrilled to be working with a company like Hostess,” says Jeff Lotman, chief executive officer, Global Icons. “Their brands are highly extendable, with a rich history and unique flavor profiles. These are variables we look for to implement a successful licensing program for our clients.”





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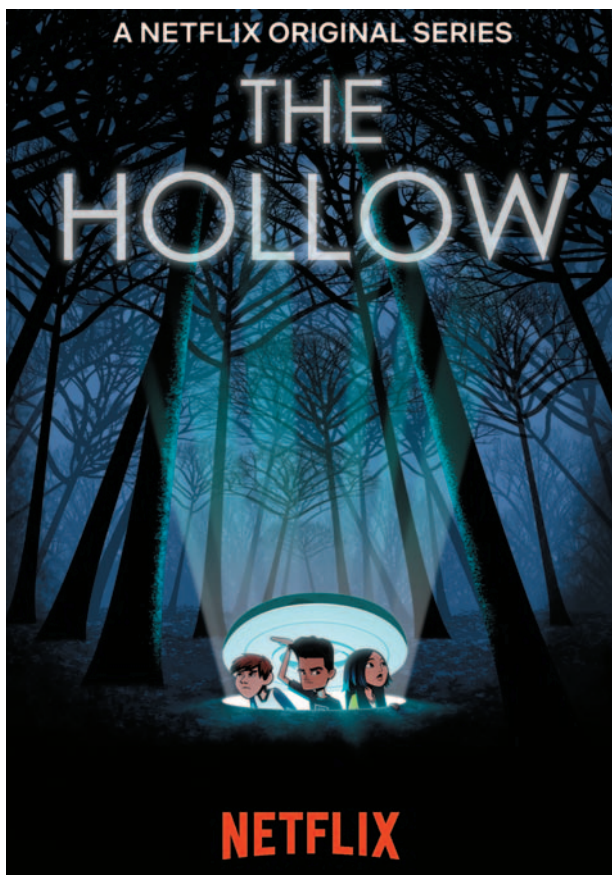


For Licensing inquiries contact:
Sam Ferguson, VP of Global Licensing
sferguson@jazwares.com

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Striker Entertainment Picks Up 'The Hollow'

Vancouver-based animation studio Slap Happy Cartoons has selected Striker Entertainment to oversee the worldwide merchandising and licensing rights for its new animated series "The Hollow," coming soon to Netflix.

"The Hollow" features teen strangers Adam, Kai and Mira who awaken in an underground bunker and try to make sense of where they are, who they are and what connection they have to each other. As they discover a bizarre and dangerous world awaiting them, the three encounter an assortment of strange towns, mythical beasts and other odd characters while trying to find their way home... if only they could remember where "home" is.

"We're excited to be working with Marc, Russell and the team at Striker," says Vito Viscomi, co-creator and partner, Slap Happy Cartoons. "Their proven track record on all aspects of licensing and merchandising is second to none and we can't wait to build 'The Hollow' brand with them."

"When we took a look into 'The Hollow,' we were blown away by the story, characters, themes and production values," says Marc Mostman, partner, Striker Entertainment. "We knew immediately that we could help Slap Happy build a meaningful licensing program to appeal to the different types of fans who are going to love this show."

WBCP Solves Community Initiatives with Scooby-Doo

Warner Bros. Consumer Products and GenerationOn, the youth division of Points of Light, have joined forces to create the "Scooby-Doo 'Doo Good' Campaign," a pro-social, creative initiative aimed at mobilizing kids and their parents to create change in their local communities.

To kick off the campaign, "Doo Good" will focus on three key initiatives throughout the year: save the environment, fight hunger and animal welfare.

The companies have also teamed up to launch 35 new Kids Care Clubs throughout the U.S. Furthermore, \$500 grants will be given to clubs that participate in at least two of the key project themes for the year. Grantees will also receive additional resources to implement hands-on service.

"With a character like Scooby-Doo that parents love and kids can relate to, this is an invaluable connection when looking for ways to make something meaningful for today's kids," says Maryellen Zarakas, senior vice president, franchise management and marketing, WBCP. "By presenting the complexities around social responsibility through engaging programming, we believe 'Doo Good' offers a platform that is easy to understand and easy to activate—and allows us to contribute to helping create the next generation of socially-conscious fans."

Launching alongside the campaign is the dedicated platform ScoobyDooGood.com, which will serve as a home base for parents and their kids to learn about "Doo Good." The platform will feature toolkit guides inspired by this year's themes as well as a badge book for young philanthropists to track their achievements based on the toolkit. The microsite will also spotlight participating kids that #DooGood through social media.

"By engaging children service early on, they begin to lead a civic life, which in turn helps to create a civic culture," says Tamma Tyler, vice president, GenerationOn. "Partnering with an iconic brand like Scooby-Doo allows youth to get excited about service and find ways to participate in a variety of important topics."

The "Doo Good" campaign kicked off on April 15 with the save the environment initiative.



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'Tetris' Falls into 35th Anniversary

The iconic puzzle game "Tetris" is turning 35 next year, and The Tetris Company is readying for the milestone with a lineup of global licensees that will produce new products in 2019 and beyond.

Throughout the years, the Tetris brand has evolved into a lifestyle, which is showcased by fans through branded products like apparel, accessories, bespoke suites, toys and games, home and office décor, lottery tickets and more.

The brand's agency network also continues to grow with Maurizio Distefano Licensing (Italy and Eastern Europe) and Notorious Brands & People (Spain and Portugal). These new appointments will join BN Licensing (Benelux), Branding Streams (Canada), Dentsu (Japan), Home Made Licensing (France) and Lisle International (U.K.).



The upcoming anniversary program will likely span a score of categories including games, beauty, apparel, gear, housewares, decorative items, entertainment experiences and more. Brand representatives will be on-hand at Licensing Expo to meet with licensing delegates.

"For nearly 35 years, 'Tetris' has remained one of the most beloved global video game brands ever," says Maya Rogers, president and chief executive officer, Blue Planet Software, the sole agent for the Tetris brand. "As we head into this historic anniversary year, and to meet the demand of the brand's ever-growing fan base, we've developed a comprehensive consumer products strategy with a keen focus on delivering merchandise and experiences that are unique to each region and culture. We're eager to grow the brand's remarkable footprint by creating meaningful opportunities for brand and licensing expansion in markets around the world."

The Hollywood Reporter to Light Up the Home

The Hollywood Reporter and Kalco Lighting have entered an agreement that will see Kalco Lighting create a collection of *THR*-inspired lighting and decorative mirrors.

The new line is inspired by the "luxury and sophistication" of the publication and will include pieces "infused with west coast, modern elegance."

"Our goal is to provide statement lighting that will help people curate the space they

love the most," says Takayuki Ishii, design director, Kalco Lighting and Allegrì Crystal by Kalco. "The relationship between Kalco and *The Hollywood Reporter* is a natural fit."

The partnership also represents the first *THR* lifestyle brand extension for the Los Angeles-based media outlet, and the *THR* home brand will aim to bring "glamour and cutting-edge design" to consumers looking to create personal spaces.

"We are thrilled to be extending *The Hollywood Reporter* brand into home lighting," says Amy Steinfeldt Ulmann, licensing director, *The Hollywood Reporter*. "The collection will seamlessly blend contemporary design with luxe finishes, including crystal. Kalco Lighting are experts in the industry and we are pleased to be partnering with them on this exciting initiative."

The *THR* lighting collection will launch to the trade in January 2019.

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Seltzer Licensing Adds New Red Cross Partners

The Seltzer Licensing Group is helping to expand the American Red Cross' brand licensing program into new categories with five new partners.

First, LifeStraw has signed on to offer LifeStraw American Red Cross portable water filtration products.

Hydro-Photo, maker of the SteriPen, was also selected to create a Red Cross-branded UV purifier.

Meanwhile, Penn-Plax will develop Red Cross-branded pet first aid, disaster relief and outdoor safety kits, which will help ensure that pets will be "always ready" for emergencies.

Next, 2253 Apparel will launch a lifestyle collection of adult clothing and accessories inspired by the organization.

Finally, 360° Student Travel by Westcoast Connection will take teens to Washington, D.C., on trips to receive emergency preparedness training and perform community service hours for the Red Cross.

"We are delighted to include these new licensees as brand licensing partners," says Steve Glockenmeier, vice president, preparedness, health and safety services, Red Cross. "Their products will assist in preparing consumers for emergencies, whether that be for safe water, training teens in First Aid and CPR/AED skills or enabling the Red Cross brand values to be expressed in lifestyle apparel and accessories."

Additionally, all Red Cross licensed products will feature new branded packaging, which was developed to help consumers easily identify the Red Cross name and the products recommended to have in case of emergency.

"These five new licensees are just the beginning of the exciting brand licensing program we are implementing across the categories of health, safety, emergency preparedness and lifestyle consumer products," says Stu Seltzer, president, Seltzer Licensing Group.



TSBA Group Revs Up Formula E Licensing Program

The TSBA Group is currently seeking partners for the Formula E Championship.

Formula E is the world's first fully electric, single-seater street racing series. The event delivers racing events to 10 cities across five continents, bringing racing rivalries to the streets of New York, Hong Kong, Paris and Rome, among others.

The Formula E licensing program, meanwhile, aims to create partnership with "forward-thinking companies who are looking to invest in the future." The technology and fan engagement of Formula E will be reflected in the consumer products produced across a diverse range of categories targeting young families and city living.





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Toei, Funimation to Fete 30 Years of 'Dragon Ball'

Toei Animation and Funimation have secured a number of new licensing agreements to celebrate the 30th anniversary of the popular anime franchise "Dragon Ball Z" in 2019.

Produced by Toei and distributed in the U.S. and Canada by Funimation, the "Dragon Ball" franchise consists of 19 feature films and four TV series including "Dragon Ball Z" and, most recently, "Dragon Ball Super."



New licensees include:

- China Manufacturing Direct for new collections of FigPins, a combination of enamel pins and collectible figures, based on "Dragon Ball Super" and "Dragon Ball Super Fighter Z."
- Primitive Skateboarding for co-branded "Dragon Ball Z" decks, wheels, apparel, headwear, grip tape, pins, patches,

wallets, drinkware and home goods.

- Just Funky for a collection of auto accessories, home décor, kitchenware, tableware, beverage ware, fashion apparel, miscellaneous small item and impulse items.
- Trends International for calendars and stationery.
- Bioworld for "Dragon Ball," "Dragon Ball Super" and "Dragon Ball Super Fighter Z" t-shirts, fashion tops, bottoms, jackets, skirts, dresses, headwear, bags and stationery.
- Great Eastern Entertainment for "Dragon Ball Z," "Dragon Ball Super" and "Dragon Ball Super Fighter Z" wallets, buttons, pins, keychains, t-shirts, wall art, body pillows and bags.
- Everything Legwear for hosiery based on "Dragon Ball Z" and "Dragon Ball Super."

Last year, Toei also stepped up its game with the Adidas x "Dragon Ball Z"-themed sneaker collection as well as the new game "Dragon Ball FighterZ" by Bandai Namco Entertainment.

In addition to the new partners, the "Dragon Ball Z" 30th anniversary celebrations will include special advertising and fan activations. For example, Toei and Fox Sports are creating

a World Cup commercial for U.S. broadcasters. Toei and Bandai will also kick off a seven-city Dragon Ball North America Tour 2018.

Finally, Toei Animation and Funimation will be actively seeking additional licensing partners at Licensing Expo 2018 for "Dragon Ball Super"- and "Dragon Ball Z"-themed merchandise in a variety of categories including sleepwear, pet accessories, bedding, health and beauty, consumables and construction.



Crayola Ties Up Lion Brand Yarns Deal

Crayola and the Lion Brand Yarns Company have tied the knot on a new deal that will aim to introduce children to crafting with yarn.

"The essence of the Crayola brand is embodied in color, crafting and creativity," says Warren Schorr, vice president, business development and licensing, Crayola. "Crayola has been committed to creating innovative products since 1903 and we are thrilled to partner with Lion Brand Yarn Company, a natural fit and one that truly strikes the core essence of the Crayola brand."

The partnership will also aim give people of all ages an opportunity to combine their knit and crochet projects with the colors they knew and loved as children.

"For most of us, our experiences with color have been with Crayola," says David Blumenthal, president and chief executive officer, Lion Brand. "The iconic green and yellow box is embedded in our childhood memories. Crayola strives to make an emotional connection between color and creative expression, and so does Lion Brand—as shown in our mission of creating a more colorful, connected and giving world."





BBC Writes Up BBC Earth Stationery, Cards

BBC Studios has partnered with Museums & Galleries to debut a collection of BBC Earth-branded greeting cards and stationery at PG Live, June 6-7.

The new BBC Earth greeting cards and gift stationery range features imagery from the natural history series 'Blue Planet II,' 'Planet Earth II' and more.

Mirroring the ecological ethos of the brand, the cards and envelopes are all FSC certified and recyclable. Museums & Galleries has also developed eco packaging.

"We are delighted to be working with Museums & Galleries on new BBC Earth greeting cards and the brand's first gift stationery range," says Anna McArdle, licensing executive, consumer products, BBC Studios. "Given the environmental messaging in 'Blue Planet II,' finding partners with the same values is key to our licensing strategy for BBC Earth. Museums & Galleries have not only delivered an outstanding and environmentally conscious range, but they have done so with passion and sensitivity to our brand."

"It's a privilege to collaborate with BBC Studios on such an iconic and important brand as BBC Earth," says Ben Dorney, creative director, Museums & Galleries. "As you would expect, the range delivers unforgettable images from the animal world, which will resonate with fans of 'Blue Planet II' and 'Planet Earth II.' The ground-breaking spirit of these series has made them a global phenomenon with a vital message, which encouraged us to be innovative with the packaging and production of the range from an environmental perspective too. BBC Studios has been very supportive and fantastic to work with, and we're thrilled with the launch collection. It features an unparalleled British brand with a uniquely relevant story at its heart—that's what we're all about."

'Masha and the Bear' Climbs into European Events

Animaccord has been making a string of moves in Europe to further grow its animated preschool program "Masha and the Bear" with a host of events and activations.

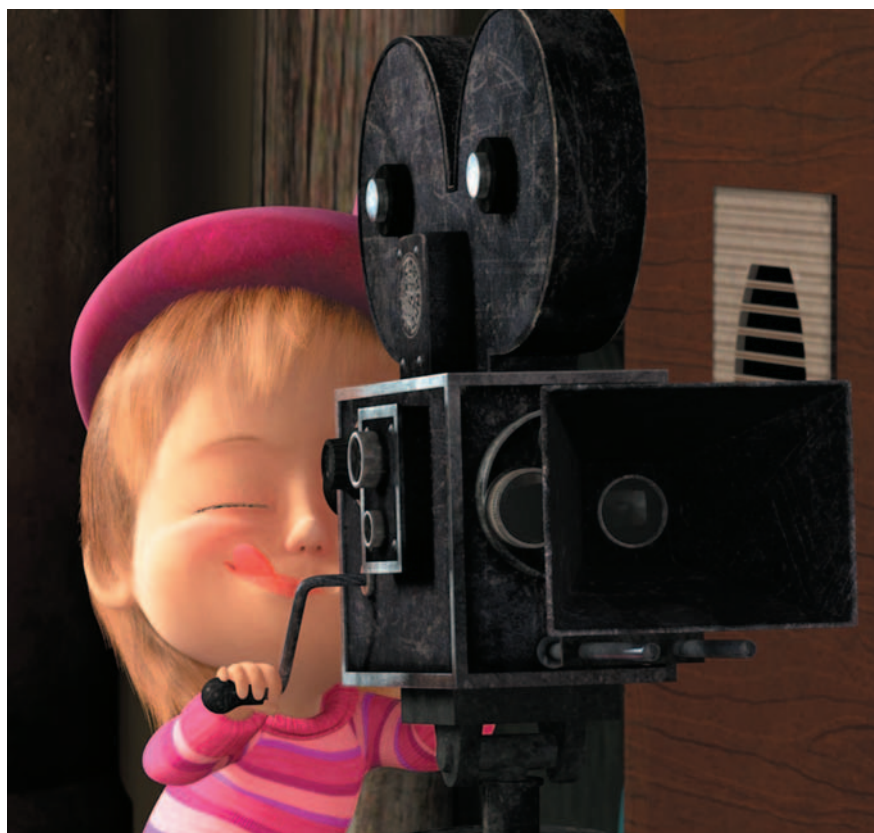
This past spring, the animation studio teamed up with Lemon Live Entertainment in Iberia to bring the series to the stages of Portugal in a new stage show, called "Rescue at the Circus!" The show kicked off in Troia, Portugal, March 31, and will continue across the country until May 27.

During the show, Masha and the Bear perform together with their forest friends and a new character, Igor, an alleged star hunter who longs to find a new talent for his circus and decides to take to the Bear. The Bear leaves for a new applause- and adventure-filled world, but things are not what they seem, and Masha and her friends will need the help of the audience to save Bear from Igor's real plans.

Meanwhile, in the U.K., Animaccord partnered with toy retailer The Entertainer for a spring retail campaign that took place between March 22 and April 25.

During the campaign period, The Entertainer set up "Masha and the Bear"-themed POS displays and hosted a number of interactive meet-and-greet events. The campaign also featured various online and email activities such as social media contests with prizes from Animaccord's partner Simba Smoby Toys.

"The Entertainer is pleased to have the opportunity to focus on 'Masha and the Bear' again for a four-week campaign," says Lianne Barber, senior marketing and licensing manager, The Entertainer. "Last time the results more than exceeded our expectations and we look forward to seeing similar results for this campaign."



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2017 'One to Watch' Winner, Lulu, Adventures into Expo

Renée Graef's Lulu, the winner of *License Global's* 2017 "One to Watch" contest, is packing her bags for Licensing Expo with a host of new products.

Graef has partnered with Sleeping Bear Press to launch a series of children's books. The new titles will follow Lulu, her cousin Rocky and their chaperone Pufferson as they explore

cities and make emotional connections.

Meanwhile, Adbooks has created a 2018 Lulu family wall planner and calendar, including celebratory stickers. The brand is also set to brand off into puzzles, coloring books and paper dolls.

Essential travel accessories are also in the works.

Lulu by artist Renée Graef debuted at Licensing Expo in 2017.

REP Worldwide Inks First Three Licensees for WNBPA

In a move to further develop its group licensing program, the Women's National Basketball Players Association has signed its first three deals via REP Worldwide.

First, sports sock manufacturer Strideline will create a new line of WNBA player licensed socks as part of its inaugural women's collection. The Seattle-based company will also provide players a chance to learn about the business and gain career-building skills through off-season internships as part of a planned WNBA player internship program.

Meanwhile, Build-A-Head has signed on to develop a series of player face cutouts,

face heart cutouts, name and number cutouts, keychains and ornaments.

Finally, Original Retro Brand has partnered for a collection of co-branded t-shirts, long-sleeved shirts and hoodies featuring WNBA players' collegiate name and number. The initial line is expected to include players who attended Connecticut, Delaware, Tennessee, Baylor and Notre Dame.

"Working with REP Worldwide, we are excited to re-energize the women's basketball community with an assortment of fun new products," says Nneka Ogwumike, president, executive committee, WNBPA,

and member, athlete advisory board, REP Worldwide. "Partners like Strideline, Build-A-Head and Original Retro Brand are the perfect fit to launch our licensing program because they have a commitment to the fans, the sport and us, the athletes."

REP Worldwide was launched in November 2017 and is a group player representation business that offers licensing and brand management services to athlete-driven sports properties. The group was founded by NFL Players Inc., the licensing and marketing arm of the NFLPA, the WNBPA and the U.S. Women's National Team Players Association (soccer).





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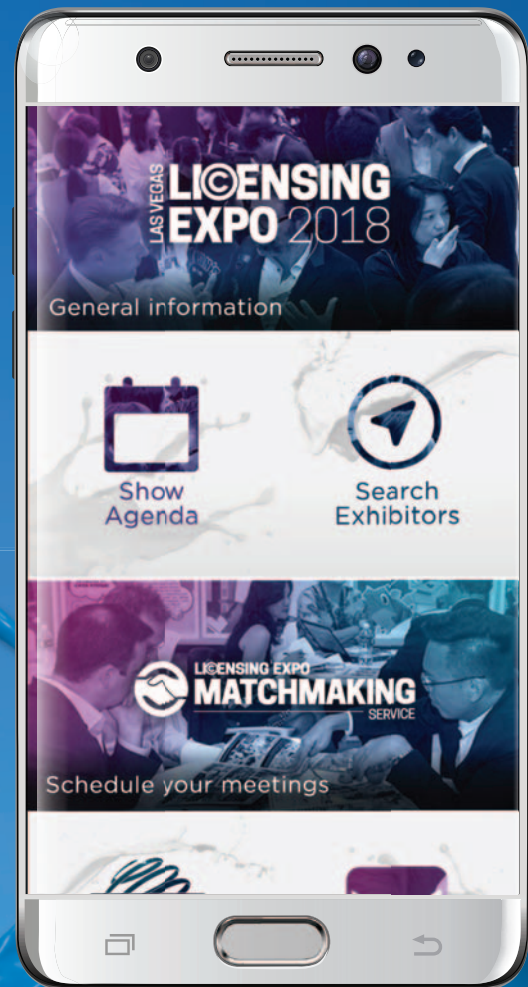
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General Information

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.



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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.



UBM

UBM

(www.ubm.com)

UBM is the largest pure-play business-to-business events organizer in the world. In an increasingly digital world, the value of connecting on a meaningful, human level has never been more important. At UBM, our deep knowledge and passion for the industry sectors we serve allow us to create valuable experiences where people can succeed. At our events people build relationships, close deals and grow their businesses. Our 3,750-plus people, based in more than 20 countries, serve more than 50 different sectors—from fashion to pharmaceutical ingredients. These global networks, skilled, passionate people and market-leading events provide exciting opportunities for business people to achieve their ambitions. For more information, go to www.ubm.com; for UBM corporate news, follow us on Twitter at @UBM.

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: Huleen 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



RAINBOW BUTTERFLY UNICORN KITTY




SABAN Brands

Funrise

GLOBAL LICENSING, CONTENT AND MARKETING EXPERTS

contact@sabanbrands.com | sabanbrands.com

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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!



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

Pixtrent
www.pixtrent.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



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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

Warner Bros. Consumer Products, a Warner Bros.

Entertainment Company, extends the Studio's powerful portfolio of brands and franchises into the lives of fans around the world. With innovative global product programs, retail initiatives, promotional partnerships and themed experiences, WBCP is one of the leading licensing and retail merchandising organizations globally.



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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Check out the schedule below:

Wednesday, May 23rd		Thursday, May 24th	
*Case Study: Five Nights at Freddy's	11:00am-11:30am	*Adjusting to Fashion's New Place	9:00am-9:45am
*The Shape of Toy Retailing in a Changed World	12:30pm-1:30pm	*FutureTech: New Technologies That Will Affect Licensing	10:00am-10:45am
International Market Panel	2:30pm-3:30pm	Explore the Floor	1:00pm-3:00pm
Agents' Business Forum	4:00pm-5:00pm		

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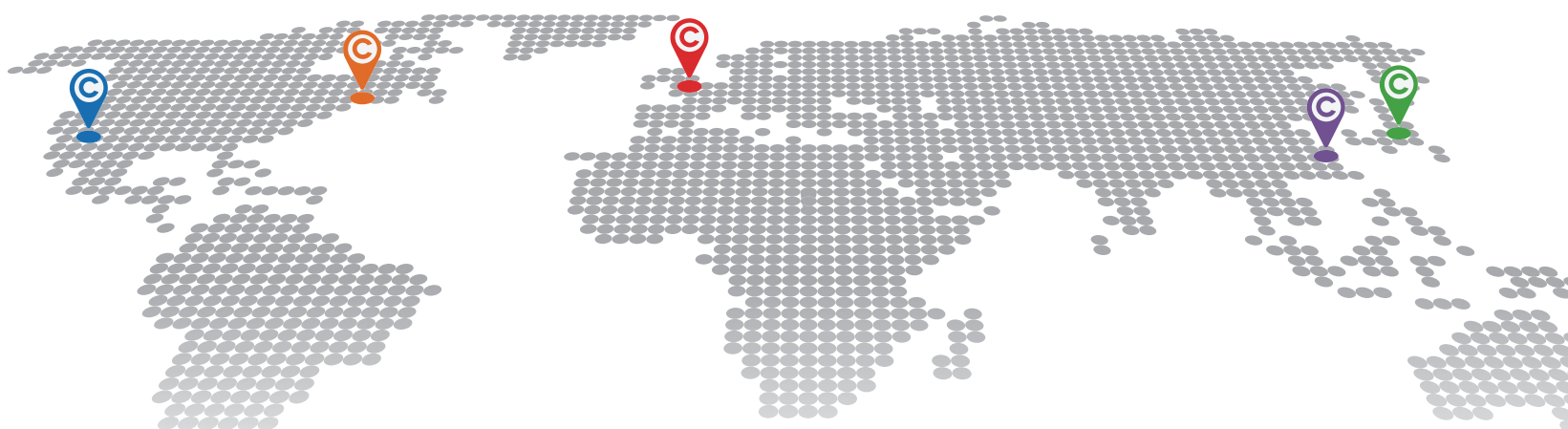


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'Beyblade Burst' Rips into Mobile Games

Sunrights Inc. has signed Epic Story Interactive to develop a new mobile game based on the animated series "Beyblade Burst."

Slated to debut this fall, "Beyblade Burst Rivals" (working title) will be a match-three puzzle battle game for iOS and Android devices. During the game, users will be able to choose their favorite character and follow them on their quest to become a Master Blader as they enter Beyblade Burst tournaments, use rare and powerful Beys and participate in epic battles.

"With an active, growing and global fan base that has grown up consuming entertainment across devices, the 'Beyblade Burst' brand is ripe for partnership with one of the most innovative mobile game studios in the industry," says Kaz Soeda, managing director, Sunrights. "We look forward to working with Epic Story Interactive to add another fun, new dimension to the 'Beyblade Burst' experience."

The "Beyblade Burst" mobile game will initially roll out in North America, South America, Europe, Australia and New Zealand this fall.

"'Beyblade Burst' was our top choice to license for the first game developed under the banner of our new company, Epic Story Interactive," says Ken Faier, president and chief executive officer, Epic Story. "The property has proven itself over and over again with each new generation of fans, which is what we look for in creating epic, action-packed mobile games. We're excited for this opportunity to deliver an incredibly fun game experience that will be enjoyed by millions of 'Beyblade' fans of all ages."



'Odd Squad' Gets Odder with New Licensees

Sinking Ship Entertainment and The Fred Rogers Company have paired with Omni Consumer Products and Trends International for a variety of merchandise inspired by the kids' series "Odd Squad."

Bravado Canada, the series' licensing agent, brokered the deals.

Omni Consumer Products has signed on as an apparel licensee, covering all categories of apparel and accessories ranging from t-shirts to hats.

Meanwhile, Trends International will serve the series' poster partner.

"We are excited to have Omni Consumer products and Trends International on board as partner for 'Odd Squad,'" says Carol Lovell, director, Bravado Canada. "We believe Omni Consumer Products and Trends will help bring the 'Odd Squad' vision to life and allow fans new and exciting ways to engage with the property."

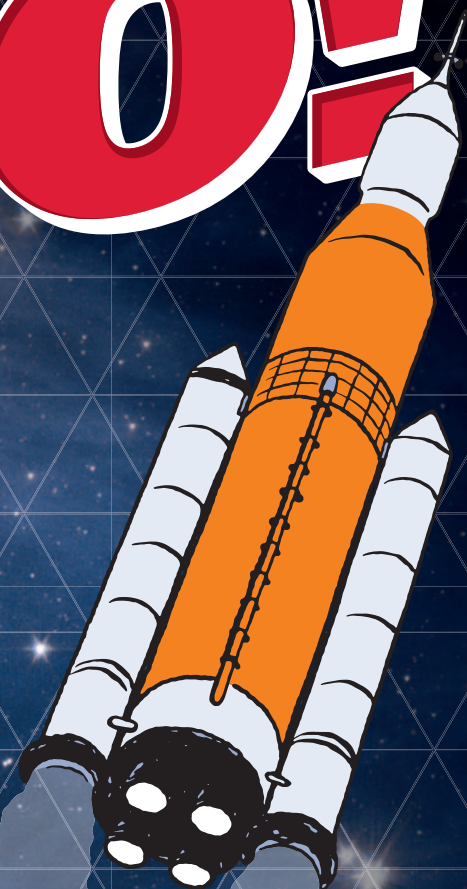
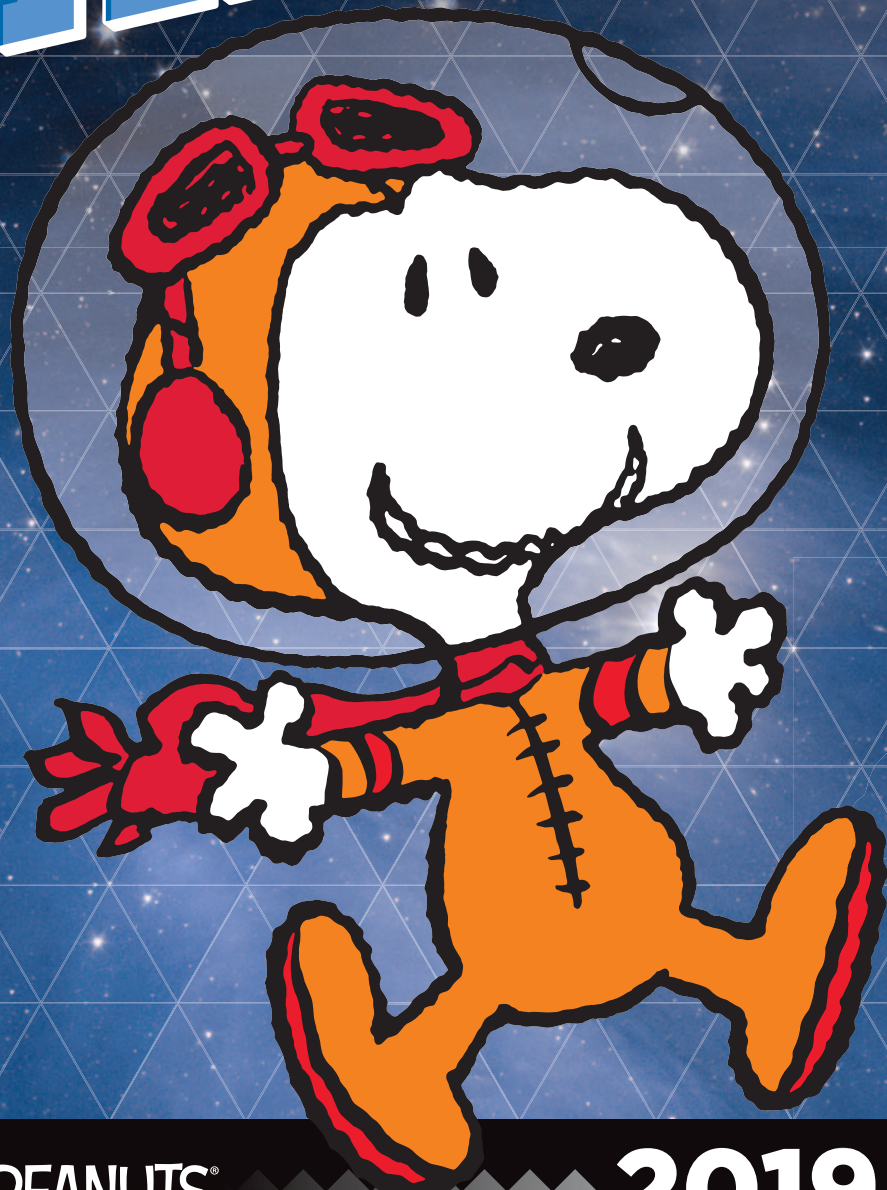
Both Omni Consumer Products and Trends International are expected to launch merchandise lines this summer.

"It's wonderful to see the 'Odd Squad' brand continue to grow and expand across North America and we are confident that OCP and Trends International's high-quality products will be an excellent fit with the show," says Kate Sanagan, head of sales and distribution, Sinking Ship Entertainment.





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Dynamite Entertainment Pens *Altered Carbon* Graphic Novels

Author Richard K. Morgan has teamed up with Dynamite Entertainment to bring his Philip K. Dick Award-winning novel, and soon to be adapted as a Netflix TV series, *Altered Carbon*, to comic book and graphic novel formats with all-new in-continuity stories.

Altered Carbon takes place 400 years in the future, when mankind is strung out across a region of interstellar space inherited from an ancient civilization discovered on Mars. The colonies are linked together by the occasional sublight colony ship voyages and hyperspatial data-casting. Human consciousness is digitally freighted between the stars and downloaded

into bodies as a matter of course.

However, some things never change and when ex-envoy, now-convict Takeshi Kovacs has his consciousness and skills downloaded into the body of a nicotine-addicted ex-thug and presented with a catch-22 offer, he really shouldn't be surprised. Contracted by a billionaire to discover who murdered his last body, Kovacs is drawn into a conspiracy that stretches across known space and to the very top of society.

"We're honored and thrilled to welcome Richard K. Morgan's mind-blowing sci-fi epic to our library of officially licensed literary graphic novels," says Nick Barrucci,

chief executive officer and publisher, Dynamite Entertainment. "Altered Carbon is a world just begging to be visualized in comics! Like our original 'Dresden Files,' 'White Sand,' 'James Bond' and 'Red Rising' projects, the new 'Altered Carbon' comics will provide Morgan's legion of fans with official, never-before-seen stories that they'll absolutely love."

The *Altered Carbon*-inspired comic books and graphic novels will be available at comic book stores worldwide. Digital comics will also be available through Comixology, Kindle, iBooks, Google Play, Dynamite Digital, iVerse, Madefire and Dark Horse Digital.

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Cyber Group Studios Levels Up Interactive Division with Disney Exec

Cyber Group Studios has hired Thierry Braille, former vice president and managing director for Disney Interactive EMEA, to run its new interactive division.

Moving forward, Braille will develop a full IP approach to Cyber Group Studios' brands developed as TV series such as "Gigantosaurus," "Sadie Sparks," "Zorro the Chronicles," "Zou" and "Taffy."

The new interactive division will also aim to develop games and interactive experiences for mobile platforms as well as traditional console platforms like the Nintendo Switch, PlayStation or Xbox and PC.

"We are very pleased to work again with Thierry, a former colleague at Disney Interactive, whose experience will be instrumental in building our interactive gaming division, which I have spent the last year establishing," says Dominique Bourse, chief operating officer, Cyber Group Studios.

THIERRY BRAILLE
head, interactive, Cyber Group Studios





TARGET AGE
5-7

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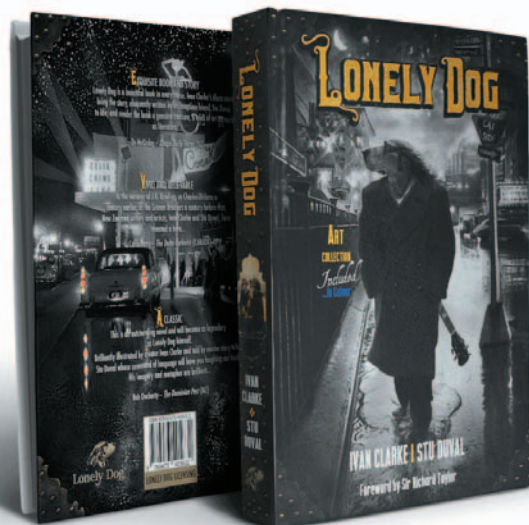
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Lonely Dog Catches its Tail in Publishing

The New Zealand-based art brand Lonely Dog, in partnership with its global representative Intelligent Brand Extension, has released a new novel showcasing a selection of Lonely Dog paintings.

The novel is now available online at LonelyDog.com and will be available at select retailers globally in the second half of 2018. A limited number of books signed by Ivan Clarke, the creator of Lonely Dog, are also available via the brand's online retail store.

"Lonely Dog's creative imagery and storytelling strikes a chord with anyone with an imagination," says Tatiana Whytelord, founder and president, Intelligent Brand Extension. "We are thrilled to announce this new edition of the Lonely Dog novel, where everything comes to live."

Featuring a style that celebrates the nostalgia and vibe of the '50s, Lonely Dog is an art-based property that "brings to life a vibrant fantasy world and its beloved central character." There are currently more than 200 works that highlight Lonely Dog and the world of Alveridge.

"Lonely Dog is an unconventional character brand, which appeals to a wide audience," says Clarke. "Through my paintings, I have discovered another world and the characters that live there. I'm committed to unfolding this world for everyone to see, because when you've been to Alveridge, you never want to come back."

UglyDolls Gets Uglier with New Partners

STX Entertainment and White Space Entertainment have unveiled the first wave of licensing partners for their upcoming feature film *UglyDolls*.

New licensees include:

- Hasbro as the global master toy partner;
- Accessory Innovations for backpacks, bags and more;
- Accutime for watches;
- ASO for bandages;
- Berkshire for cold weather gear, hats, scarves and coats;
- GBG/AME for adult and children's sleepwear;
- Handcraft for kids' underwear;
- High Point for socks, slipper socks and more;
- Hybrid for adult, teen and kids' apparel;
- Innovative Designs for art kits, journals and more;
- Jay Franco for home and bedding;
- Pan-Oceanic Eyewear for sunglasses and swim goggles;
- Party City for paper party products and balloons;
- Pez Candy for Pez candy dispensers;
- Rubie's Costumes for Halloween Costumes;
- S.G. Footwear for adult and kids' shoes and slippers;
- Sakar for consumer electronics,

speakers, headphones, clocks and more;

- SmileMakers for stickers;
- Titan Publishing for art books;
- Whitehouse Leisure for amusement goods; and
- York for wall coverings.

"Our UglyDolls franchise strategy is being built to support our licensees and retailers," says Adam Fogelson, chairman, STXfilms. "We all understand the potential in this brand are thrilled to have such an incredible group of partners for the launch of what we are sure will become a global phenomenon."

The UglyDolls brand, which originally launched as a range of plush and other trend-driven products, is set to kick off with an animated film in 2019 via STXfilms. Additional UglyDolls projects are also in the works across STX's divisions—STXtelevision, STXdigital and STXsurreal—including an all-new animated TV series, set to launch in 2020.

"From a who's who list of partners to incredible retail support, the enthusiasm for this amazing property has been nothing short of astounding," says Stephanie Sperber, chief executive officer, White Space. "It speaks to the inherent appeal of the UglyDoll characters to adults and kids around the world—and licensees and retailers alike can see it."



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CAA-GBG to Rep Romano's Macaroni Grill

CAA-GBG has expanded its portfolio of food and beverage brand representations to include Romano's Macaroni Grill.

Romano's Macaroni Grill is an Italian restaurant that has been serving up family favorites since 1988. Moving forward, CAA-GBG will seek out licensing partners that can help create this experience for consumers are home.

CAA-GBG's other food and beverage brand representations include Anheuser-Busch, Jelly Belly, The Hershey Company and The Cheesecake Factory.



'Oddbods' Gets Master Toy in U.S.

One Animation has tapped KidsStation to serve as the master toy licensee in the U.S. for its animated series "Oddbods."

KidsStation will now create a wide range of "fun, innovative and interactive" themed toys, which will aim to bring

the brand's core values of "fun, laughter and individuality infused with an unexpected twist" to families' homes.

The new "Oddbods" toys are set to launch in Q4 at Target locations across the nation.



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The Brand Liaison Crafts Successful LaurDIY Program

In its first year of licensing, The Brand Liaison has successfully built YouTuber Lauren Riihimaki, popularly known as LaurDIY, into a licensing powerhouse that's available at retailers like Michaels, Target, Ardene, Joann, Hobby Lobby, Walmart, Jet.com, Amazon.com and more.

LaurDIY's current licensing program includes partners like:

- Mattel for a collection of crafting kits including plush animals, desk accessories, frame and clip calendar sets and more;
 - Plaid for a line of crafting tools such as paints, markers, custom embellishments, stencils, stickers, transfers, stamps, patches and trims;
 - Mad Engine for loungewear, sleepwear and accessories;
 - Incipio for tech accessories;
 - The Kersheh Group for loungewear, sleepwear and accessories;
 - Cousin for DIY jewelry kits with gem stones, cording, crowns, stretch and other components selected by the YouTube star;
 - PopSockets for cell phone accessories; and
 - C.R. Gibson for stationery and back-to-school products including notebooks, planners, agendas, pouches and writing tools.
- It also includes promotional partners like Disney, Fanta, Starbucks, Mudd Jeans, DuckTape and more.



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Halloween Readies for 40th Anniversary

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

Creative Licensing, the brand's licensing agent, brokered the deals.

Current licensees on board to mark the milestone include Fright Rags, Kotobukiya, Mezco, Microgaming, Middle of the Beyond, Pegasus Hobbies, NECA, Park Agencies, Universal Horror Nights, Bottleneck Gallery, Licensing Essentials and Mondo, among many others, with a range of products spanning t-shirts, model kits, collectible posters, figurines and more.



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HALLOWEEN

Lisa Marks Deals for Warheads, Pez and More

New York-based licensing agency Lisa Marks Associates has unveiled several new partnerships and program extensions for a number of its key clients, including Warheads, MoonPie and Pez.

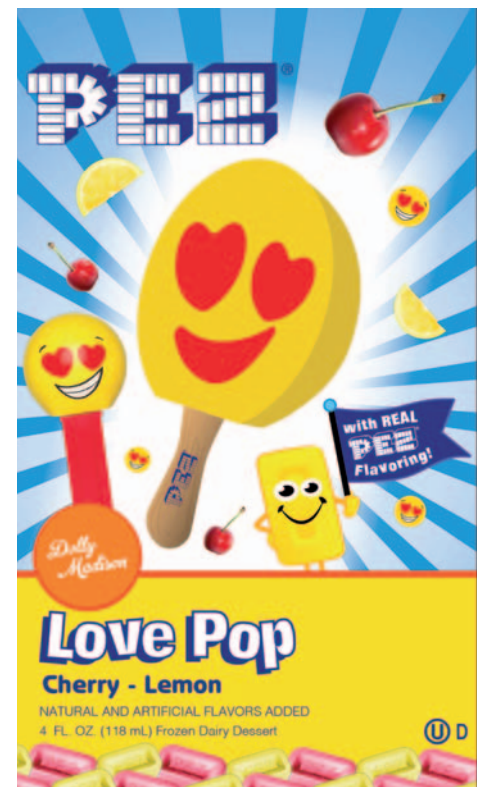
For Warheads, LMA has extended its partnership with Wells Enterprise, whose Warheads Bomb Pops are currently sold nationwide in a variety of flavors, as well as with the supplement company Ghost, which will launch in Canada this summer and launch a new flavor, Ghost Legend x Warheads Sour Green Apple, at GNC in 2018. Ghost is also developing a new product that highlights Warheads' flavors and enables consumers to have a more efficient workout.

Icee is also developing its Warheads-inspired program with additional placement in convenience chain Thornton's, which will showcase the Warheads Watermelon Icee flavor.

Meanwhile, for MoonPie, LMA has teamed up with Old Salem Spirits for a line of spirits that includes the relaunch of MoonPie Moonshine and the introduction of MoonPie Whiskey.

Smarties is also set to expand its consumer products offerings in the consumables category with a new line of candy sprays from Koko's Confectionery. The spray will launch this summer in all distribution channels throughout the U.S.

Finally, for Pez, Bee International has taken on a new candy direction with Pez Fun Straws and Fun Dipper Sticks, which launched in spring 2018. Dolly Madison Ice Cream has also developed a line of frozen treats including Pez Emoji Ice Cream Pops, Fun-Up Pops and Super Pops, which will be available in the U.S. and Canada across a variety of retailers.







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Jewel Branding Reveals New Licensing Partnerships

In celebration of its 10th anniversary, Jewel Branding & Licensing will introduce its new clients Stacy Garcia, Evette Rios, Car Pintos, EttaVee, Heather Land and Cottonflower Studio during Licensing Expo.

Stacy Garcia is a leader in the interior design and hospitality industries with a successful multi-category licensing program that spans furniture, carpets, lighting and more. In 2015, Garcia launched Stacy Garcia New York, a new luxury brand that is licensed in wallpaper, leather, tile and accessories. Moving forward, Jewel Branding will work closely with Garcia to further extend the Stacy Garcia New York brand into additional categories. In addition, the Stay by Stacy Garcia brand will launch a range of products later this year.

Evette Rios is a lifestyle expert, TV host and interior designer hailed as the “Latin Martha Stewart.” She reaches an average of 50 million homes per week with TV shows including “The Chew” and “Recipe Rehab,” as the design buddy for Rachael Ray’s show and as a regular contributor on the “Today Show,” “Univision” and more. Rios’ target demographic is fashionable women and moms who want to embrace and celebrate their heritage, and target categories include apparel, accessories, stationery, calendars, gifts and home.

Next, EttaVee is known for distinct hand-painted, colorful and bold designs created by artist and social media influencer Jessi Raulet. Born and raised in Indiana, Raulet moved to San Francisco where she worked as an art director in advertising. In 2013, she moved to Paris and started creating fine art pieces and designs. Raulet’s work has been featured by “Good Morning America,” “Dancing with the Stars,” FabFitFun, Pantone, PopSugar and others. Categories available for licensing include home, stationery, gifts, apparel, fashion accessories, travel goods, gifts and housewares.

Heather Land, meanwhile, is a social media influencer known for her hilarious and inspiring messages. What all began as a video about her general distaste for Crossfit and her catch phrase “I ain’t doin’ it,” is now a movement and lifestyle brand that has been featured in *Us Weekly*, Yahoo and Scarymommy. Through licensing, Jewel will expand Land’s take on life into gifts, apparel, fashion accessories and more.

Finally, Cottonflower Studio was founded by Brazilian-based designer Marina Oliveira and features a collection of whimsical and on-trend designs inspired by everyday life, animals and travel. Oliveira is steadily growing her social media following, and her brand is rapidly expanding into fabrics, greeting cards, gifts and more. Additional categories available include stationery, gifts, fashion accessories and housewares.

Additionally, Jewel Branding will be on-site at Licensing Expo with other brands from its portfolio including New York Botanical Garden, Rachael Hale, Finlayson, Rongrong DeVoe, Mia Charro, Hang Ten, Nikki Chu, Bouffants & Broken Hearts, Collier Campbell, Lily & Val, Catalina Estrada, Clairebella and Shell Rummel.



‘Wild Kratts’ Swings into Old Navy

The Kratt Brothers Company and Old Navy have joined forces to launch a range of t-shirts inspired by the animated series “Wild Kratts” exclusively at Old Navy locations across the U.S.

The new apparel collection will include short- and long-sleeved boys t-shirts, as well as boys’ sweatshirts. The “Wild Kratts”-inspired t-shirts will debut this September before expanding into Canada, other territories and e-commerce.

Additionally, The Kratt Brothers Company has renewed its partnerships with licensees Wicked Cool Toys, Pressman and Whole Foods Market.

Wicked Cool Toys is on board to expand its offerings in the U.S. and Canada, while Pressman will broaden its lineup with more puzzles and games.

Whole Foods, meanwhile, will launch a variety of new products. The brand’s partnership with Whole Foods launched in 2016 and has since expanded twice, most recently with cereal and fruit snacks for back-to-school 2017. The “Wild Kratts” grocery offerings are also now available on Amazon.

“We’re very excited about our new partnership with

Old Navy and continuing to grow the programs we have with Wicked Cool Toys, Pressman and Whole Foods Market,” says Chris Kratt, creator, producer and co-star, “Wild Kratts,” and co-founder, The Kratt Brothers Company. ““Wild Kratts’ fans are always eager to express their love for

animals and adventure and these partnerships will help fuel their passion by delivering quality products that capture the spirit of the ‘Wild Kratts’ series.”

Produced by The Kratt Brothers Company and 9 Story Media Group, “Wild Kratts” features the animated versions of the Kratt brothers and their friends on expeditions with wild animals from around the world. Complete with animal-inspired gadgets and Creature Power Suits, the series follows Martin, Chris, Aviva and the gang as they get to know all of the animals on the planet and figure out their coolest creature powers.

“Wild Kratts” is currently one of the top three shows on PBS Kids, according to the company, and airs in more than 180 countries. It’s also available in more than 15 languages.



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Dependable Solutions Welcomes New Team Members

Dependable Solutions has welcomed five new team members to its team—Shaun TerBeest, Lana Skyrchak, Tonia Nessler, John Baker and Elliot Murphy.

TerBeest joins Dependable Solutions from a SaaS analytics company. In his new role on the client services team, he will play an instrumental role in supporting the company's clients as their business and teams grow.

Skyrchak, meanwhile, comes to the company from Hanesbrands, where she worked as a licensing coordinator for activewear brands like Champion and C9, using Dependable Solution's software. In her new role, she will provide client support and support documentation.

Nessler returns to Dependable Solutions as a senior client services manager. She boasts four-plus years of client service

experience at the company and more than 13 years of licensing experience, working with both licensees and licensors.

Next, Baker has joined Dependable Solutions' development team. Previously, he was a software engineer at Shamrock Co.

Finally, Murphy comes to the company as operations manager, having previously worked in a number of operations positions in London.

Ink Group Introduces 'Zafari'

The Ink Group is set to introduce a new animated property during Licensing Expo, called "Zafari."

The new animated series tells the story of a group of friends who inhabit a land where all the resident animals have been magically born with an amalgamation of varying skins, patterns and characteristics, making each individual truly unique. The series is also linked with the World Wildlife Fund, with each episode featuring a video aimed at educating viewers about wildlife and wild places on Earth.

The Ink Group will also be showcasing Animaccord's hit series "Masha and the Bear." The series recently launched its third season and has spawned two spin-offs—"Masha's Tales" and "Masha's Spooky Stories."

The Centa IP series "Beat Bugs" will also be featured as part of Ink Group's portfolio during Licensing Expo. "Beat Bugs" is an animated TV series inspired by the music made famous by The Beatles. The show follows the adventures of five charming, funny and lovable young insects who band together to explore and learn in an overgrown suburban backyard, which to them is their entire universe. The multi-territory partnership spans merchandising, publishing, promotions and events, and includes Europe (excluding the U.K.), Russia/CIS and MENA. The Ink Group's initial focus for "Beat Bugs" will be on toys, publishing and apparel.

Next, The Ink Group will present "Moonzy," a new Russian animation that follows a little alien who falls to Earth and finds a new home amongst the inhabitants of a forest meadow. In addition to Russia, the series is set to air in the U.S. with Janson Media for Amazon Prime and HappyKids OTT channel. It will also air with HOP in Israel and with Planet Sony in Turkey.

Finally, the agency will present "Mojicons." The series reveals the behind-the-scenes world of the internet, where the Mojicons live. Sadly, these condensed emoticons are clueless about how the web works, and when a mysterious digital villain steals the @ symbol, causing all electronic correspondence grinds to halt, the Mojicons must undertake a dangerous quest to restore their system.

"This Vegas promises to be even busier than usual for Ink," says Claus Tømming, managing partner, Ink Group. "Masha' is one of the biggest franchises at the moment and season three is already making

waves, 'Zafari' is already creating a massive buzz in the industry, so we have strong expectations for this unique and innovative show. And, of course, we have other very original engaging shows to present from our impressive portfolio—all of them exemplifying Ink's vision of building major brands on the great storytelling that makes our shows stand out."



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The Little Prince Marks 75 Years

Licensing Works! has unveiled a robust number of licensees that will create new products to mark the 75th anniversary of Antoine de Saint-Exupéry's novel *The Little Prince*.

New partners include:

- Houghton Mifflin Hancourt for a 75th anniversary edition of the novel;
- LeSportsac for a collection of themed backpacks, baby, cosmetics and cross body bags;
- Little Unicorn for saddles and quilts;
- Finn and Emma for infant apparel, sleepwear and gifts;
- Riley Blake for a soft-book and fabric line;
- Running Press for a light up rose mini-kit;
- Out of Print for a Nook tablet cover, available exclusively at Barnes and Noble;
- Sockmith for men's and women's socks;
- Rizzoli's Universe for a 2019 calendar;
- Culturenik for boxed gift mugs, bookmarks and prints;

- Cernunnos for an encyclopedia, which will be distributed through Random House;
- Trousselier for music boxes and gifts;
- Vinca for earrings and necklaces;
- Storiarts for infant caps and baby blankets;
- Litogrpahs for t-shirts, scarves and posters;
- Dezign Your Mind for inspirational shower clings;
- G. Arts Design for laser-cut wood décor; and
- Walls360 for a full range of lift-and-place wall graphics.

The Little Prince will also celebrate its 75th anniversary with the Morgan Library & Museum in New York City, which will host a special exhibition of the author's newly discovered drawings as well as special screening of *The Little Prince* animated film.

"It's incredible to see how many people adore *The Little Prince*, and we are thrilled to be working with Licensing Works! to give fans opportunities to celebrate and



participate in the anniversary," says Thomas Riviere, general manager, Sogex, an arm of the estate of Antoine de Saint-Exupéry.

Honmoku Details 'Deco Truck' Sub-Culture in Japan

Honmoku File will present the "Decotora" brand at Licensing Expo, as part of the "Deco Truck" sub-culture in Japan.

According to the company, the Japanese are unsure of who started the trend of decorating trucks, but it is believed to have started in an area of Northern Japan, called Tohoku, in the late '60s. There was also an action/comedy film called *Truck Fellows, No Opinion Needed* from Toei in 1975 that was a massive hit in the region, and since then, the number of "Deco Trucks" saw immense growth.

Honmoku also reports that there was a second "Deco Truck" boom in the '90s and the conventional "retro art"-type trucks were replaced with "super art" trucks featuring multiple illuminated lights. The movement also appeared in Gucci's winter 2016 promotional video.



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'Gumby' Heads to Mobile Games

Prevision/Clokey Productions, in collaboration with Think University, has unveiled a new mobile gaming app featuring Gumby, Pokey and other characters in a variety of mini games, called "Gumby's World."



"Gumby's World" will feature each character in each decade since the 1950's, the decade when the green clay boy was born. Within the app, fans can play games, watch videos, find collectibles and win real "Gumby" prizes

including exclusive trading cards, wall graphics, lenticular postcards, sticker sheets and more.

"I'm proud to announce the launch of the new 'Gumby's World' app, a world of engaging and challenging games for children and adults, which capture the fun, spirit and imagination of the 'Gumby' TV shows," says Joe Clokey, creator, "Gumby."



"It's not your ordinary game. There's an exciting twist—you can win real prizes, like 'Gumby' toys, trading cards and more, which are shipped to your home free of charge. The game environment is rendered in clay, so you feel as though you've entered Gumby's secret world.



"The experience takes you through the various 'Gumby' decades where you collect rare 'Gumby' merchandise in your View Master," continues Clokey. "There are five different games within 'Gumby's World' and lots of surprises, so you'll never run out of things to do. Whether you've been a 'Gumby' fan for years or you're just getting to know him, this game will provide you with hours and hours of entertainment."

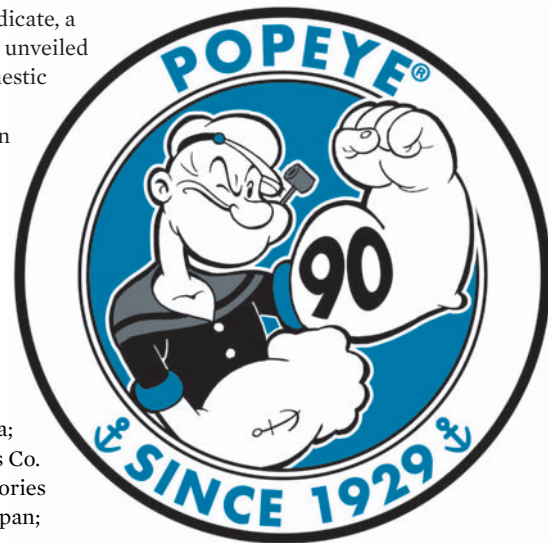
"Gumby's World" is currently available for iOS and Android devices in the U.S.

King Features Rings in New Partners for Popeye's 90th

King Features Syndicate, a division of Hearst, has unveiled a robust lineup of domestic and international partners in preparation of Popeye's 90th anniversary in 2019.

Licenses on board to celebrate the landmark year include:

- Vision/Eleven Apparel for t-shirts and sweaters in Canada;
- American Features Co. for apparel, accessories and novelties in Japan;
- Saborn for adult and children's apparel in Benelux;
- Manifatture for adult and children's apparel in Italy;
- Oaktarget Garments for t-shirts, hoodies and pajamas in the U.K. and Ireland;
- Taymory for swimwear and accessories across multiple territories;
- Chocolate for adult tees in Hong Kong, Macau, China, Taiwan, Singapore, Indonesia, Malaysia, Canada and the U.K.;
- Sperry for footwear;
- Funko for Pop! vinyl figures;
- Mezco Toyz for a collectible figurine;
- Magazine House Co. for Olive Oyl- and Brutus-themed magazine promotions in Japan;
- Arguydal for hand-painted figurines and additional gift items in France;
- Rubie's Costumes for adult costumes in the British Isles and Ireland;
- Trektor for apparel and novelties in Germany, Austria and Switzerland;
- PT Siantar Madju for slippers and sandals in Indonesia;
- H3 for a sportswear collaboration; and
- A Bathing Ape for an apparel collaboration in the U.S.



King Features is also developing all-new creative based around streetwear trends to inspire potential partners, which will be unveiled during Licensing Expo, as well as new Popeye content for the first time in nearly 15 years.

"Over the last two years, we have worked to extend Popeye's reach to new and younger demographics while enhancing engagement amongst our existing fans. As we head into his anniversary year, we are continuing toward this goal with a strong focus on growing Popeye's social platforms, creating new content for his anniversary and fostering creative collaborations with high-end partners across the globe," says Carla Silva, vice president and general manager, global head, licensing, King Features. "Now, 2019 is primed to be Popeye's biggest year ever with dozens of partners on board to help celebrate the pop culture icon with exciting product lines, events and content."

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Kaufman Upped to President at Viacom/Nickelodeon

Continued from cover

In her new role, Kaufman will spearhead global licensing and merchandising as well as offer a strategic focus on maximizing Viacom's portfolio of brands and franchise properties include Nickelodeon's "Paw Patrol" and Comedy Central's "South Park."

"Expanding and diversifying our consumer products businesses around the world is a key strategic initiative that will help drive Viacom's future growth. The exceptional leadership and vision Pam has demonstrated at Nickelodeon make her a natural fit for this exciting new position, and her appointment will accelerate our efforts in building this important global business," says Bob Bakish, president and chief executive officer, Viacom.

Kaufman is a Nickelodeon veteran who previously worked as president of consumer products and chief marketing officer for the children's network. She was instrumental in developing essential properties such as "SpongeBob SquarePants," and "Teenage Mutant Ninja Turtles."



Pam Kaufman, Viacom/Nickelodeon Global Consumer Products

Amazon: 'The Licensing Industry Can Grow to \$1 Trillion in the Next 10 Years'

Continued from cover

Furthermore, licensors will have complete control over what product goes live and may choose to take a live product down at any time. Once approved, the design will populate the brand's Amazon store, where brand owners can also analyze data and see what sells.

"Merch Collab was designed to make licensing as easy as one click, buy it now," says Denissen, who also noted that the program will help entrepreneurs, designers and small businesses reach Amazon's 300 million customers while also driving awareness and increasing speed to market.

The program will initially be open to a limited number of brands, but Amazon will be accepting more invitations throughout the year as the company "works to get it right." Those interested in applying for Merch Collab can visit MerchCollab.Amazon.com.

So, what does Merch Collab really mean for the licensing industry?

"Based on what we've learned [at Amazon], we believe that the licensing industry can grow to \$1 trillion in the

next 10 years," says Denissen. "That's four times the current growth rate, 15 percent year-over-year. We're on the cusp of a huge revolution in customer behavior, and we believe this is achievable and we want to be part of making this happen."

What will it take to reach \$1 trillion in 10 years? According to Denissen, more brands, more licensees, more manufacturers, more designers, more selection and a much faster turnaround time, which the company aims to achieve with its new Merch Collab program.

Following Denissen's presentation, additional panelists took the stage to discuss how their companies are working with Amazon to grow their brands. Panelists included Veronica Hart (CBS Consumer Products), Pete Yoder (Cartoon Network Enterprises), Ali Berman (United Talent Agency), Jarrod Dogan (Hybrid Apparel) and Shane Dawson (content creator/influencer). Ivan Lopez (Merch by Amazon) moderated the panel.

Rovio Makes Deals Ahead of Angry Birds Sequel

Rovio Entertainment has outlined a multi-year content roadmap for its partners ahead of the theatrical release of the franchise's latest film *The Angry Birds Movie 2*.

New content includes a new long-form animated series, set to be released in 2020; an unscripted competition series; new live stage shows; location-based entertainment; an original live-action project; as well as other animated content.

Rovio has also announced new agreements with Perfetti Van Melle for a collection of branded Chupa Chups products.

"There has never been a better time to partner with Rovio and the Angry Birds. We have the strongest long-term content

roadmap that we've ever had. It's driven by *The Angry Birds Movie 2* in 2019, followed by long-form animation, live and stage shows and location-based entertainment projects. We are thrilled to have Chupa Chups join our already impressive list of key strategic partners," says Simo Hämäläinen, senior vice president, brand licensing, Rovio Entertainment.

Rovio will also continue its partnership with TCC for global retail loyalty campaigns.

Additional partners are set to be announced later this year.

The Angry Birds Movie 2 will premiere in theaters in September 2019. Rovio will also celebrate the 10th anniversary of the Angry Birds franchise in December 2019.

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Shane Dawson, influencer, with **Ali Berman**, United Talent Agency; **Jarrod Dogan**, Hybrid Holding; **Nicholas Denissen** and **Ivan Lopez**, Amazon; **Veronica Hart**, CBS Consumer Products; and **Peter Yoder**, Cartoon Network Enterprises North America at Opening Keynote ceremony.



Ribbon cutting ceremony at the grand opening of the Mexico Pavilion



Nicholas Denissen, Amazon, at Opening Keynote ceremony



Rosalyn Garcia, **Deana Duffek** and **Kristen Ferriere**, National Wildlife Federation



Maryellen Zarakas, Warner Bros. Consumer Products



Charles Riotto, LIMA; **Xiayong Xiao**; National Base for International Cultural Trade China; **Maura Regan**, LIMA; and **Jessica Blue**, UBM, at the China Pavilion



Lisa McKnight, **Chris Down**, **Chuck Scothorn**, **Sejal Shah-Miller**, **Tanya Mann**, **Richard Dickson** and **Andrew Woolnough Sr.**, Mattel



Larry Tabash, U.S. Department of Commerce; **Sandra Tinajero**, U.S. Embassy Quito Ecuador; and **Andrea Dasilva**, **Allison Moore** and **Hector Rodriguez**, U.S. Department of Commerce



Steve Schbelo, NFL Players Inc.; **Becca Roux**, U.S. Women's National Team Players Association; **Terri Jackson**, WNBA Players Association; and **Blaine Scully**, U.S. Rugby Players Association.
Photo: Kevin Koski via NFLPA



Jim Davis, Garfield/Paws, with Las Vegas Councilman **Steven G. Seroka**



Swastik Sekhar Patria, Manoj Mishra and Prasuk Jain, DQ Entertainment



Mahilet Mekonnen and Mathilde Le Borgne, UBM, with Sarah Ferguson



Dell Furano, Epic Rights, Janie Hendrix and Norman Perry, Perryscope Productions



Jared Margolis and Perry Wolfman, CAA



Julius Erving "Dr. J" at Authentic Brands Group booth



Tim Kilpin, Fung Thai, Pat Au, Daniel Siegel, Byron Parnell and Matt Beecher, Blizzard Entertainment



Sarah Dempsey, Oliver Dumont, Katie Rollings and Claire Ellis, eOne with Peppa Pig



George Foreman with Drew Scott and Jonathan Scott, The Scott Brothers



Character Parade at Licensing Expo



Marc Low, Joe Lawandus, Vince Klaseus and Dave O'Connor, Universal Brand Development



Jim Fielding, 20th Century Fox Consumer Products



Craig Takiguchi, Sanrio



Simo Hamalainen and Aino Greis, Rovio



Rachel Bader, Penguin Random House



Teri Niadna and Jay Asher, Brandgenuity



Marc Mostman and Russel Binder, Striker Entertainment at Striker Pool Party



Leigh Anne Brodsky, Discovery



Lorena Vaccari, Rainbow



Marco Hüsages and Paulina Perez, The Emoji Company



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