

## What's Next for Toy Retailers?

The ways in which the toy and licensing industries are looking toward the future of retail and how consumers interact with products was a hot-button topic during yesterday's panel "The Shape of Toy Retailing in a Changed World."

The presentation featured speakers David Conn, chief executive officer, ThreeSixty Brands, and owners of FAO Schwarz; Eva Lorenz, general manager, toys and games, Amazon.com; and Stephanie Wissink, managing director and senior research analyst, consumer products, Jefferies. Marty Brochstein of LIMA moderated the panel.

The panelists discussed how retailers should shift focus toward a new demographic of parents, and use 360-degree touchpoints such as content, experiential activities and an omni-channel approach to reach consumers. The panelists also touched on social media influencers and

how they can benefit brands at retail.

"You have to recognize the demographic change in terms of today's parents," says Wissink. "You're talking about a Millennial cohort that are digitally native and certainly digitally savvy. They are looking for experiences that run the gamut across almost every touch point.

"The second thing is content convergence," continues Wissink. "You can't have an experience in the toy space today without some form of storytelling, whether that's movies, TV or digital content. One of the things that we're particularly focused on is this

idea of 'kidult,' where we see entertainment expanding beyond the traditional kid range. For example, over the last two years or so, we've taken a slightly different view—it's not online *or* offline, it's online *and* offline. We think this is a new governing model that will really drive the industry over the next decade or so."



David Conn, ThreeSixty Brands; Eva Lorenz, Amazon.com; and Stephanie Wissink, Jefferies

Find Photos from the Opening Night Party on Page 4 and 5 - More Photos are Inside!

### Emoji Scores a Sweet Deal with Ferrero

The Emoji Company has partnered with Ferrero to launch a collection of Kinder Joy confectionery treats featuring collectible Emoji toy figurines. [SEE PAGE 7](#)

### Men in Black Neutralizes the Enemy with New Licensees

Sony Pictures Consumer Products has unveiled the first wave of licensees for its new 360-degree program for the classic *Men in Black* franchise, as well as the new *Men in Black* spin-off. [SEE PAGE 7](#)

## EVENTS

- **9:00am-9:45am** **Adjusting to Fashion's New Pace** (GLOBAL LICENSING GROUP THEATER, BOOTH #A107)
- **9:00am-3:30pm** **InventHelp's VIBE** (BOOTH #G188)
- **10:00am-10:45am** **FutureTech: New Technologies that will Affect Licensing** (GLOBAL LICENSING GROUP THEATER, BOOTH #A107)
- **1:00pm-3:00pm** **Explore the Floor** (GLOBAL LICENSING GROUP THEATER, BOOTH #A107)

### General Info

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

### About Us

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

### Licensing Week Schedule

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

### Licensing University Schedule

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

Brought to you by LIMA. [SEE PAGE 36](#)

### Exhibitor Listing

The complete list of exhibitors and booth numbers. [SEE PAGE 38](#)

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# Licensing Expo Opening Night Party

Celebrating 20 years of *License Global* magazine, the licensing industry's premier event closed out the first day of show with a rocking '90s-themed party.



*License Global* magazine founder, **Steven Ekstract**, was honored Tuesday, May 23. *License Global* was founded in 1998.



**Steven Ekstract** and **Jessica Blue**, UBM



**Steven Ekstract**, UBM, and **Buz Lewis**, Crosley Brands. Crosley created a one-of-a-kind record player in honor of **License Global's** anniversary.



**Kirsty Stachill** and **Maria Strid**, Art Ask Agency/Brand Liaison, with **Job Van Dijk** and **Lidia Furnica**, Route 66/Tempting Brands



**Charles Riotta**, LIMA, with **Buz Lewis**, Crosley Brands. Riotta will step down as president of LIMA June 30 after more than 20 years at the post. Crosley, an iconic music brand, has sold millions of record players and turn tables to-date, and now has its very own in-house, state-of-the-art U.S. printing facility that enables it to logo its products in minimal order quantities.



**Ping Had** and **Burke White**, Walmart, with **Carly Story**, RGS Media



**Heather Taylor**, **Ben Lashes** and **Tabatha Bundesen**, Grumpy Cat Limited, with **Richard Fox**, UBM



**Caryl Liebmann** and **Carlee Baker**, Gemr



The **Rovio** team



**Ryo Hisazumi** and **Christopher Eve**, UBM

# Licensing Expo Opening Night Party



**Seldon Young**, Swan Princess Partners



**Charlie Day, Amanda Byrd and Francesca Flanagan**, The Sharpe Company



**Duvan Munoz and Robert Booth**, SalesOne/INOX/Body Vibe



**Paul Readwin and Karen Kruper**, Icox Innovations



**David Stern, OS2 Licensing, Anthony Lopresti, LIMA Charlie Media, and Asta Razma, HQ1902**



**Joseph Low, Greg Giordano and Robert Giordano, Giordano Studios, with Kelli Cuchee, UBM**



**Sally Saedi and Brittany Bagnall**, Super Awesome



**Nick Pucci and Howard Gelb**, UBM, really got into the '90s theme.



**Gisela Abrams and Maura Regan, LIMA, with Raquel Villazon and Jessica Blue, UBM**



**Marita Taylor, Robert Holton and Jason Roberts, Drizzle Art, with Deana Duffek, National Wildlife Federation**

# Licensed Goods Increase to \$271.6 Billion, LIMA Finds

Retail and related revenue generated worldwide by trademark licensing rose 3.3 percent to \$271.6 billion in 2017, according to the International Licensing Industry Merchandisers' Association's Annual Global Licensing Industry Survey.

Royalty revenues from sales of licensed merchandise also rose 2.6 percent to \$14.5 billion.

According to the survey, entertainment/character licensing was once again the largest industry category, accounting for \$121.5 billion (44.7 percent) of the total global licensing market. Corporate/brand trademarks were the next biggest category, generating \$55.8 billion (20.5 percent), followed by fashion with

\$21.1 billion and sports with \$26.5 billion.

However, some of the most significant growth came from categories that play smaller roles in the overall licensing business including publishing-based properties and art licensing. In addition, music and celebrity categories saw growth reflective of the influencer effect.

Regionally, the U.S. and Canada remain the largest market for licensed merchandise and services, with revenue accounting for 58 percent of the global total. However, the strongest increase came from North Asia (up 6.2 percent) and Latin America (up 7.6 percent), which was primarily driven by growth in China, Hong Kong, Japan and Brazil.

While looking at product categories, growth

was widespread. For example, apparel, toys and fashion accessories continue to account for the largest shares of the business, and casino gaming/lotteries increased by 9.6 percent. Home-related categories, infant and video games/software/apps also showed growth higher than the overall average in 2017.

"The 2018 survey results confirm the momentum of licensed product sales worldwide, with growth coming from both traditional and emerging categories," says Charles Riotta, president, LIMA. "This year's results speak to the reach and value of the licensing business in growth markets around the world, contributing to the sustained strength of our industry."

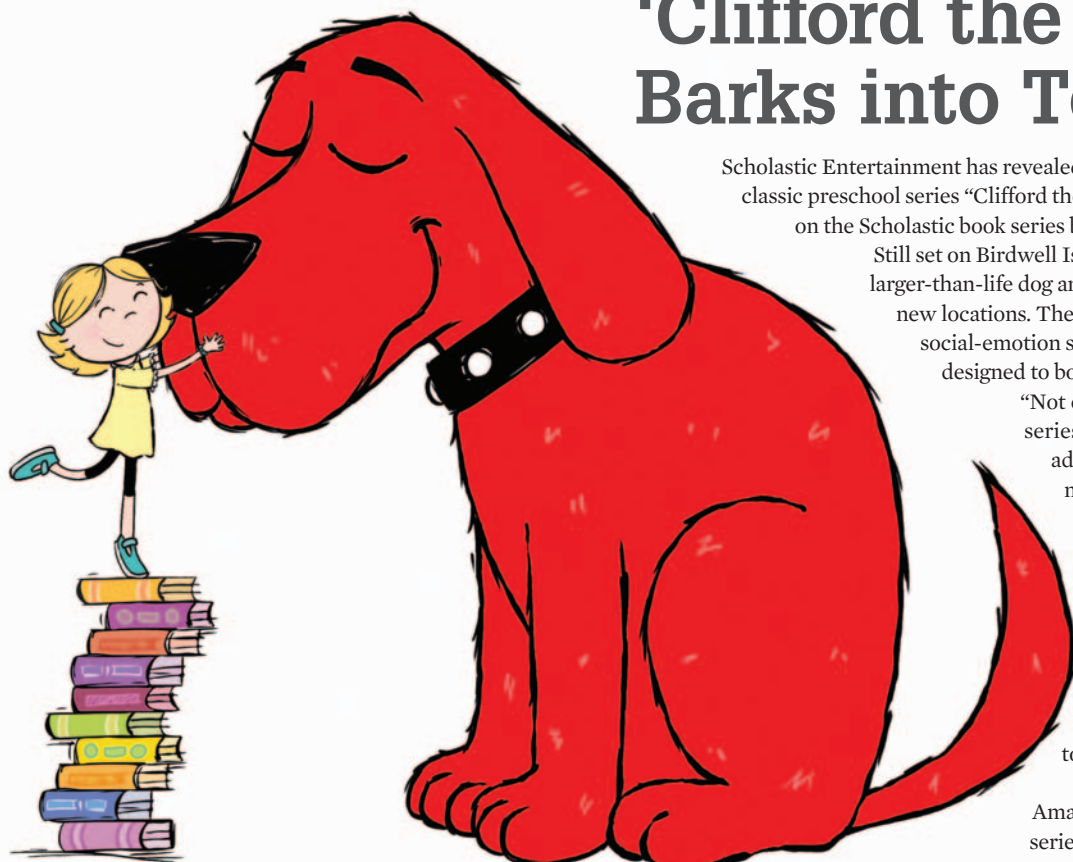
## 'Clifford the Big Red Dog' Barks into Television

Scholastic Entertainment has revealed that it will re-launch its classic preschool series "Clifford the Big Red Dog," which is based on the Scholastic book series by Norman Bridwell.

Still set on Birdwell Island, "Clifford the Big Red Dog" will follow the larger-than-life dog and his best friend Emily Elizabeth as they explore new locations. The new series will also put a strong emphasis on social-emotion skills such as empathy and will feature a curriculum designed to boost early literacy and encourage imaginative play.

"Not only will the new 'Clifford the Big Red Dog' series feature an expanded world and bigger adventures, it will introduce all-new designs for main characters Clifford and Emily Elizabeth, original songs and new friends," says Caitlin Friedman, vice president and general manager, Scholastic Entertainment. "To accompany the launch of the new show, Scholastic Entertainment is developing a global publishing, broadcast, merchandise and licensing program to help further extend the positive messages of the brand to children and families around the globe."

"Clifford the Big Red Dog" will launch on Amazon Prime Video and PBS Kids in fall 2019. The series is currently in production for 39 episodes.



## Activision Scores ‘Crash Bandicoot,’ ‘Spyro’ Licensees

Activision Blizzard Consumer Products has unveiled a raft of consumer products licensees for its video games “Crash Bandicoot N. Sane Trilogy” and “Spyro Reignited Trilogy.”

New partners for “Crash Bandicoot” include Just Toys (backpack hangers), BDA (controllers, accessories), NECA/Kidrobot (collectibles), GameStop (Totaku figures) and Park Agency (knitwear). Returning licensees include Changes (apparel), Concept One (accessories), Rubber Road (apparel, accessories) and Funko (Pop! vinyl figures).

Meanwhile, for “Spyro,” Activision has brought on Funko (Pop! vinyl figures), Changes (apparel), Rubber Road (apparel, accessories), GameStop (Totaku figures), Pyramid (homewares, accessories), Exquisite Gaming (“Cable Guys” cable holders and crates) and Surreal (drinkware).



## Emoji Scores a Sweet Deal with Ferrero

*Continued from cover*

Bavaria Media, The Emoji Company’s agent, brokered the deal.

Under the terms of the partnership, Kinder Joy treats will include 48 different collectible and functional Emoji figurines. The partnership will also be supported by an extensive online and offline marketing campaign including TV advertisements and augmented reality features in the “Magic Kinder” app.

“The Kinder Joy partnership covers territories with a population of more than 2 billion people,” says Marco Hüsges, chief executive officer, The Emoji Company. “The collaboration with Ferrero is one of the most exciting and global promotions for the Emoji brand and marks a pivotal milestone in our strategy to expand our presence in the FMCG sector.”



## Men in Black Neutralizes the Enemy with New Licensees

*Continued from cover*

First, Funko has signed on to create a product line that includes new Pop! vinyl figures, which will initially feature the classic film characters ahead of the new film. Later, the licensee will roll out a program based on the new film time to coincide with the release.

Meanwhile, master publishing licensee Titan Publishing will develop a coffee table book that covers all three classic films plus the new film and showcases behind-the-scenes material, never-before-seen photos,

# SONY PICTURES

illustrations, interview and more. Titan Publishing will also release a novelization of the new film, slated to run prior to the movie’s release.

Finally, Bioworld and Changes are on board

for classic *Men in Black* products, which will debut this fall.

Additional licensees in categories such as toys, apparel, interactive, traditional games and more will be announced in the near future.

“There is tremendous excitement among licensees for this new film,” says Jamie Stevens, executive vice president, worldwide consumer products, Sony Pictures Entertainment. “Likewise, the fan anticipation is building, and we expect strong consumer demand for *Men in Black*.”



## King Features Expands 'Cuphead' Merch Program

King Features, the official licensor of Studio MDHR's hit game "Cuphead," has unveiled a score of licensees in categories spanning apparel, costumes, home décor and more.

New partners include Sunstaches for novelty and traditional sunglasses for kids and adults; Artovision for "Cuphead"-inspired shadowbox art, desktop art and postcards, which will be available worldwide; NTD Apparel for activewear, sleepwear and swimwear for adults and kids in Canada; Marketing Instincts for "Cuphead" skins for consoles, controllers, charging stands and more; Hypnotic Hats for socks and hosiery in the U.S. and Canada; Elope for costumes, cold weather accessories, socks and jewelry inspired by "Cuphead."

The new licensees will also build on the initial lineup of "Cuphead" merchandise from Funko, Accutime, Fifth Sun, Dark Horse Comics, Underboss and Just Funky, which are beginning to roll out at retail.

"We have been blown away by the demand and passion that fans are showing for 'Cuphead' and are excited to work with these best-in-class partners to bring fans around the globe more ways to celebrate and engage with the game," says Jarred Goro, senior director, North American licensing, King Features.

## Paul Frank Heads Back to School in Spain

Saban Brands and Safta have come together to create back-to-school products featuring the Paul Frank brand.

Nottingham Forest, Paul Frank's agent in Spain and Portugal, brokered the deal.

Safta will now develop a score of back-to-school branded collections for both children and young adults, with the first products set to hit shelves this fall.

"When we were looking for a partner for the BTS category of Paul Frank, we were sure that it should be one of the best companies in Spain, capable of offering the design and quality of Paul Frank," says Laura Garcia Ortega, commercial director, Nottingham Forest. "Safta is undoubtedly the best partner we could have on board."

The agreement marks the first deal that Nottingham Forest has secured for Paul Frank in Iberia. Additional deals will be announced at a later date.

"We are proud and delighted to have Laura and her team at Nottingham Forest lead the brand in Spain and Portugal," says Stan Wan, lifestyle managing director, Saban Brands. "The BTS category is an important one for us and to have Safta as a key partner is simply a great result for Paul Frank."

## Hasbro Sews Up Global Fashion Line Deal

Hasbro has secured a multi-year, worldwide agreement with the Benetton Group for a variety of apparel and accessories featuring Hasbro's portfolio of brands.

The first items in the collection include My Little Pony infants' and kids' collections as well as Transformers infants' and kids' lines, which will be released as part of the United Colors of Benetton's fall/winter 2018 range.

Additional fashions inspired by several Hasbro brands will also be featured in Benetton's spring/summer 2019 offerings and beyond.

"Benetton is one of the best-known fashion companies in the world and we are thrilled to work with them to bring beloved Hasbro brands to even more fans everywhere," says Katherine Buckland, senior licensing director, Hasbro Consumer Products.

The upcoming Hasbro collection will be available online as well as in 5,000 United Colors of Benetton stores across 120 countries.





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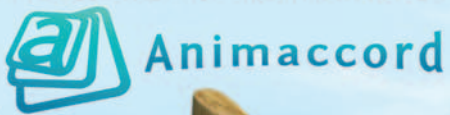
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# Brand Liaison to Build Amy Coe



The Brand Liaison will be showcasing and seeking potential licensing partners for the Amy Coe apparel brand during Licensing Expo.

Amy Coe is a 25-year-old children's apparel brand that has been available at virtually all channels of distribution including Bloomingdales, Macy's, Lord & Taylor, Buy Buy Baby, Target and Babies 'R' Us, among others. In addition to children's apparel, the brand can currently be found across furniture, bedding, room décor, diaper bags, feeding, plush and gifts.

The Brand Liaison will continue to expand the brand across all categories including layette, infant/toddler and sizes 7-14, as well as baby bedding, juvenile linens, room décor and accessories.

Moving forward, The Brand Liaison is currently seeking potential licensees and retailers across multiple categories, with a focus on apparel and accessories. The agency is also seeking exclusive collaborations and retail programs with a multi-tier strategy.

"Amy Coe has a rich history in juvenile products," says Steven Heller, president, The Brand Liaison. "We are very excited to continue that tradition and build upon the reputation and popularity of the brand. With Coe's extensive design library of signature prints, whimsical patterns and cool icons, licensees will be armed to provide hip collections for moms, kids and gift givers."

# Justice League Soars into Madame Tussauds Orlando

Warner Bros. Consumer Products, on behalf of DC Entertainment, has teamed up with Madame Tussauds in Orlando, Fla., to bring the Justice League, and their evil foes, to an all-new experience.

The experience, called "Justice League: A Call for Heroes," will launch May 25 and will transport guests to the street of Gotham City and Metropolis.

Highlighting Wonder Woman, Superman, Batman and Lex Luthor, guests will help destroy LexCorp's formidable technology

that has disabled the city. By harnessing their inner super power, guests will be able to emit a powerful blast from Wonder Woman's gauntlets to weaken LexCorp's control over the city.

Elsewhere, visitors will join Superman to help lift a real helicopter back into the sky as onlookers cheer from the streets below.

Finally, guests must summon Batman with the Bat-Signal. Billowing smoke and wind will reveal Batman as he's called into battle onto the rooftop.

Additionally, Madame Tussauds Orlando is hosting a contest that will reward winners with a VIP experience including a trip to Orlando. The contest sees Mother Boxes, unique artifacts with immense powers, surface in five cities across the globe.

"Fans have never come this close to the action," says James Paulding, general manager, Madame Tussauds Orlando. "Madame Tussauds Orlando, together with Warner Bros. Consumer Products, has created a Justice League experience you have to see to believe—from the unbeatable roster of DC Super Heroes to sensational, hi-tech experiences."

"Justice League: A Call for Heroes" will also debut later this summer at Madame Tussauds Sydney as part of a greater transformation across Madame Tussauds attractions around the globe.



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## Beanstalk to Rep Chupa Chups in New Categories, Territories

Perfetti van Melle has extended its partnership with Beanstalk to continue to build on the success of the Chupa Chups licensing program by extending the brand into new food categories and territories.

Beanstalk has represented the Chupa Chups brand since 2014 exclusively for food extensions in Europe, and since 2017 has also represented the brand for non-food licensing in Germany, Austria and Switzerland.

In its next phase, Beanstalk will focus on desserts, beverages and on-menu items, and will include Chupa Chups' first entrance into food licensing in Russia, a key market of the brand's core business.

"Beanstalk is thrilled to be expanding its relationship with Chupa Chups for new food categories as well as entering Russia," says Lisa Reiner, managing director, Beanstalk, Europe and Asia-Pacific. "We have already had considerable success in leveraging Chupa Chups' iconic charm and unique flavor profile in the frozen and ambient aisles and we look forward to further extending the program to give consumers new ways to experience and enjoy their favorite sweet.

To build on its partnership, Beanstalk partnered with Vandemoortele to create a range of doughnuts inspired by the lollipop brand.

The doughnuts launched this spring in France, Belgium and the Netherlands, with additional countries rolling out later this year. The doughnuts can be found across all major distribution channels and online.

"We are delighted to further cement our long-term relationship with Beanstalk in Europe and Russia," says Marta Ballesteros, licensing area manager, Perfetti van Melle. "With Beanstalk's assistance, we have already successfully launched several new food categories in Europe. We feel that there are many additional opportunities in the market today to transfer the essence of the Chupa Chups flavors and colors to bring credibility and innovation to other food and beverage categories. We are excited to take the food program to the Russian market, which has traditionally been one of the main markets for the brand."

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## Nat Geo Grows Brand Licensing Program Globally

During Licensing Expo 2017, National Geographic hosted a Brand Summit event unveiling the new executive team and strategy for its consumer products division.

Since last year, the company has signed 54 new licensing deals in categories spanning apparel, accessories, footwear, puzzles, games and location-based entertainment.

Key consumer products partners include Mattel, Ravensburger, Hachette and Clarks. Of those, Ravensburger and Clarks are set to produce products that utilize imagery from Nat Geo's Photo Ark project. Ravensburger will feature the imagery on a 1,000-piece puzzle, which will launch in January 2019, and Clarks will launch an adult and children's desert boot in April 2019, followed by a back-to-school collection in July 2019.

Additionally, the company continues to grow its location-based entertainment business. BASE Entertainment is set to deliver three holographic experiences, which utilize holographic digital and laser technology to bring to life artists, icons and celebrities in photorealistic, 3D productions. BuzzEngine, meanwhile, will produce the "National Geographic Kids Touring Experience," launching in mid-2019.

# GET READY TO PLAY!



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# Crayola Draws New Products with A1 Toys

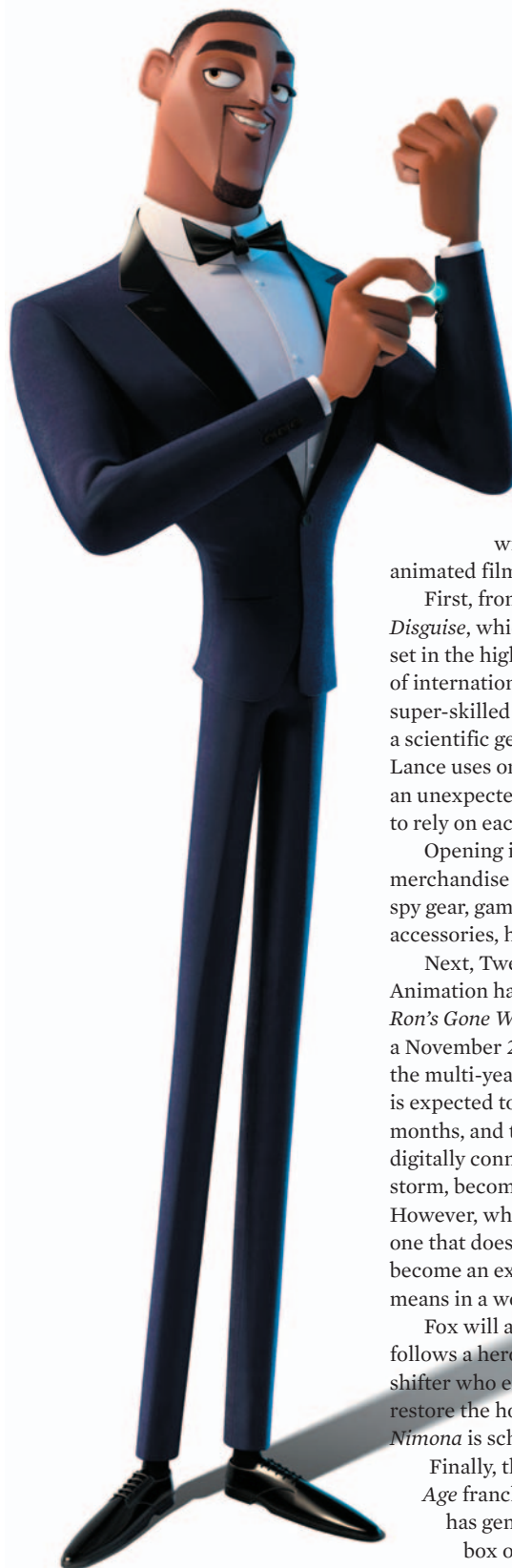
Crayola and A1 Toys have teamed up once again to add Crayola Slyme to their portfolio of licensed goods.

“At Crayola, we’re all about inspiring creativity through color and innovative play experience and our continued partnership with A1 to bring new and on-trend experiences to kids demonstrates this continued passion,” says Warren Schorr, vice president, business development and licensing, Crayola. “We are excited by the prospect of building imaginative developmental toys for preschool children.”

Additionally, Crayola has granted A1 Toys the rights to develop and launch a collection of preschool toys, which will include plastic and wood toys aimed at aiding children’s development in their formative years.

The new toys will be available this July at specialty retailers across North America.

“Building on the success of the Crayola Dough launch, we are excited to grow our partnership with Crayola and look forward to seeing what our second year brings,” says Scott Davis, president, A1 Toys. “Crayola Preschool will launch in the North American market and Crayola Slyme will be available in more than 15 countries by this fall.”



# Fox Brings Family Favorites to Las Vegas

Twentieth Century Fox Consumers Products is gearing up for 2019 and 2020 with a slate of family-focused animated films and consumer products.

First, from Blue Sky Studios, is *Spies in Disguise*, which is an animated action-comedy set in the high-octane, globe-trotting world of international espionage. The series follows super-skilled spy Lance Sterling and Walter, a scientific genius who invents the gadgets Lance uses on his missions. When events take an unexpected turn, Walter and Lance will have to rely on each other in a whole new way.

Opening in April 2019, the *Spies in Disguise* merchandise program is set to include spy gear, games, books, puzzles, apparel, accessories, home, plush and vehicles.

Next, Twentieth Century Fox and Locksmith Animation have revealed their inaugural project—*Ron’s Gone Wrong*. The new film, scheduled for a November 2020 release, is the first project in the multi-year production partnership, which is expected to deliver one film every 12-18 months, and tells the story of a walking, talking, digitally connected bot that takes the world by storm, becoming every child’s new best friend. However, when an 11-year-old boy ends up with one that doesn’t work, his attempts to teach it become an exploration of what real friendship means in a world of algorithms and social media.

Fox will also showcase *Nimona*, which follows a heroic, rambunctious shape shifter who embarks on an adventure to restore the honor of a disgraced knight. *Nimona* is scheduled for release in 2020.

Finally, the company will showcase its *Ice Age* franchise, which, according to Fox, has generated \$3.2 billion in worldwide box office sales across five films.





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# NFLPA Names 2018 Licensee of the Year Recipients

The National Football League Players Association has unveiled the category winners for its fourth annual NFLPA Licensee of the Year Awards.

The NFLPA, via its licensing and marketing arm NFL Players Inc., launched the awards to honor licensees that have demonstrated the most successful and creative use of group player rights within the past year.

This year's recipients include:

- **Best Breakout Product**—StatMuse's app featuring natural language processing
- **Best Player Activation**—Nikes in-store and hospitality in Minneapolis, Minn.
- **Best Use of Group Player Rights**—The Lang Companies' online calendar customization platform.

"Each year, we are excited to showcase the work of some of our most innovative NFLPA licensees and what they have done to feature more players in their product lines and marketing activities," says Steve Scebelo, vice president, licensing and business development, NFL Players Inc.

StatMuse's app enables fans to ask about scores, stats and more, and get the answers straight from their favorite players.

The initial release features the authentic voices of more than 25 players. Additionally, the company announced a strategic investment



# NFLPA

and partnership with the NFLPA through the OneTeam Collective, the athlete-driven accelerator designed to give start-ups and early-stage companies the opportunity to leverage the NFLPA's exclusive group player rights in exchange for equity.

Last February, Nike's in-store and hospitality activations in Minneapolis, Minn., saw more than 20 players participate in interactive, in-store appearances at Nike's Mall of America location. The players designed custom jerseys, participated in meet-and-greets and shopped with fans.

Finally, The Lang Companies allowed fans to create customized online calendars using more than 300 unique player images and personalized photos as well as collegiate co-branded artwork.

"This is always a difficult process to determine the winners, because many of our more than 70 licensees are worthy of awards like this," says Karen Austin, assistant vice president, licensing, NFL Players Inc., "The NFLPA, on behalf of all the players it represents, appreciates every licensee that goes the extra mile to bring fans and players together in fun and different ways."

## Seltzer Licensing to Cook Up Campbell's Licensing Program

The Campbell Soup Company has selected Seltzer Licensing Group to manage licensing programs and experiences in general merchandise categories for the Campbell's brand.

Moving forward, Seltzer Licensing will work with the company to grow its current program with existing licensees, as well as to add new licensing partners across categories including homewares, home décor, cookware, domestics and general lifestyle, among others.



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# TSBA Group Opens U.S. Office

The U.K.-based TSBA Group is continuing to expand its global presence with its newest office opening in Los Angeles.

As part of its strategic approach to continue to advance the presence of its brand portfolio internationally, the company is currently seeking new licensees across all product categories and channels of distribution throughout the U.S. and Canada for Formula E, Transport for London, The British Museum, F2 Freestylers, Top Trumps, Iconic Images, Brix + Bailey and Silverstone Circuit.

Recent deals in the region include Rosland Capital for a British Museum coin collection, which will highlight helmets from across two millennia, and a collectible set featuring a



portrait of Queen Elizabeth II; Weinman Brothers for British Museum jewelry, drawing inspiration from the 8 million assets owned by the Museum; and T-Line Design for a

collection of t-shirts featuring the London Underground and Transport for London brands, which will be available at retailers like Gap, Old Navy and Urban Outfitters.

# Global Icons Expands Magic Chef in the Kitchen

Magic Chef has partnered with three new licensees—Best Brands Consumer Products, IKO Imports and NewAir—for new branded kitchen goods.

Global Icons, the brand's licensing agent, brokered the deals.

First, Best Brands Consumer Products will offer a range of versatile kitchen essentials including textiles, cutlery, gadgets, storage and bakeware.

Meanwhile, IKO Imports will release several collections of cookware in open stock vessels and sets.

Finally, NewAir will present a series of water dispensers and air fryers.

“We are thrilled to have key players on board to implement our licensing program that will bring magical moments to simplify customers' everyday lives,” says Jackie Jones, senior director, marketing, branding and licensing, Magic Chef.

The initial product lines are now available at national retailers as well as online via e-commerce channels.

“Magic Chef has been an exceptional brand to represent in the market, and we are pleased to bring three strong partners on board,” says Jeff Lotman, chief executive officer, Global Icons.



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# RAINBOW



## ‘Masha and the Bear’ Adds More Broadcasters Worldwide

Animaccord, the rights holder to “Masha and the Bear,” has unveiled a host of broadcast deals that will further extend the preschool series in markets across the globe.

In MENA, Animaccord and Ink Media signed on Spacetoon International to bring the second season of “Masha and the Bear” to big screens across the region. The theatrical release took place

April 19 in authorized cinema chains including Real Cinemas, Novo, Vox and Roxy, among others.

Meanwhile, in Turkey, NSE Medya Pazarlama, which serves as the exclusive advertising sales and marketing agent for Sony, launched a theatrical release comprised of episodes that have not been broadcasted in the territory to theaters throughout the country.

Finally, in the U.S., Animaccord partnered with the charity event TeletonUSA, organized in cooperation with Univision Communications. On March 23, Animaccord supported the charity broadcasting by providing costumed characters of Masha and the Bear to perform with the celebrity hosts as well as meet the supervised patients during the program.



## Cyber Group Studios Names Digital Development VP

Cyber Group Studios has brought on Loic de Boudemange to serve as its vice president of digital development and operations.

In his new role, de Boudemange will oversee all digital operations including the development, production and exploitation of content on digital platforms. He will also manage Cyber Group Studios’ content for all social platforms.

Additional responsibilities will include developing a digital strategy for the company’s productions for all markets, including the development and production of content based

on in-house and third-party brands and IP.

Most recently, he was the social media manager for TV5Monde, overseeing the network global strategy on a worldwide basis. He also previously worked within the TF1 group as a key digital and social media executive.

“Digital development is a key aspect of the company’s future and we are thrilled to welcome Loic to break uncharted new ground in the digital space,” says Pierre Sissmann, chairman and chief executive officer, Cyber Group Studios.





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## Anekke Makes Licensing Expo Debut

Founded in 2014, Anekke is an art brand that aims to create a place of fantasy for its main protagonist Anekke, an enigmatic girl who is able to transmit sensitivity to the simplest and most natural things.

The character is currently featured across multiple collections including dreams, traveler and ballerina, and Anekke's love for travel, old things and handmade goods, accompanied with her adoration for lavender and treated wood fragrances, lend itself to a host of goods including bags and accessories, dolls, jewelry, perfumes and apparel.

The brand is currently targeted toward women of all ages and lifestyles and is available across the globe in countries like Armenia, Austria, Belgium, Bulgaria, Belarus, Croatia, Denmark, Finland, France, Greece, Hungary, Ireland, Italy, Malta, Poland, Portugal, Romania, Russia, Serbia, Slovenia, Slovakia, Spain, Switzerland, the U.K., Australia, India, Mexico, the U.S., Saudi Arabia, Costa Rica and many more.



## The Sharpe Company Unveils Robust Portfolio

The Sharpe Company will showcase an assortment of brands from its portfolio during this year's Licensing Expo including Polaroid, Royal Armouries and more.

First, the licensing agency will present Gummibär. The green gummy bear character skyrocketed to fame 10 years ago with his tune "I Am a Gummy Bear (The Gummy Bear Song)" and now airs his own animated web series exclusively on YouTube. The series features the adventures of Gummibär and his quirky friends Kala and Harry, and the franchise recently surpassed the 10 billion views milestone on YouTube, with 1.3 billion views in just the past six months.

The Sharpe Company will also showcase Polaroid, which celebrated its 80th anniversary in 2017. Today, Polaroid has more than 85 licensees and over 110,000 retail doors currently stocking its products. The brand's consumer products categories range from digital cameras and tech accessories to stationery and crafts.

Meanwhile, Licensing Management International appointed The Sharpe company to represent the Royal Armouries for licensing in the U.S. and Canada. The Royal Armouries is the U.K.'s national museum of arms and armor and one of the largest collections in the world, dating back to the Middle Ages. The agency will continue to extend the Royal Armouries mission statement of creating "official kit since 1415" with a host of new product categories including collectibles of all types, model soldiers, collector figures and suits of armor, publishing, print and stationery, men's and women's apparel and action figure play sets.

Finally, the agency will present Mr. Bean, which recently has been turned into a Funko Pop! vinyl figure.



# Synchronicity Deals for FlipaZoo, Tootsie Rolls and More

Synchronicity will showcase a robust assortment of brands including Jay@Play's FlipaZoo, Tootsie Rolls, the Museum of Bad Art and many more.

First, FlipaZoo has flipped into the world of licensing with several new licensees and international agents. Current licensees on board include Basic Fun/Goodstuff (amusement park plush), Taste Beauty (HBA), Global One Accessories (bag and accessories, headwear, cold weather), Ethical Products (pet products), Jay Franco (bedding and home décor), Mad Dog Concepts (pajamas and slippers) and HuntAR (AR app). Licensing agents, meanwhile, include Lisle Licensing and Curiosity Japan for the U.K. and Japan, respectively.

To round out the program, Synchronicity will be seeking out partners in apparel, publishing, back-to-school, arts and crafts, costumes, party supplies, novelty candy and FMCG promotions.

"Kids of all ages are delighted by the magic of FlipaZoo," says Cynthia Hall Domine, president, Synchronicity. "It couldn't be more fun representing this great brand and collaborating with the amazing Joe Sutton and his team as well as our exceptional licensees. Believe me, FlipaZoo licensed products are going to be so flipping cute."

Synchronicity will also feature Jay@Play's brand Boxy Girls, Crunchimals and Wish Me.

Next, The Tootsie Roll candy brands (Tootsie Roll, Tootsie Pop, Sugar Babies, Sugar Daddy, Junior Mints, Dots, Charms, Blow Pop and Fluffy Stuff, among others) have entered into a host new deals.



H3 will release a new line of Tootsie candy t-shirts, caps, cold weather hats, backpacks, duffels, wallets, lanyards and key chains this fall.

Contemporary fashion brand Alice + Olivia featured Sugar Babies and Dots on beaded clutches, and Christopher Radko introduced two Tootsie Roll limited edition glass ornaments.

In the toy aisle, Hogwild Toys created a line

of Tootsie-themed sticky balls; Playtek unveiled a line of Tootsie Roll, Dots and Blow Pop scented bubbles; and Amav's BlowPop Lollipop Shop was a holiday sell out at Toys 'R' Us.

Other deals include A&A Global for branded rubber ducks, vinyl balls, necklaces and keychains; Just for Laughs for scented hand sanitizers; JFL for Tootsie Candy dog toys; Riley Blake for Tootsie-branded fabric; Floor 84 for an app featuring candy-themed levels; Two Rivers Coffee for Tootsie Roll, Junior Mint and Sugar Babies hot cocoa; and more.

For Signs of the Apocalypse, Seller Publishing is on board for a 2019 daily calendar, and Synchronicity will look to expand the brand into greeting cards, mugs, cocktail napkins, barware, t-shirts, boxers and novelty items.

The New Jersey Turnpike and Garden State Parkway licensing programs have also grown with United Souvenir, which has crafted a line of t-shirts, mugs and keychains that will be featured at roadway rest area shops during the upcoming 100 days of summer.

Finally, the Museum of Bad Art has partnered with Seller Publishing for a 2019 wall calendar, and Synchronicity is looking for a partner for MOBA's third book as well as greeting cards, giftware and home furnishing products.

## Jewel Branding & Licensing Preps to Expand Rachael Hale

Jewel Branding & Licensing is poised to extensively grow Rachael Hale's licensing program in 2018 and beyond following a host of licensing deals.

In North America, new introductions include seasonal gift baskets from Mega Toys, set to debut at mass retailers; puzzles from TCG, launching later this year; and back-to-school products by Inkology, which will hit stores this year. Jewel Branding has also renewed its agreement with long-standing partner ACCO Brands for Rachael

Hale calendars in 2019 and beyond.

The brand has also secured a number of licensees throughout South America, Europe, Asia and Australia. Recent highlights include Poland-based licensee Paso for back-to-school and social stationery, Italy-based licensee Gut for back-to-school and stationery products, Chilean-based manufacturer Libesa for notebooks and Japan-based partner Cosmo merchandising for an assortment of calendars.

"We are excited about what's in store for the Rachael Hale brand and licensing program," says Julie Newman, chief executive officer and founder, Jewel Branding. "The brand is so well established around the globe and we have so many new opportunities in the works that we'll be announcing soon."



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## Terminator Inspires New Merchandise



With nearly 60 active licensing partners on board for *The Terminator* and *Terminator 2: Judgment Day*, the iconic franchise is set to release a host of new products throughout 2018 and 2019.

Current licensees on board for the *Terminator* franchise include American Classics, Becker Mayer, Built Games, Dark Horse, Greenlight Collectibles, Hachette, NECA, Park Agencies, Reef, Sideshow, Sudden Impact, Zynga, GameCo and Microgaming, among many others. The brand also boasts a variety of categories including tees, coffee table books, collectible build-up figures, live action, games, gambling and more.

Of the brand's current licensing partners, select new products include a new graphic novel series from Dark Horse, a *Terminator 2* land-based and skill-based gambling slot machine from GameCo, a metal die-cast collectible 1977 police Dodge Monaco from Greenlight Collectibles and the first-ever female Terminator endoskeleton from Sideshow.

Additional licensees will also be revving up their *Terminator* programs in anticipation of the newest film in the franchise, which is set to be released at the end of 2019.



## Handmade Creative Brings Hidehiko Kado to the U.S.

Handmade Creative will showcase the work of Hidehiko Kado, who hails from Japan and draws a variety of characters aimed to inspiring and encouraging people to communication beyond language, nationality, sex and disabilities.

Recent collaborations for Kado include a tumbler for Starbucks, packages for KitKats in Japan and the logo for non-verbal performance "Tee! Tee! Tee!" by Amon Miyamoto.

However, his biggest recent work is the animated TV series, "Cara and Her Unique Friends," which started broadcasting across Japan on NHK in April. The series follows characters who are deaf, have autism and other developmental disorders, as well as non-disabled people, who face their problems together to overcome them.





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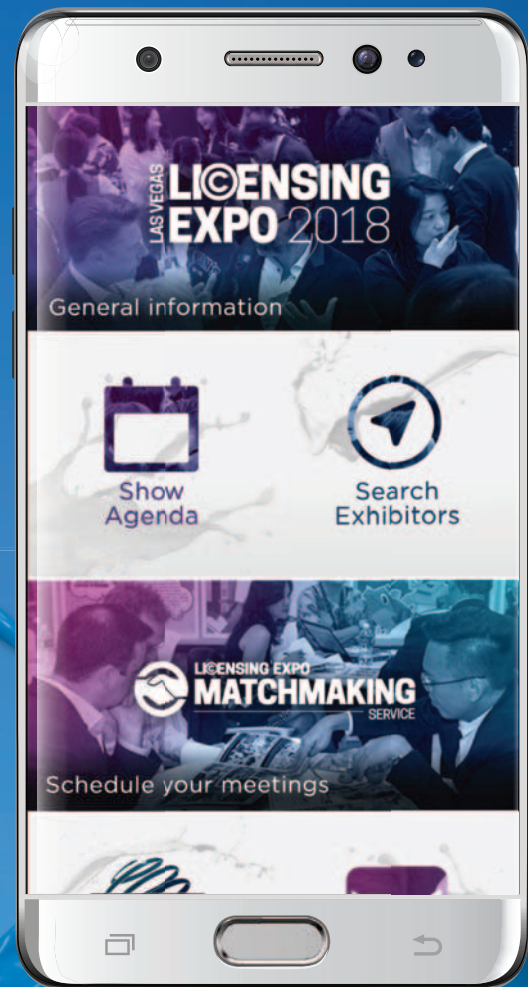
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# General Information

## 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](http://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](http://LicensingExpo.com/sustainability).



# About Us



## Licensing Expo

([www.licensingexpo.com](http://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](http://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

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# Licensing Week Schedule

## SUNDAY, MAY 20

### LIMA Charity Bike Ride

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

## MONDAY, MAY 21

### Orientation Session

8-9 a.m. at Tradewinds E

### Entertainment Showcases

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

### VIBE

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

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

### Licensing University

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

### LIMA Young Professionals Networking Event

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

## TUESDAY, MAY 22

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

8-9 a.m. at Islander D

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

### VIBE

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

### Licensing University

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

### One to Watch Awards

10-11 a.m. at the Exhibit Hall

### Costume Character Parade

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

### Costume Character Parade Photo Opp

12-12:30 p.m. in front of Café #U256

### Explore the Floor

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

### LIMA International Licensing Awards

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

### Opening Night Party

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

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

## WEDNESDAY, MAY 23

### Women in Toys, Licensing & Entertainment Breakfast

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

### VIBE

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

### Licensing University

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

### Costume Character Parade

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

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

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

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

### International Market Panel

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

### Agents' Business Forum

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

## THURSDAY, MAY 24

### VIBE

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

### Licensing University

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

### Explore the Floor

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

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

# Licensing University™ Schedule

## MONDAY, MAY 21

### The Basics of Licensing

9:30–11:45 a.m.

Location: Tradewinds E

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

### The Basics of International Licensing

12:45–2 p.m.

Location: Tradewinds E

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

### The Basics of Licensing Law

2:15–4 p.m.

Location: Tradewinds E

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

## TUESDAY, MAY 22

### Reaching New Generations with Classic Icons

9:30–10:15 a.m.

Location: Mariners

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

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

9:30–10:15 a.m.

Location: Tradewinds E

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

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

### Creating and Maximizing Styleguides

10:30–11:15 a.m.

Location: Tradewinds E

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

### Trendwatch: Making the Most of Music

10:30–11:15 a.m.

Location: Mariners

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

### How to Evaluate Licensed Properties

11:30 a.m.–12:15 p.m.

Location: Tradewinds E

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

### Extending a Brand into Licensed Experiences and Events

11:30 a.m.–12:15 p.m.

Location: Mariners

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

### Trendwatch: What’s the eSports Opportunity

1:30–2:15 p.m.

Location: Mariners

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

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

### Finding and Working with Agents and Consultants

1:30–2:15 p.m.

Location: Tradewinds E

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

### Unique Challenges of Branding and Licensing in the Growing Cannabis Industry

1:30–2:30 p.m.

Location: Global Licensing Group Theater (Booth A107)

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

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

2:30–3 p.m.

Location: Tradewinds E

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

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

2:30–3 p.m.

Location: Mariners

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

### How to Negotiate a Licensing Deal

3:15–4 p.m.

Location: Tradewinds E

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

## Licensing in a Direct-to-Consumer World

3:15–4 p.m.

Location: Mariners

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

## WEDNESDAY, MAY 23

### Licensing Roundtables: Session One

8–9:45 a.m.

Location: Tradewinds E

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

### Licensing Roundtables: Session Two

10:15 a.m.–12 p.m.

Location: Tradewinds E

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

### Case Study: “Five Nights at Freddy’s”

11–11:30 a.m.

Location: Global Licensing Group Theater (Booth A107)

Speaker: Marc Mostman, partner, Striker Entertainment.

### The Shape of Toy Retailing in a Changed World

12:30–1:30 p.m.

Location: Global Licensing Group Theater (Booth A107)

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

## Unexpected Brands in Lifestyle Licensing

1:30–2:15 p.m.

Location: Tradewinds E

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

### How to License Artwork

1:30–2:15 p.m.

Location: Mariners

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

### Case Study: How a University Deals with Game Day Counterfeiting

2:30–3 p.m.

Location: Mariners

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

### Case Study: Keeping a Classic Property Fresh and Relevant

2:30–3 p.m.

Location: Tradewinds E

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

### Case Study: Brand Collaboration

3:15–3:45 p.m.

Location: Tradewinds E

Speaker: David Lee, director, licensing, MillerCoors.

### Case Study: Licensing into the Service Sector

3:15–3:45 p.m.

Location: Mariners

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

### Navigating Licensing as a Small Manufacturer

4–4:45 p.m.

Location: Tradewinds E

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

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

### Tracking and Dealing with Counterfeits

4–4:45 p.m.

Location: Mariners

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

## THURSDAY, MAY 24

### Tapping into the Power of Micro-Influencers

9–9:45 a.m.

Location: Tradewinds E

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

### Adjusting to Fashion’s New Pace

9–9:45 a.m.

Location: Global Licensing Group Theater (Booth A107)

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

### What Every Licensing Pro Should Know About Royalty Rates

10–10:45 a.m.

Location: Tradewinds E

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

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

10–10:45 a.m.

Location: Global Licensing Group Theater (Booth A107)

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

# LICENSING EXPO

## Exhibitor List

**4D Asia/Brandinc**  
[www.4d-asia.com](http://www.4d-asia.com)  
[www.brandinc.com](http://www.brandinc.com)  
Booth: A126


**4K Media**  
[www.yugioh.com](http://www.yugioh.com)  
Booth: F188

**7th Heaven and the Rock'n Roll Kids/Mini Martians**  
[www.rnrstudios.net](http://www.rnrstudios.net)  
Booth: Q258

**9 Story Brands**  
[www.9story.com](http://www.9story.com)  
[www.outoftheblueenterprises.com](http://www.outoftheblueenterprises.com)  
Booth: C188

**A Tiny Teddy Named Cuds**  
[www.tinyteddypress.com](http://www.tinyteddypress.com)  
Booth: S255

**Aardman Animations**  
[www.aardman.com](http://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](http://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](http://www.admiralsportswear.com)  
Booth: F95

**Air Force Branding & Trademark & Licensing**  
Booth: C80

**Albert Whitman & Company**  
[www.albertwhitman.com](http://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](http://www.allenharrisanimation.com)  
Booth : N256



**Alpha Group**  
[www.auldeytoys.com](http://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](http://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](http://americanmensa.org)  
Booth: H109



**Amparin**  
[www.distroller.com](http://www.distroller.com)  
Booth: B154

**Anekke**  
[www.anekke.com](http://www.anekke.com)  
Booth: G114



**Animaccord/Masha and the Bear**  
[www.animaccord.com](http://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](http://www.animationmagazine.net)  
Booth: S253

**Anzac Co.**  
[www.anyzac.com](http://www.anyzac.com)  
Booth: J192

**APA**  
Booth: C102



**Art Brand Studios**  
[www.artbrandstudios.com](http://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](http://www.artestar.com)  
Booth: F107

**Asiana Licensing**  
Booth: J192



**Atlantya Entertainment**  
[www.atlantya.com](http://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](http://www.yoohoofriends.com)  
Booth: J206



**Authentic Brands Group**  
[www.abg-nyc.com](http://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](http://www.babfrog.com)  
Booth: C83



**Bandai Namco Entertainment**  
[www.bandainamcoent.com](http://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](http://www.bbcstudios.com)  
Booth: N204



**bCreative**  
[www.bcreative.com](http://www.bcreative.com)  
Booth: J77

**Beanbagglz**  
Booth: A106



**Beanstalk**  
[www.beanstalk.com](http://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](http://www.bibia.us)  
Booth: B104

**BigFoot 4x4**  
[www.bigfoot4x4.com](http://www.bigfoot4x4.com)  
Booth: H85

**Billboard + The Hollywood Reporter**  
[www.billboard.com](http://www.billboard.com)  
Booth: D124

**Blender Bottle**  
[www.blenderbottle.com](http://www.blenderbottle.com)  
Booth: E94

**Boy Scouts of America**  
[www.licensingbsa.org](http://www.licensingbsa.org)  
Booth: F142

**BPM Group/Blanco Publicidad & Marketing**  
[www.blancopublicidad.com](http://www.blancopublicidad.com)  
Booth: A195

**Brand Activation Consulting**  
[www.bac-usa.com](http://www.bac-usa.com)  
Booth: F124



**Brand Central**  
[www.brandcentralgroup.com](http://www.brandcentralgroup.com)  
Booth: D142



**The Brand Liaison**  
[www.TheBrandLiaison.com](http://www.TheBrandLiaison.com)  
Booth: F154

**Brand Squared Licensing**  
Booth: F102



**BrandComply**  
[www.octane5.com](http://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](http://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](http://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](http://www.bvitourism.com)  
Booth: E106



**Bromelia Productions**  
[www.gallinapintadita.com](http://www.gallinapintadita.com)  
Booth: J236

**Brown & Bigelow Licensing Company**  
Booth: G82

**The Buffalo Works**  
[www.thebuffaloworks.com](http://www.thebuffaloworks.com)  
Booth: D114



**BuzzFeed**  
[www.buzzfeed.com](http://www.buzzfeed.com)  
Booth: U232

**CAA - Creative Artists Agency**  
Booth: C102



**CAA-GBG Global Brand Management Group**  
[www.caa-gbg.com](http://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](http://www.candlewick.com)  
Booth: G232



**CAPCOM**  
[www.capcom.com](http://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](http://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](http://www.cat.com)  
Booth: C80

**CBF Labels**  
[www.cbflabel.com](http://www.cbflabel.com)  
Booth: E98



**CBS Consumer Products**  
[www.cbsconsumerproducts.com](http://www.cbsconsumerproducts.com)  
Booth: S202



**Centa IP**  
[www.centaip.com](http://www.centaip.com)  
Booth: D102

**Chan-Chan**  
Booth: C93

**Character Factory Mangchi**  
[www.cf-mangchi.com](http://www.cf-mangchi.com)  
Booth: J192



**China Pavilion**  
[www.culturetrade.com.cn](http://www.culturetrade.com.cn)  
Booths: B114, B124, B128, C114

**China Television Panorama Culture & Media Co.**  
Booth: B103



**CJ E&M Corporation**  
[www.cjenm.com](http://www.cjenm.com)  
Booth: F214



**CMG Worldwide**  
Booth: B214

**Coscoi**  
[www.coscoi.net](http://www.coscoi.net)  
Booth: J192

**Cotton Creations**  
[www.kerrscotton.com](http://www.kerrscotton.com)  
Booth: E85

**Country Music Association**  
[www.cmaworld.com](http://www.cmaworld.com)  
Booth: C102



**CraneKahn**  
[www.cranekahn.com](http://www.cranekahn.com)  
Booth: C222



**Crayola Properties**  
[www.crayola.com](http://www.crayola.com)  
Booth: A154



**Creative Licensing Corporation**  
[www.creativelicensingcorporation.com](http://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](http://www.crunchyroll.com)  
Booth: H226

**CTI Solutions**  
[www.CTISolutionsInc.com](http://www.CTISolutionsInc.com)  
Booth: K92



**Curtis Licensing**  
[www.curtislicensing.com](http://www.curtislicensing.com)  
Booth: L214



**Cyber Group Studios**  
[www.cybergroupstudios.com](http://www.cybergroupstudios.com)  
 Booth: H236

**Dark Horse Comics**  
[www.darkhorse.com](http://www.darkhorse.com)  
 Booth: H225

**David Lozeau**  
[www.DavidLozeau.com](http://www.DavidLozeau.com)  
 Booth: D74



**Dependable Solutions**  
[www.dependablerights.com](http://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](http://www.dplicensing.com)  
 Booth: E102

**Devar Entertainment**  
[www.devar.org](http://www.devar.org)  
 Booth: L230

**DHX Brands**  
[www.dhxmedia.com](http://www.dhxmedia.com)  
 Booth: G204



**Dimensional Branding**  
[www.dimensionalbranding.com](http://www.dimensionalbranding.com)  
 Booth: F128

**Dinosaur Train**  
 Booth: G214



**Discovery**  
[www.discoveryconsumerproducts.com](http://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](http://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](http://www.dqentertainment.com)  
 Booth: B99

**Dr. Krinkles**  
[www.drkrinkles.com](http://www.drkrinkles.com)  
 Booth: N253

**Dr. Seuss Enterprises**  
[www.seussville.com](http://www.seussville.com)  
 Booth: A220

**Dream Factory Studio**  
 Booth: J192

**Drizzle Studios**  
[www.drizzleart.com](http://www.drizzleart.com)  
 Booth: F80

**Dunhuang Academy**  
[www.dha.ac.cn](http://www.dha.ac.cn)  
 Booth: C114



**Earthbound Brands**  
[earthboundbrands.com](http://earthboundbrands.com)  
 Booth: J140

**Edgar Rice Burroughs**  
 Booth: H95



**Edge Americas Sports**  
[www.edgeamericassports.com](http://www.edgeamericassports.com)  
 Booth: D82

**Eggstar**  
 Booth: J192

**Electural**  
[www.electuralstudio.com](http://www.electuralstudio.com)  
 Booth: J192



**The Elf on the Shelf**  
[www.elfontheshelf.com](http://www.elfontheshelf.com)  
 Booth: K236



**Emmy & GooRoo**  
 Booth: B113



**Emoji Company**  
[www.emoji-company.com](http://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](http://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](http://www.b-duck.com)  
Booth: A136

**entertainmentOne**



**eOne**  
[www.eonelicensing.com](http://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](http://www.epicrights.com)  
Booth: A170

**EQtainment**  
[www.EQtainment.com](http://www.EQtainment.com)  
Booth: Q257

**Equity Management**  
[www.equitymanagementinc.com](http://www.equitymanagementinc.com)  
Location: Palm Ballroom

**ESC-Toy**  
[www.esctoy.com](http://www.esctoy.com)  
Booth: U253



**Evolution**  
[www.evomgt.com](http://www.evomgt.com)  
Booth: C142



**Excel Sportswear**  
[www.exceltees.com](http://www.exceltees.com)  
Booth: G93



**Fantawild Animation**  
[www.hqftdm.com](http://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](http://www.fao.com)  
Booth: J170

**Fast Keyboard**  
[www.fast-keyboard.com](http://www.fast-keyboard.com)  
Booth: E83



**Feld Entertainment**  
[www.feldentertainment.com](http://www.feldentertainment.com)  
Booth: R228

**Firefly Brand Management**  
[www.fireflybrandmanagement.com](http://www.fireflybrandmanagement.com)  
Booth: B93

**Flu-B-Gone**  
[www.flu-b-gone.com](http://www.flu-b-gone.com)  
Booth: G102

**Flying Colors Apparel**  
[www.flyingcolorsapparel.com](http://www.flyingcolorsapparel.com)  
Booth: H93



**Frida Kahlo**  
[www.fridakahlocorporation.com](http://www.fridakahlocorporation.com)  
Booth: O249



**Fujian International Exhibition & Commerce**  
[www.fujianexpo.com](http://www.fujianexpo.com)  
Booth: O244



**Fulanitos**  
[www.fulanitos.com](http://www.fulanitos.com)  
Booth: A214



**Funimation**  
Booth: U252

**Funko**  
[www.funko.com](http://www.funko.com)  
Booth: S224



**Gainmax**  
Booth: N254



**Games Workshop**  
[www.licensing.games-workshop.com](http://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](http://www.garfield.com)  
Booth: A137



**Gearbox Publishing**  
[www.gearboxpublishing.com](http://www.gearboxpublishing.com)  
Booth: U251



**Genius Brands International**  
[www.gnusbrands.com](http://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](http://www.giordanostudios.com)  
[www.greggiordanoart.com](http://www.greggiordanoart.com)  
Booth: G87

**Global Icons**

ELEVATE YOUR BRAND

**Global Icons**  
[www.globalicons.com](http://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](http://www.ubmlicensinggroup.com)  
Booth: A117

**Global Licensing Group Theater**  
[www.licensingweek.com](http://www.licensingweek.com)  
Booth: A107

**Glory Innovations**  
[www.glory-world.com](http://www.glory-world.com)  
Booth: H233

**Grafizix Co.**  
Booth: J192



**Grumpy Cat**  
[www.grumpycats.com](http://www.grumpycats.com)  
Booth: L236

**GS2**  
[www.gslicensing.com](http://www.gslicensing.com)  
Booth: A204



**Guangzhou Liuhua Fashion Wholesale Market**  
[www.liuhuafashionwholesale.com](http://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](http://www.gumby.com)  
Booth: G234

**H.E.R Accessories**  
Booth: O258

**Haley Art & Design**  
[www.haleyart.com](http://www.haleyart.com)  
Booth: F82



**Hand Talk**  
Booth: B142d



**Hang Ten**  
[www.hangten.com](http://www.hangten.com)  
Booth: J104

**Hasbro**  
[www.hasbro.com](http://www.hasbro.com)  
Location: South Seas Ballroom



**Healthy Lifestyle Brands**  
[www.healthylifestylebrands.com](http://www.healthylifestylebrands.com)  
Booth: F96

**Hexbug**  
[www.hexbug.com](http://www.hexbug.com)  
Booth: G95

**Historix**  
[www.histx.com](http://www.histx.com)  
Booth: G106

**Hong Kong Trade Development Council**  
[www.hktdc.com](http://www.hktdc.com)  
Booth: A134



**Howard Robinson & Associates**  
[www.howardrobinson.info](http://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](http://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](http://www.iconix.co.kr)  
Booth: J192



**IMG Worldwide**  
[www.imgworld.com](http://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](http://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](http://www.inkgrp.com)  
Booth: F204

**Inki-Drop**  
[www.inki-drop.com](http://www.inki-drop.com)  
Booth: Q255

**International Trade Center**  
[www.export.gov](http://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](http://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](http://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](http://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](http://jasonnaylorcreative.com)  
Booth: E82

**Jast Company**  
[www.jastcompany.com](http://www.jastcompany.com)  
Booth: F226

**Jazwares**  
[www.jazwares.com](http://www.jazwares.com)  
Booth: K72

**JBugs**  
Booth: J192



**Jewel Branding & Licensing**  
[www.jewelbranding.com](http://www.jewelbranding.com)  
Booth: H94



**The Joester Loria Group**  
[www.joesterloriagroup.com](http://www.joesterloriagroup.com)  
Booth: C154



**JPatton**  
[www.jpattonondemand.com](http://www.jpattonondemand.com)  
Booth: D134

**JQ Licensing**  
[www.jqlicensing.com](http://www.jqlicensing.com)  
Booth: E88



**Kanahei's Small Animals, Komimzuk**  
Booth: B142a



**Kathy Ireland Worldwide**  
[www.kathyireland.com](http://www.kathyireland.com)  
Booth: E154

**KC Licensing**  
[www.kclicensing.oc.uk](http://www.kclicensing.oc.uk)  
Booth: F88

**Kelli Roo Company**  
[www.kelliroo.com](http://www.kelliroo.com)  
Booth: N251

**KFR Creative**  
[www.kfr-creative.com](http://www.kfr-creative.com)  
Booth: F106



**King Features Syndicate**  
[www.kingfeatures.com/licensing](http://www.kingfeatures.com/licensing)



Booth: D154

King Features, a member of Hearst Entertainment and



 **SABAN Brands**

GLOBAL LICENSING, CONTENT AND MARKETING EXPERTS

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SABAN | ENPOP

# Treehouse Detectives™

NETFLIX | COMING  
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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](http://www.kollectico.com)  
Booth: S257



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

**Korea Pavilion**  
[www.kocca.kr](http://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](http://www.panaderia.xyz)  
Booth: B196

**Larry Fanning Art**  
[larryfanning.com](http://larryfanning.com)  
Booth: E80

**lawless**  
ENTERTAINMENT

**Lawless Entertainment**  
[www.lawlessent.com](http://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](http://www.learfieldlicensing.com)  
Booth: D93

**Legendary Entertainment**  
[www.legendarry.com](http://www.legendarry.com)  
Booth: K76

**LEGO Systems**  
[www.lego.com](http://www.lego.com)  
Location: Jasmine Ballroom

**Lenovo**  
[www.lenovo.com/us/en/jedichallenges](http://www.lenovo.com/us/en/jedichallenges)  
Booth: Q248



**Level-5 abby**  
[www.level5.co.jp/abby](http://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](http://www.thelicensingletter.com)  
Booth: B86



**Licensing Management International**  
[www.lmiofla.com](http://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](http://www.licensingmattersglobal.com)  
Booth: D108



**Licensing Works!**  
[www.licensingworks.us](http://www.licensingworks.us)  
Booth: U244



**LIMA**  
[www.licensing.org](http://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](http://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](http://www.ratherbehuntinguy.com)  
Booth: C85



## Line Friends

[www.linefriends.com](http://www.linefriends.com)  
Booth: N214



## Lion Forge Labs

[www.lionforge.com](http://www.lionforge.com)  
Booth: B125

# LIONSGATE®



## Lionsgate Entertainment

[www.lionsgate.com](http://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](http://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](http://www.lisaparker.co.uk)  
Booth: F86



## Little Red Truck Licensing Group

[www.littleredtrucklicensinggroup.com](http://www.littleredtrucklicensinggroup.com)  
Booth: H86



## Live Nation Merchandise

[www.lnmlicensing.com](http://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](http://www.lmca.net)  
Booth: D128



## LoCoco Licensing

[www.LococoLicensing.com](http://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](http://www.lonemountainprinting.com)  
Booth: D84

## Lonely Dog

[www.lonelydog.com](http://www.lonelydog.com)  
Booth: G103

## Lugosi Enterprises

[www.belalugosi.com](http://www.belalugosi.com)  
Booth: B107

## Lupita Tradition

[www.tulupita.com](http://www.tulupita.com)  
Booth: J239

## Luv Surf Apparel

[www.luvsurfapparel.com](http://www.luvsurfapparel.com)  
Booth: D80

## The Magical Tales

[www.themagicaltales.com](http://www.themagicaltales.com)  
Booth: C105

## Major League Baseball Players Association

[www.mlbplayers.com](http://www.mlbplayers.com)  
Booth: A208



## Manu

[www.lilledy.com](http://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](http://www.marvelappearance.com)  
Booth: O255

## Matchmaking Service

[www.licensingexpo.com/matchmaking](http://www.licensingexpo.com/matchmaking)  
Booth: S234



## Mattel

[www.mattel.com](http://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](http://meredith.com/media_portfolio/brandlicensing.html)

**Booth: K94**

**MerryMakers**

[www.merrymakersinc.com](http://www.merrymakersinc.com)

**Booth: C107**

**Mexico**

[www.promexico.mx](http://www.promexico.mx)

**Booth: N236**



**MGA Entertainment**

[www.mgae.com](http://www.mgae.com)

**Booth: U224**

**Mimi de Bichon Friends**

**Booth: J192**



**Mondo TV**

[www.mondotvgroup.com](http://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](http://www.moonshinecamo.com)

**Booth: F94**



**Moose Toys**

[www.moosetoys.com](http://www.moosetoys.com)

**Booth: E214**

**Morning Glory Corp.**

[www.morningglory.co.kr](http://www.morningglory.co.kr)

**Booth: J192**



**Moxie & Company**

[www.moxieco.com](http://www.moxieco.com)

**Booth: D118**

**Mr. Puppy Productions**

[www.mrpuppy.com](http://www.mrpuppy.com)

**Booth: B121**



**MyMediaBox**

[www.mymediabox.com](http://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](http://www.napcap.com)

**Booth: D87**

**Napp2reality**

[www.napp2reality.com](http://www.napp2reality.com)

**Booth: G86**

**National Geographic Partners**

[www.nationalgeographic.com](http://www.nationalgeographic.com)

**Location: South Seas Ballroom**

**National Palace Museum**

[www.npm.gov.tw](http://www.npm.gov.tw)

**Booth : Q249**

**Nature Cat**

[www.pbskids.org/naturecat](http://www.pbskids.org/naturecat)

**Booth: G214**

**NCSOFT**

[www.ncsoft.com](http://www.ncsoft.com)

**Booth: J192**



**NECA**

[www.necaonline.com](http://www.necaonline.com)

**Booth: L194**



**Maui and Sons**

[www.mauiandsons.com](http://www.mauiandsons.com)

**Booth: D88**

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



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

**Mauricio de Sousa Producoes**

[www.monicaandfriends.com](http://www.monicaandfriends.com)

**Booth: C214**

**Maverick**

**Booth: C102**

**Members Only**

[www.membersonlyoriginal.com](http://www.membersonlyoriginal.com)

**Booth: F114**

**Mercis**

[www.miffy.com](http://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](mailto:licensing@vangoghmuseum.nl) | [www.vangoghmuseum.com](http://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](http://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](http://www.nflpa.com)  
**Booth: A201**

**NHC Media**  
[www.nhcmedia.co.kr](http://www.nhcmedia.co.kr)  
**Booth: J192**



**Nickelodeon**  
[www.nick.com](http://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](http://www.nintendo.com)  
**Booth: A209**



**Nitro Circus**  
[www.nitrocircus.com](http://www.nitrocircus.com)  
**Booth: H80**

**No Worrys**  
[www.noworrays.com](http://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](http://www.ocon.co.kr)  
**Booth: J192**

**Odd Squad**  
[www.pbskids.org/oddsquad](http://www.pbskids.org/oddsquad)  
**Booth: G214**

**Oddfish**  
**Booth: S254**

**Ollimania**  
[www.ollimania.com](http://www.ollimania.com)  
**Booth: O254**



**One Animation**  
[www.oneanimation.com](http://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](http://www.one-entertainment.com)  
**Booth: D94**



Secure · Enhance · Protect



**OpSec Security**  
[www.opsecsecurity.com](http://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](http://www.en.dpm.org.cn)  
**Booth: C108**

**Paladone**  
[www.us.paladone.com](http://www.us.paladone.com)  
**Booth: A131**



**Paramount Pictures**  
[www.paramount.com](http://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](http://www.pattersonlicensing.com)  
Booth: F110



**PBS Kids**  
[www.shop.pbskids.org](http://www.shop.pbskids.org)  
Booth: G214



**Peanuts Worldwide**  
[www.peanuts.com](http://www.peanuts.com)  
Booth: G204



**Peiyork Emblem**  
Booth: G104



**Penguin Random House**  
[www.penguinrandom-house.com](http://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](http://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](http://www.pin-club.com)  
Booth: A124

**Ping Solutions**  
[www.pingsolutions.com](http://www.pingsolutions.com)  
Booth: B188

**Pixtrent**  
[www.pixtrent.com](http://www.pixtrent.com)  
Booth: J192



**PlayStation**  
[www.us.playstation.com](http://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](http://www.pocket.watch)  
Booth: C128



**The Pokémon Company International**  
[www.pokemon.com](http://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](http://www.popbottlestudio.com)  
Booth: B123

**Poppy Digital Artistry**  
Booth: H87

**Portable North Pole**  
Booth: O257



**PPI Worldwide**  
[www.ppiworldwide.com](http://www.ppiworldwide.com)  
Booth: A188



**Precious Moments**  
[www.preciousmoments.com](http://www.preciousmoments.com)  
Booth: G108

**Press Office**  
[www.licensingexpo.com/press](http://www.licensingexpo.com/press)  
Booth: J88

**Prince Kung's Palace Museum**  
[www.pgm.org.cn](http://www.pgm.org.cn)  
Booth: C114

**Puppie Love**  
[www.puppielove.com](http://www.puppielove.com)  
Booth: G88

**Queen of Arts**  
[www.queenofartspaint.com](http://www.queenofartspaint.com)  
Booth: J73



**Quirky**  
[www.quirky.com](http://www.quirky.com)  
Booth: J98



**Rainbow**  
[www.rbw.it](http://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](http://www.nwf.org)  
Booth: L244

**Red Light Management**  
[www.redlightmanagement.com](http://www.redlightmanagement.com)  
Booth: C102

**Rediks Graphics**  
[www.rinkinton.com](http://www.rinkinton.com)  
Booth: J192


**Retrobrands USA**  
[www.retrobrands.net](http://www.retrobrands.net)  
Booth: G80

 **Ripley's Believe It or Not!**  
[www.ripleyentertainment.com](http://www.ripleyentertainment.com)  
Booth: C95

**ROI Visual**  
[www.roivisual.com](http://www.roivisual.com)  
Booth: J206



 **Rovio Entertainment**  
[www.rovio.com](http://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](http://www.royaltyzone.com)  
Booth: J235

 **RSG Media Systems**  
[www.rsgmedia.com](http://www.rsgmedia.com)  
Booth: J226

 **Run for Your Lives**  
Booth: N257


 **SABAN Brands**

 **Saban Brands**  
[www.sabanbrands.com](http://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](http://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](http://www.ingram.co.jp)  
Booth : A142


 **Scholastic**  
Booth: K82

 **Scott Brothers Global**  
[www.scottlivinghome.com](http://www.scottlivinghome.com)  
[www.thescottbrothers.com](http://www.thescottbrothers.com)  
Booth: J110

**SeaBelievers**  
[www.seabelievers.com](http://www.seabelievers.com)  
Booth: O251



 **SEGA of America**  
[www.sega.com](http://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](http://www.seltzerlicensing.com)  
Booth: G127

**Seoul Animation Center**  
[www.sba.seoul.kr/eng](http://www.sba.seoul.kr/eng)  
Booth: N255

 **Sesame Workshop**  
[www.sesameworkshop.org](http://www.sesameworkshop.org)  
Booth: Q192

**Shanghai City Animation Publishing Media Company**  
[www.cityanimation.com](http://www.cityanimation.com)  
Booth: C114

**Shanghai Skynet Brand Management Corp.**  
[www.skynetasia.com](http://www.skynetasia.com)  
Booth: C114

 **The Sharpe Company**  
Booth: A114

**Show Daily Office**  
[www.licenseglobal.com](http://www.licenseglobal.com)  
Booth: J90

# KATURU

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**Skullcandy**  
Booth: G76

**Skybound**  
[www.skybound.com](http://www.skybound.com)  
Booth: B115

**SmartStudy**  
Booth: J192

 **Smiley**  
[www.smiley.com](http://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](http://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](http://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.



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**Spin Master**  
[www.spinmaster.com](http://www.spinmaster.com)  
Booth: O236

**Splash & Bubbles**  
Booth: G214



**SPLICE Lounge**  
[www.spliceonline.com](http://www.spliceonline.com)  
Booth: C80



**Spotlight Licensing and Brand Management**  
[www.spotlightlicensing.com](http://www.spotlightlicensing.com)  
Booth: E128



**Striker Entertainment**  
[www.strikerentertainment.com](http://www.strikerentertainment.com)  
Booth: M226



**Sunrights**  
[www.sunrights-inc.com](http://www.sunrights-inc.com)  
Booth: B222

**Surfvivor Media**  
[www.surfvivor.com](http://www.surfvivor.com)  
Booth: E81

**Surge Licensing**  
[www.surgelicensing.com](http://www.surgelicensing.com)  
Booth: K84

**Susan Vizvary Photography**  
[www.susanvizvaryphotography.com](http://www.susanvizvaryphotography.com)  
Booth: G81

**Suzanne Cruise Creative Services**  
[www.cruisecreative.com](http://www.cruisecreative.com)  
Booth: F87

**Suzy's Zoo**  
[www.suzyzoo.com](http://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](http://www.myswanprincess.com)  
Booth: A94

**Swedroe Licensing**  
[www.swedroelicensing.com](http://www.swedroelicensing.com)  
Booth: F85

**Sweet Monster**  
[www.sweetmonster.co.kr](http://www.sweetmonster.co.kr)  
Booth: J192



**Swissbrand**  
[www.swissbrandworld.com](http://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.

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**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](http://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](http://www.ubm.com)

**Booth: C94**

**UBM Licensing ExpoChina**

[www.licensingexpochina.com/en-us](http://www.licensingexpochina.com/en-us)

**Booth: B84**



**Universal Brand Development**

[www.universalbranddevelopment.com](http://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](http://www.ups.com)

**Booth: G94**

**US Hosiery**

**Booth: H75**

**USMC Trademark Licensing Office**

[www.hqmc.marines.mil/ousmcc/Units/Marine-Corps-Trademark-Licensing-Program](http://www.hqmc.marines.mil/ousmcc/Units/Marine-Corps-Trademark-Licensing-Program)

**Booth: C80**

**UUCMM**

[www.uucmm.com](http://www.uucmm.com)

**Booth: N258**



**Van Gogh Museum Enterprises**

[www.vangoghmuseum.com](http://www.vangoghmuseum.com)

**Booth: C82**

**VIP Lounge**

[www.licensingexpo.com](http://www.licensingexpo.com)

**Booth: H114**



**Vistex**

[www.vistex.com](http://www.vistex.com)

**Booth: H108**

**Vitamin Angels**

[www.vitaminangels.org](http://www.vitaminangels.org)

**Booth: H103**



**Viz Media**

[www.viz.com](http://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](http://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](http://www.disneyconsumerproducts.com)

**Location: South Pacific Ballroom**



**Warner Bros. Consumer Products**

[www.warnerbros.com](http://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](http://www.wildwingslicensing.com)  
 Booth: G85



**Women In Toys**  
[www.WomenInToys.com](http://www.WomenInToys.com)  
 Booth: A100



**WWE**  
[www.wwe.com](http://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](http://www.xrisp.com)  
 Booth: J192



**Yale University**  
[www.yale.edu](http://www.yale.edu)  
 Booth: F105



**You Need Character**  
[www.youneedcharacter.com](http://www.youneedcharacter.com)  
 Booth: J192



**Young Toys**  
[www.youngtoys.co.kr](http://www.youngtoys.co.kr)  
 Booth: J192



**Zag**  
[www.zag-inc.com](http://www.zag-inc.com)  
 Booth: A175

**Zenescope Entertainment**  
[www.zenescope.com](http://www.zenescope.com)  
 Booth: B111

**ZeptoLab**  
[www.zeptolab.com](http://www.zeptolab.com)  
 Booth: D226



**Zolan Licensing Agency**  
[www.zolanagency.com](http://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](http://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](http://www.zoonicorn.com)  
 Booth: C101

# GLOBAL LICENSING GROUP

## Visit the new Global Licensing Group Theater

Check out the schedule below:

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

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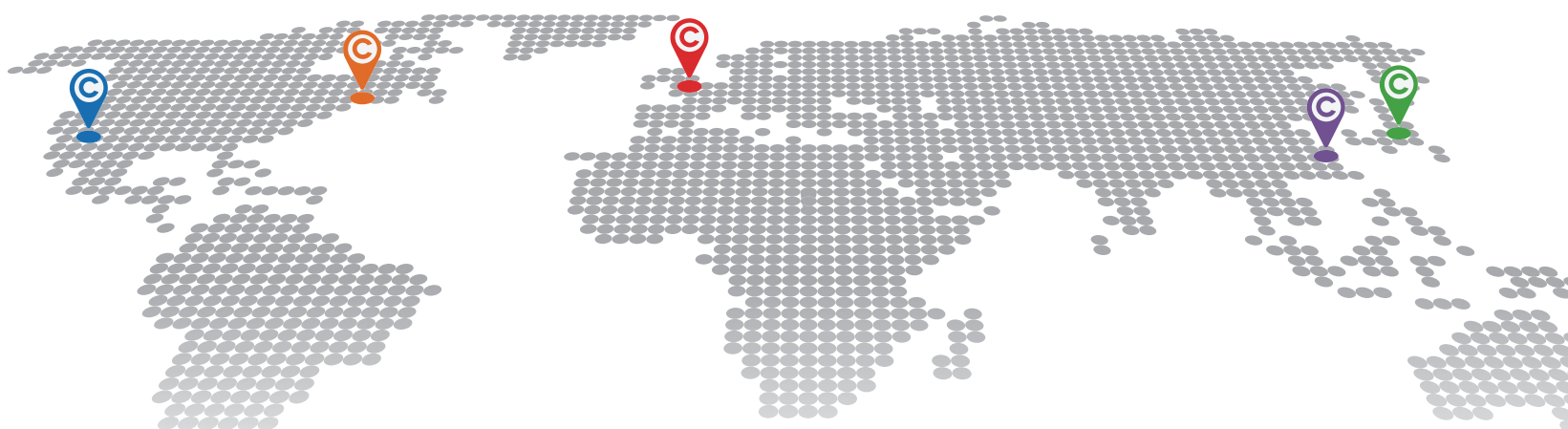


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## Firefly Steps into the Ring with Lucha Libre

Firefly Brand Management will present Masked Republic's Legends of Lucha Libre brand, including the luchador Mysterio, during Licensing Expo.

Boasting more than 17 million social media followers to date, Mysterio is most notably recognized for his lucha libre wrestling style, which is credited with having helped kick-start the emergence of cruiserweight wrestling in the U.S. in the 1990's. Serving as the "face" of Masked Republic's 2017 launch of the Legends of Libre brand, Mysterio is the luchador who turned pro when he was only 14-years-old.

His legacy, as well as the Mexican form of the sport, were cemented in 2006 when he became the first luchador to become WWE World Champion when he beat Kurt Angle and Randy Orton at WrestleMania XXII.

## All-American Deals for Dog for Dog



All-American Licensing has secured two new licensees—The G-Mason group and Tzumi Pets—for an assortment of branded products inspired by the pet food and accessory company Dog for Dog.

First, The G-Mason Group has signed on to create a line of pet products spanning from crate mats and toys to training pads.

Meanwhile, Tzumi Pets will develop a range of dog food and treats.

"We are excited to expand our working relationship with the All-American Licensing team, and we look forward to their partnership as we not only strive to bring an ever-wider range of quality pet products to the market, but also to expand our services to the shelter community and national rescue organizations," says John Flock, principal, Dog for Dog.

"Our relationships with celebrities (such as Snoop Dog and Chelsea Handler) and athletes will help with brand awareness across social and traditional marketing channels, and further engage our customers in our products and mission."

The new Dog for Dog licensees plan to launch their respective products by early summer.

Dog for Dog is also in the process of filing an Initial Public Offering.





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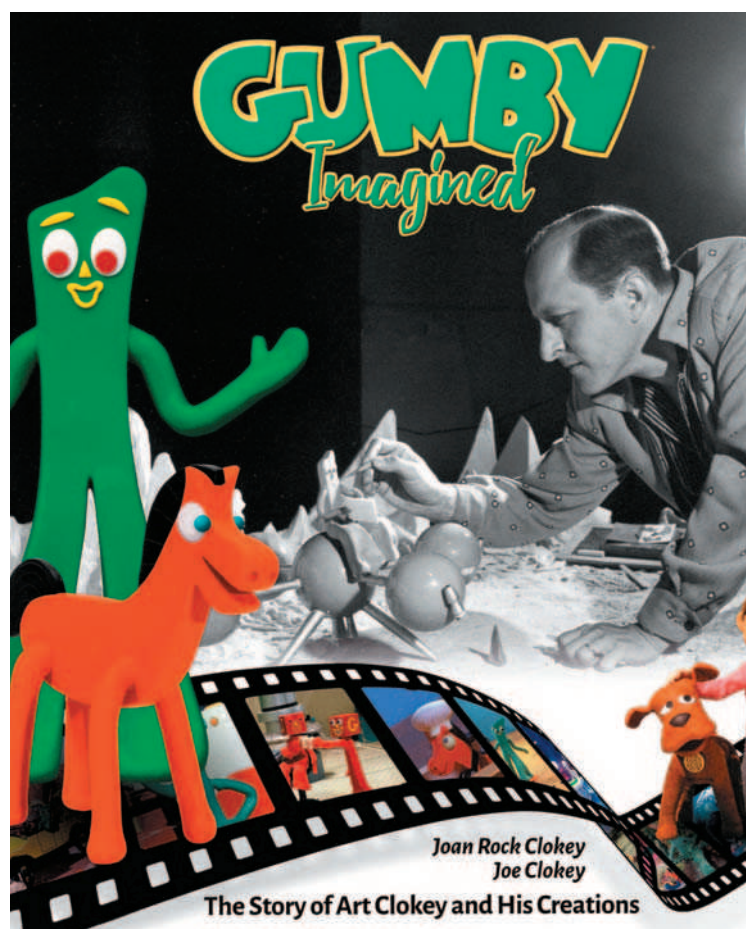
For more information on PEANUTS visit [www.peanuts.com](http://www.peanuts.com) or call 212-730-0030

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## 'Gumby' Stretches Publishing Offerings

Premavision/Clokey Productions have unveiled several new publishing offerings for its classic property "Gumby."

First, the company has partnered with Dynamite Entertainment to present *Gumby Imagined, The Story of Art Clokey and His Creations*. The 300-page art book features hundreds of never-before-seen photos and stories depicting how Clokey got his start in the business, his stop-motion TV commercials, trippy art films and more.



"Art Clokey and Gumby are as important to the history of American animation as the creations of Walt Disney... to be able to tell the story of this man and his incredible cast of characters is a high watermark, both as a publisher and for me as a fan," says Nick Barrucci, chief executive officer and publisher, Dynamite Entertainment. "Looking through these incredible photos and reading such rich history is guaranteed to make each and every one of us feel like a kid again."

Premavision/Clokey Productions has also teamed up with Papercutz for a new series of comics and graphic novels based on the original "Gumby" TV series.

The first graphic novel, "Gumby, Fifty Shades of Clay," debuted at the end of 2017, following the release of a series of three new collectors' edition comics. Each comic book issue features three unique stories and were created by comic all-stars who infused their own unique perspectives on "Gumby."

"I'm always delighted by how the character my father created has touched the hearts of so many people," says Joe Clokey, son of "Gumby" creator Art Clokey. "The proliferation of user-generated content online, the emergence of 'Gumby'-centered fan conventions and the huge reception we've received at places like Comic-Con International show just how important 'Gumby' is to so many people. We wanted to make sure we found a publishing partner who not only appreciated the property but also shared the approach and values that have made 'Gumby' such an enduring character. Papercutz shares our commitment to creating great stories. And they also have some of the biggest 'Gumby' fans I've ever met on staff. That made them the ideal choice for a publishing partner."



## Lonely Dog Expands into Wall Art, Calendars

The New Zealand-based art brand Lonely Dog has partnered with Zebra Publishing to launch a new line of season-appropriate calendars across the North American market.

The brand has also launched a collection of wall art and novelties with Legends Studios. The line includes numerous Lonely Dog characters and paintings.

Intelligent Brand Extension, Lonely Dog's worldwide licensing agent, brokered the deals.

"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 add Zebra Publishing and Legends Studios to our roster of great licensees for North America."

The Lonely Dog calendars will launch in the U.S. and Canada this fall, and Lonely Dog wall art is currently on sale across a score of retailers, and online, in the U.S. and Canada.

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For licensing opportunities: Marco Piccinini [marcopiccinini@atlantyc.it](mailto:marcopiccinini@atlantyc.it)

# Giordano Studios Paints New Merch

Giordano Studios, which licenses the artwork of Greg Giordano, has unveiled several new product lines inspired by the artist's "Nostalgic America" and "Heartland America" properties.

The "Nostalgic America" collection features vintage automotive subjects in classic American settings and has been licensed onto merchandise spanning jigsaw puzzles, greeting cards, mugs, bookmarks, wall décor, blankets, t-shirts and craft products.

Giordano was also approached by automotive companies including GMC, Chevrolet, Volkswagen, Jeep and Indian Motorcycles to create art featuring the brands. These licensed products include jigsaw puzzles, over-the-counter quilting fabric and wall décor.

Meanwhile, Giordano's "Heartland America" collection features



vintage pickup trucks and tractors and has been licensed onto products including calendars, coasters, garden flags, greeting cards, jigsaw puzzles, wall décor and craft products.

The company will also feature its signature Puppies and Kittens pieces this year—including "Fireside Pups," which has already been expanded into tins and greeting cards.



## More 'Sophie La Girafe' On Deck for September

Following the success of the "Sophie La Girafe" web series, the second part of season one is currently in production and is due for a September launch.

"Sophie La Girafe" currently airs on Hulu in the U.S., on the "Wizz" app in England and on YouTube in Russia and India. The web series is also available in France and has reached nearly 5 million views worldwide in three months.

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# King Features Unveils Global Expansion for Betty Boop



King Features, the exclusive worldwide licensing agent for Betty Boop proprietor Fleischer Studios, has revealed more than a dozen deals in new territories across the globe for the classic female character.

New licensees include:

- H3 for sportswear in the U.S.;
- Innovent Brands for home décor in the U.S.;
- Rockin Pins for limited edition Betty Boop pins in the U.S.;
- Hyperround for apparel in South Korea;
- Ben & Derreck for apparel and accessories in South Korea;
- Guang-Jia for accessories in Thailand;
- Le Pandorine for fashion bags in Italy;
- Saborn for apparel in Benelux;
- Passion Comercio for health and beauty accessories in Brazil;
- Loungerie for sleepwear, under garments, swimwear, toiletry cases and accessories in Brazil;
- Zazoo for a multi-territory deal introducing fine art;
- MBI for figurines in the U.S., U.K. and Ireland;
- Bradford Exchange for home décor in the U.S., Canada, Europe, Australia and New Zealand; and
- Funko for Pop! vinyl figures in multiple territories.

“Betty’s upbeat, celebratory and positive personality along with her love of being in the spotlight make her a natural fit for the recent collaborations we’ve launched,” says Carla Silva, vice president and general manager, global head of licensing, King Features.



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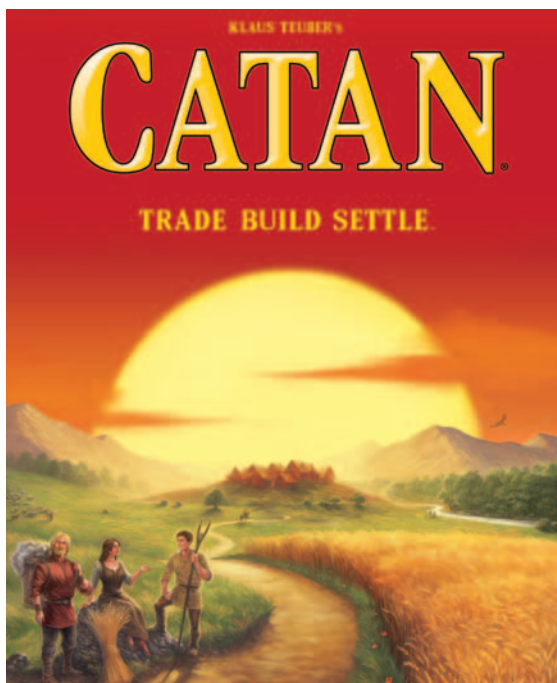
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# Asmodee Unveils Entertainment Division

The Asmodee Group, a board, card and role play game publishing and distribution company, has revealed a new division, called Asmodee Entertainment.

The new division will leverage the company's intellectual property including games like Catan, Ticket to Ride, Pandemic, Dead of Winter, Splendor and Dobble/Spot It! to develop new content types such as feature films, TV series, collectibles, novels, comics and graphic novels.

According to the company, Asmodee Entertainment will unlock new narrative experiences for fans across a variety of platforms, wider storytelling possibilities for its creative talent and a new revenue stream for the company.

Additionally, Andy Jones, a games industry veteran with 30 years of experience, has been appointed to head the new division. Meanwhile, Darren Kyman, a former Rovio, Sony Pictures and Paramount Pictures executives, has been appointed to serve as Asmodee Entertainment's senior vice president of business development.

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# ‘My Singing Monsters’ to Appear at Licensing Expo

Big Blue Bubble, in partnership with Wind Sun Sky Entertainment and Skybound Entertainment, will bring its mobile game “My Singing Monsters” to Licensing Expo in search of new partnerships.

The free-to-play title allows players to engage in discovery, creativity and delight by breeding and feeding lovable, singing monsters to build unique melodies.

The cross-category program will initially include collectible merchandise, toys and lifestyle products based on the characters, their island habitats and their creative musical abilities.

Licensing opportunities are currently available for the mobile game. “My Singing Monsters” is available on the App Store and Google Play.



## Dependable Solutions Pairs with Authentic Vision

Dependable Solutions and Authentic Vision have joined forces to extend protection services for clients in the realm of counterfeiting.

Together, the companies will combine

their advanced technologies to ensure that products are processed successfully at every stage, from granted rights to store distribution.

The licensing, creative and royalty services from Dependable Solutions will

allow brands, agents and licensees automation solutions for their business processes.

Meanwhile, Authentic Vision will utilize authentication and tracking technology to secure IP and licensed goods.

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# 'Galinha Pintadinha' Debuts Spin-Off Series at Licensing Expo



The creators of "Galinha Pintadinha," Bromelia Productions, have unveiled their new spin-off series, "Galina Pintadita Mini."

The new series continues to feature Lottie Dottie, Purple Rooster and Little Yellow Chickadee, and includes 26 12-minute



episodes created specifically for traditional television programming, unlike its predecessor, which featured a series of digital clips ranging in duration. The production is also being adapted into English, French, Italian, Mandarin, Japanese and Hebrew.

At Licensing Expo, Bromelia Productions will focus on promoting the new series—which has expanded into a score of consumer products categories in Brazil including plush toys, notebooks, backpacks, games, clothes, sandals and various types of toys.

## Games Workshop Storms into Expo with 'Warhammer'

After a successful 2017, Games Workshop is bringing its "Warhammer" and "Warhammer 40,000" back to Licensing Expo.

Developed over 40 years ago, the "Warhammer" franchise boasts a huge following across the world, and with more than 90 merchandise and video game licenses in place (as well as having been nominated for two LIMA Licensing Awards in 2018), the company is looking to further expand its licensing program across all sectors with partners across the globe.

Games workshop will also showcase its brand "Blood Bowl."



# American Mensa to Showcase Diverse Portfolio

Founded in 1960, American Mensa is an organization that partners with smart brands, products and initiatives that celebrate intelligence, which it will showcase during this year's Licensing Expo.

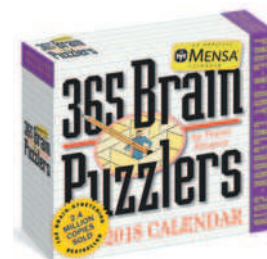
New licensees from the past year that

American Mensa will highlight include Hasbro for children's games, Skyhorse Publishing for puzzles books and Norwegian Cruise Line for puzzles for passengers' daily quiz on the Oceania and Regent.

The company will also feature its additional partnerships during Licensing

Expo including dating services through Match.com, desk calendars from Workman Publishing and content for American Airlines.

American Mensa continues to develop its brand licensing program, expanding upon existing categories and discovering new areas of growth.



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# Bigfoot 4x4 Revs Up Licensing

Bigfoot 4x4 has unveiled a flurry of licensing activity ahead of this year's Licensing Expo.

The monster truck recently partnered with Global Toy Experts to help increase its presence in the toy market, as well as with Mas Creative to assist with its sponsorship and marketing plans.

Meanwhile, in March, Bigfoot 4x4 debuted its collaboration of apparel with The Hundreds. Many of the items feature Bigfoot #8 and its distinctive paint scheme

Finally, the monster truck brand made an appearance during the VR race scene in the beginning of *Ready Player One*. The Bigfoot #8 truck is driven by one of the major characters' avatar and shares much of its screen time with the DeLorean from *Back to the Future*.

## Activision Ties Up 'Call of Duty' Apparel

Activision has teamed up with Poetic Brands for an apparel range inspired by its video game franchise "Call of Duty."

Under the terms of the agreement, Poetic Brands will develop an apparel line that features iconic imagery from the game and will distribute the collection in the U.K. and Ireland.

"Call of Duty" is one of the

most recognizable and popular video game brands in the world, so it is tremendously exciting to have signed this agreement," says Elliott Matthews, executive director, Poetic Brands. "We will be putting together a range that utilizes the game's iconic imagery to great effect and has huge appeal to the millions of 'Call of Duty' fans out there."

# CALL OF DUTY



## Brand Central Secures Deal for Bible BB's

Brand Central has brokered a new publishing deal for Christian lifestyle brand Bible BB's.

Faith-based lifestyle brand Bible BB's—a media and merchandise brand that includes entertainment, digital content, apps, live shows and consumer product development—has

teamed up with Scholastic for a series of children's books that feature stories from the bible and its popular characters.

Scholastic will publish two books *Away in the Manger* and *Jesus Loves Me* under its Little Shepard Books imprint in October and January 2019, respectively.

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In this issue, find:

- Deep dive interviews with major licensors.
- In-depth special reports on publishing, e-commerce and much more.
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## Devar Highlights Augmented Reality

Devar is a technology company and producer of augmented reality content in the fields of publishing, entertainment and education that will present its AR platform during Licensing Expo.

Established in 2014, Devar entered the global publishing market one year in and

now boasts partnerships with Hasbro and Mattel for AR goods. Its current AR product lines include AR coloring books, storybooks, activity books, learning books, encyclopedias, live posters, brainteasers and more.

In addition to its current offerings, Devar

has developed an AR platform that houses all of its products and experiences in one app. The app works with physical products as well as digital ones, available within the app.

The new Devar platform is now available on the App Store and will be promoted by Apple soon.

## Icee Slurps Up Dollhouse Games

The Icee Company has partnered with My Town to create an Icee Amusement Park-themed, digital dollhouse-like game.

Design Plus, the brand's worldwide licensing agent, brokered the deal.

"When licensor and licensee share the same vision to bring imaginary and physical worlds together, and when expert designers treat their games to much-loved brand like Icee, the possibilities are endless," says Natalie Peterson, senior director,

marketing, The Icee Company.

The new game will allow players to explore the park, try out rides like the Slingshot or Parachuter, visit the Icee store, make friends with the Icee bear, enjoy their favorite Icee flavor and more.

"We are ready to ride the big roller coaster and are delighted to join the adventure," says Carol Janet, chief executive officer, Design Plus. "Visit us at Licensing Expo to win a prize and live the Icee life."



## Honmoku Brings Japanese Culture to Las Vegas

Honmoku File will highlight the Japanese dance company Utakata Mugen in Las Vegas during this year's Licensing Expo.

Utakata Mugen consists of four performers—Tina, Hana, Subaru and Atsushi—who are leaders in various genres including valley, jazz, nihon buyou and body building. With performances including "B-Road" and "Veludo," Utakata Mugen aims to reflect the melancholy of tragic love and sensuality.



# Expand into the European licensing market with BLE

9-11 October 2018, Olympia London



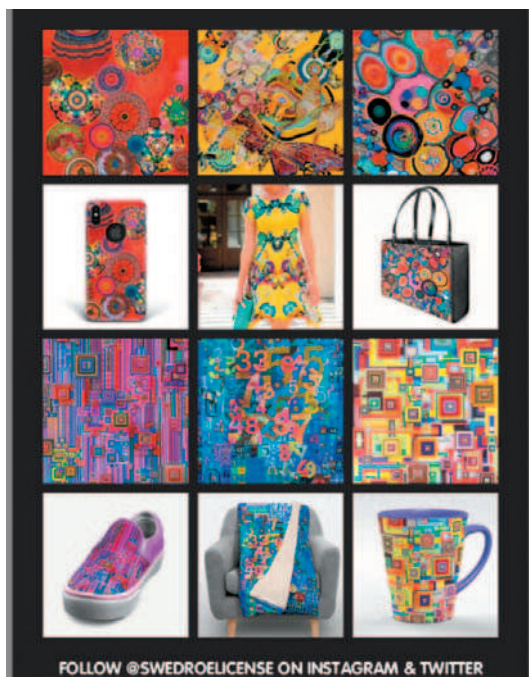
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## Swedroe Licensing Seeks Licensing Partners

Swedroe Licensing is currently seeking licensees across all product categories.

Swedroe Licensing is best known for representing more than 200 prints and collages by artist and architect Robert Swedroe.

Additional information can be found online at [SwedroeLicensing.com](http://SwedroeLicensing.com).

## Zenescope Presents 'Grimm Fairy Tales' Comic

Zenescope Entertainment will showcase its flagship comic book series "Grimm Fairy Tales" during this year's Licensing Expo.

Zenescope is an independent comic book and graphic novel publisher, best known for reimagining fairy tales into horror, sci-fi and supernatural thrillers. With its flagships series, it boasts the largest female-driven, shared universe in comics.

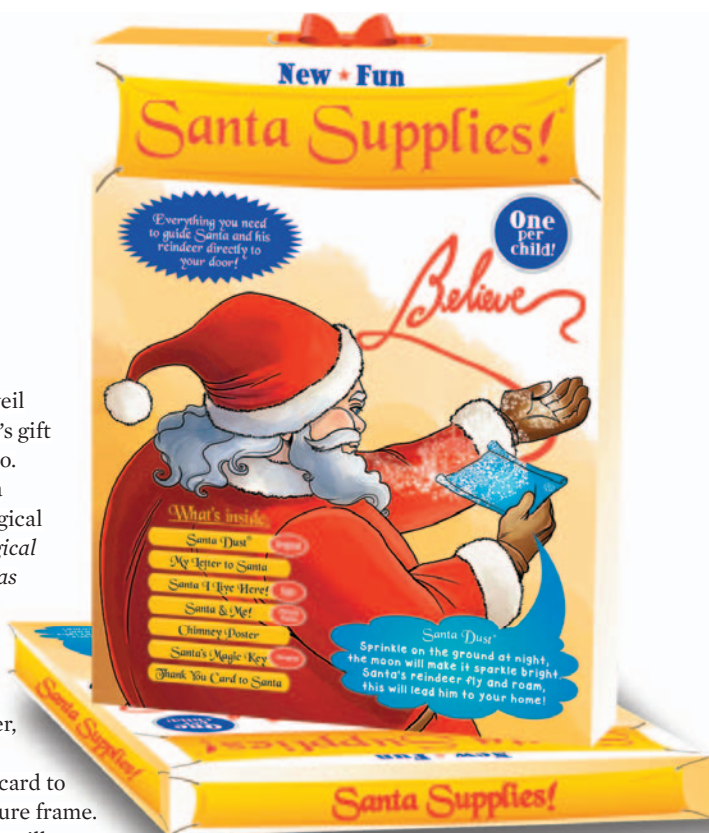
Additionally, a major figure in the "Grimm Fairy Tales" universe, Van Helsing, the slayer of all things evil, has served as an inspiration for the Syfy TV series, which will head into its third season this fall.

## The Magical Tales Unveils Santa Supplies

The Magical Tales will unveil Santa Supplies, a new children's gift product, during Licensing Expo.

The Santa Supplies box is a complementary gift box to Magical Tales' children's book *The Magical Tales of Santa Dust—A Christmas Tradition* and will include seven items for a "successful Christmas Eve" including the "My Letter to Santa," Santa Dust refill pack, chimney poster, "Santa, I live here!" door sign, Santa's magic key, a thank you card to Santa and a "Santa & Me!" picture frame.

The Santa Supplies gift box will be available this holiday season.



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# LIMA International Licensing Awards





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**The Scott Brothers** at Warner Bros. Consumer Products



**Eric Karp**, BuzzFeed



**Andre Lake Mayer**, Jeremy Zag And Andrea Green, ZAG Studios



**Bryony Bouyer**, Hasbro



Nickelodeon star **JoJo Siwa**, **Pam Kaufman**, Viacom/Nickelodeon Global Consumer Products, **Pauly D** ("Jersey Shore") and WWE Superstar **John Cena**



**Josh Scherba**, DHX Media and **Roz Nowicki**, Peanuts Worldwide



**Debra Restler** and **Katie Riccio**, Beanstalk



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**Kaitlin Dupuis**, Kratt Brothers Company



**Stone Newman**, Pocket.Watch Company



**Fernanda Abreu, Tamaya Petteway, Jane Smith, Alice Bernardi and Thomas Ferguson**, Endemol Shine North America



**Cookie Monster with David Rudman**, "Sesame Street"



**Micah Southwood**, The Fred Rogers Company



**Merkulov Alexey and Vladimir Valiev**, Animaccord



**Andrea DaSilva**, U.S. Department of Commerce; **Sandra Tinajero**, U.S.Embassy, Quito-Ecuador and **Marsha McDaniel**, U.S. Department of Commerce at the International Panel



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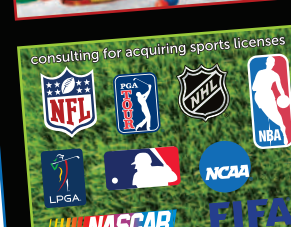
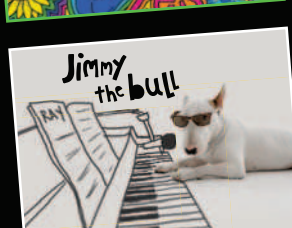
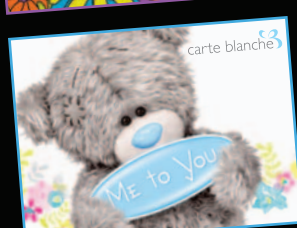
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