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For Story Pitches, Questions or Concerns, Contact:
Amanda Cioletti, Content Director
amanda.cioletti@ubm.com | +1 310-857-7688

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2901 28th Street, Suite 100
Santa Monica, CA 90405
www.licenseglobal.com

editorial department

content director
Amanda Cioletti 310.857.7688
amanda.cioletti@ubm.com

managing editor
Patricia DeLuca 212.600.3402
patricia.deluca@ubm.com

art department

graphic designer
Ramprabhu 714.845.0252 ext. 6055011
ramprabhu.v@hcl.com

advertising department

vice president, sales
Howard Gelb 310.857.7687
howard.gelb@ubm.com

account manager
Christie Ramsey 310.857.7632
christie.ramsey@ubm.com

associate managing editor
Erica Garber 310.857.7689
erica.garber@ubm.com

digital editor
Amber Alston 212.600.3178
amber.alston@ubm.com

senior production manager
Karen Lenzen 218.740.6371
Klenzen@hcl.com

account manager
Rebecca Dennis 310.445.3716
rebecca.dennis@ubm.com

reprint marketing advisor
877.652.5295 ext. 121
bkolb@wrightsmedia.com
Outside U.S., U.K., direct dial:
281.419.5725 ext. 121

ubm licensing

senior vice president, licensing
Jessica Blue 310.857.7558
jessica.blue@ubm.com

brand director
Steven Ekstract 212.600.3254
steven.ekstract@ubm.com

licensing expo

marketing specialist
Russell Coronel 310.857.7414
russell.coronel@ubm.com

project manager
Deidre Manna-Bratten 310.445.4203
deidre.manna-bratten@ubm.com

marketing manager
Nick Pucci 310.857.7624
nick.pucci@ubm.com

marketing coordinator
Mahilet Mekonnen 310.445-3738
mahilet.mekonnen@ubm.com

brandlicensing europe

brand director
Anna Knight +44 0 20 7560 4053
anna.knight@ubm.com

licensing expo china

general manager
Athena Gong +86 21 6157 7266
athena.gong@ubm.com

licensing expo japan

general manager
Nobuaki Nito +81 3 5296 1020
nobuaki.nito@ubm.com

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Disney Reorganizes Consumer Products Division

The Walt Disney Company has announced a strategic reorganization to its business model.

The world's No. 1 licensor will now operate across four segments—the newly formed Direct-to-Consumer and International; the combined Parks, Experiences and Consumer Products; Media Networks; and Studio Entertainment.

The corporate restructuring has also initiated a number of executive moves. Bob Chapek, chairman, Walt Disney Parks and Resorts, will now take on the role of chairman of the new Parks, Experiences and Consumer Products business segment. In his new role, he will take on additional responsibility for all of Disney's consumer products operations globally, including licensing and Disney stores.

Additionally, the new segment will house Disney stories, characters and franchises, and the company's existing consumer products operations will be merged with Walt Disney Parks and Resorts under Chapek. By uniting the two sectors, the company seeks to share resources to provide consumers with branded products and retail experiences inspired by its portfolio across toys, apparel, home goods and digital games and apps.

Chapek has served as chairman of Walt Disney Parks and Resorts since 2015, where he oversaw the company's travel and leisure businesses. Prior to that, he was president of Disney Consumer Products, where he developed

a brand- and franchise-driven strategy while launching new consumer products and with a focus on technological innovation and creativity.

Meanwhile, Kevin Mayer, who has served as Disney's chief strategy officer since 2015, will now serve as chairman of the new Direct-to-Consumer and International business segment, which will operate as a global platform for media, technology and distribution of Disney content produced by Disney's Studio Entertainment and Media Network Groups. The Media Networks



group will be co-chaired by Ben Sherwood, president, Disney/ABC Television Group, and James Pitaro, who will now serve as president of ESPN and co-chair of Disney Media Networks.

In his new role, Pitaro will leverage his experience in sports, entertainment and

technology to guide the sports channel.

Pitaro's appointment comes during a transitional period for ESPN as it prepares to launch its new direct-to-consumer subscription streaming service ESPN+. The new platform will be integrated into a reformulated ESPN app that will act as a hub for all ESPN related content.

International Disney Channel operations will move to the Direct-to-Consumer and International business.

Finally, the Studio Entertainment business segment will be led by Alan Horn, chairman, The Walt Disney Studios, and will remain virtually the same.

"We are strategically positioning our businesses for the future, creating a more effective, global framework to serve consumers worldwide, increase growth, and maximize shareholder value," says Bob Iger, chairman and chief executive officer, The Walt Disney Company. "With our unparalleled Studio and Media Networks serving as content engines for the company, we are combining the management of our direct-to-consumer distribution platforms, technology and international operations to deliver the entertainment and sports content consumers around the world want most, with more choice, personalization and convenience than ever before.

"In addition, we are merging our Consumer Products and Parks operations under one segment, combining strategy and resources to produce even more compelling products and experiences that bring our stories and characters to life for consumers," continues Iger.

Earthbound to Rep The Pioneer Woman

Ree Drummond of The Pioneer Woman brand has appointed Earthbound Brands to serve as the lifestyle brand's exclusive licensing agent.

Moving forward, Earthbound Brands will work to expand Drummond's frontier living-inspired lifestyle brand beyond the housewares category into a host of new categories. The agency will also work to

expand Drummond's retail footprint.

"We are extremely excited to be working with Ree on her powerful brand. We feel privileged to be given the opportunity to help her grow The Pioneer Woman line of products," says Jeffrey Cohen, chief executive officer and co-founder, Earthbound. "Pioneer Woman loyalists are incredibly passionate, and we are confident that the new range of

product offering, all overseen by Ree herself, will engage and delight her fans."

Drummond is the creator of The Pioneer Woman website, a cookbook author and the host of her own show on the Food Network.



BuzzFeed's Tasty Cooks Up Walmart Collab

BuzzFeed and Epoca International have teamed for a new line of kitchenware, which will be available exclusively at Walmart, based on the media company's Tasty brand.

The Tasty-branded line features more than 90 products ranging from non-stick cookware and bakeware to accessories and more.

"Walmart's focus on saving customers so they can live better lines up perfectly with Tasty's mission of making cooking fun and accessible for beginner and experienced cooks alike," says Ben Kaufman, director, BuzzFeed Product Labs. "We're excited to unveil Tasty's first cookware line with one of the biggest and most innovative retailers in the world and make it even easier for Tasty fans to prepare our delicious recipes in their own homes."

The agreement is also part of a larger strategic partnership between Walmart and BuzzFeed, which enables both companies to collaborate on consumer products across multiple categories, e-commerce, media, marketing and more.

Last December, the two companies partnered to integrate Walmart and Jet.com into BuzzFeed's Tasty app.

"We are excited to partner with BuzzFeed's Tasty to give home cooks a whole new way to get in the kitchen with the brand, a new line of Tasty cookware," says Steve Ronchetto, vice president, cook and dine, Walmart U.S. "Like Tasty viewers, our customers are looking for inspiration and want to have a little fun in the kitchen. Through our unique partnership, we're making it easier than ever to do that. Customers can now shop for all of the items featured in a recipe on the Tasty app through Walmart and prepare a delicious meal using our new Tasty cookware."

The Tasty cookware collection is now available at Walmart stores and online at Walmart.com.



Global Merchandising Deals for Emoji Merch

The Emoji Company has partnered with two new licensees—Leng Universal and Cotton On—for a variety of new products that will launch this year.



Global Merchandising Services, the brand's U.S. agent, brokered the deals.

First, Leng Universal has signed on for an extensive line of kids', junior and young men's denim and knit apparel, which is set to launch nationally this summer.

Meanwhile, Cotton On will produce a wide range of products including apparel, accessories, novelty and stationery goods, which will be available across the retailer's 1,500-plus stores in July.

Additionally, World Tech Toys has released a new line of Emoji-themed remote control toys.



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CrossFit Heads to the Grocery Aisle



The branded meat selection will be available as part of the “CrossFit Approved” box and will include a curated assortment of free-range chicken, grass-fed burgers, beef sticks and various cuts of steak. The partnership is CrossFit’s first physical attempt to bring its nutrition principles to market in the food and beverage category.

“While CrossFit is an unparalleled force in the world of fitness, it is so much more than that—it inspires healthy lifestyles around the world, with nutrition being a core focus,” says Gary Krakower, vice president, IMG Licensing. “Expansion into food and beverage is a natural step for the brand, and Strauss Brands is the perfect partner to create products that will resonate with the CrossFit community and anyone who’s interested in their health and well-being.”

The CrossFit-branded meat is now available via Strauss’ online store and will be available in select grocery retailers throughout the U.S. later this year.

Jurassic Park to Fete 25 Years with Capsule Collection

Universal Brand Development and Gen Art have joined forces to design a new capsule collection to celebrate the 25th anniversary of the film Jurassic Park.

To mark the occasion, Gen Art and clothing label Faircloth & Supply have created a range that includes relaxed womenswear, menswear and unisex silhouette separates in a host of Jurassic Park-inspired colors. Each garment also showcases the

Jurassic Park 25th anniversary logo.

“Twenty-five years ago, Jurassic Park captivated audiences worldwide, and fans today continue to celebrate the film’s legacy,” says Stephanie Kraus, senior vice president worldwide, product design and development, consumer products, Universal Brand Development. “Gen Art is renowned for working with some of the most influential designers, and we are excited to collaborate

with them on a collection that captures the beauty, wonder and thrills of the inaugural chapter of our beloved franchise.”

The Gen Art x Jurassic Park 25th anniversary capsule collection was at Macy’s Herald Square this month as part of a special shopping event, and can be found on Macys.com.

The film franchise’s latest installment, *Jurassic World: Fallen Kingdom*, will be released in U.S. theatres June 22.

Hasbro, Tycoon Named to LIMA Hall of Fame

The International Licensing Industry Merchandisers' Association has selected two industry executives to join the Licensing Hall of Fame this year.

Elias Fasja-Cohen, chief executive officer and Founder of Tycoon Enterprises, and Brian Goldner, Chairman and chief executive officer of Hasbro will be honored at the annual LIMA Awards Ceremony, May 22, during Licensing Expo 2018.

As chief operating officer and founder of Tycoon Entertainment Fasja-Cohen has developed on the leading licensing agencies in Latin America for more than 28 years. In 1990, Mr. Fasja-Cohen co-founded Tycoon Enterprises, professionalizing the licensing business in Mexico and opening the doors of the Mexican market to major licensors, including 20th Century Fox, Cartoon Network, Major League Baseball, Mattel, National Football League, and Nickelodeon, among others. Under Mr. Fasja-Cohen's leadership, expanded the licensing business and introduced licensing education into territories including Mexico, Central America and the Caribbean, Ecuador, Colombia, Peru, Chile and Brazil. A large number of Tycoon alumni have gone on to become an important part of the licensing industry in Mexico.

"LIMA is proud to honor these two outstanding game-changers in our industry who have lead their respective companies to exceptional levels of licensing excellence," said LIMA President Charles Riotta. "Elias is a legend in the Latin American licensing community, and Brian a visionary and innovator who transformed Hasbro's business and created an indelible impact on licensing. We are thrilled to have them join the Licensing Hall of Fame."

Brian Goldner is regarded as a pioneer at Hasbro's where he helped to develop the company's entertainment and omni-channel storytelling. He has served as an executive producer on a number of films based on Hasbro brands, including the *Transformers* films and *My Little Pony: The Movie*. Under his leadership, Hasbro has expanded its presence across categories including high-end fashion, location-based entertainment, music, publishing, and consumer products.



Nintendo Extends Play with Jakks

World of Nintendo has extended its global master toy agreement with Jakks Pacific.

Under the terms of the worldwide agreement, Jakks will continue to manufacture, market and distribute play sets, plush, vehicles, role play, and dress up toys, as well as novelties, blasters and outdoor seasonal items that feature properties including "Super Mario," "Mario Kart" and "The Legend of Zelda."

Furthermore, Jakks is slated to launch a host of World of Nintendo items this year including

Squish-Dee-Lish squishy toys; Super wind up toys, a line of figures with unique movements inspired by popular heroes and villains; Mario Kart motorcycle RC racer, a remote-controlled motorcycle; and Luigi Mario Kart mini RC racer.

"We're thrilled to extend our relationship with Nintendo as master toy licensee," says Craig Drobis, senior vice president, marketing, Jakks Pacific. "Nintendo is an iconic and nostalgic brand that is beloved by multiple generations of fans. We are excited our authentic figures, plush and RC extends the gaming experience to play time."



New Leadership at Hasbro

Hasbro has appointed three new senior directors to its North American consumer products team. The new hires will work with the existing team under a new “Brand First” initiative, which will align the company’s North American teams with the company’s regional toy and game brands in every category and across every channel.

Reporting to David Henderson, senior vice president, consumer products, North America, Hasbro, the three new senior directors will aim to unlock Hasbro’s potential in addition to its extensive brand management, global business execution and excellence in the digital and e-commerce arena.

The new hires include:

- Melissa Alexander, who will relocate from Australia. Most recently, Alexander led Hasbro Consumer Products Pacific and Southeast Asia. She will bring her commercial leadership and multi-country experience to the North American consumer products department and will lead the My Little Pony and Baby Alive teams.
- Keith Leach, who joins Hasbro from Adidas. Leach’s in-depth brand, commercial and global experience from the sports lifestyle category will help him lead the Nerf, Play-Doh and Vault brand portfolio teams.
- Sue Perez-Jackson, who brings an in-depth experience of the Latin American business to Hasbro from Smithsonian and Discovery. In her role, she will oversee the Transformers, Monopoly, Hasbro Gaming and Wizards of the Coast teams.

“Since joining the team in September of 2017, I have witnessed the unparalleled passion and drive which every individual on the team has for our brands, our company and our partners. The team has doubled the consumer products revenue over the past five years in North America. We have a relentless focus on Transformers, My Little Pony, Nerf and our entire

portfolio of brands which have driven significant retail sales for us in 2017,” says Henderson. “Yet, with this success, combined with the ever-changing consumer and retail landscape in North America, we must continue to adapt to lead in the years ahead. I am excited to welcome these new leaders to our team as we chart a new path for Hasbro Consumer Products in North America.”

The new executive moves represent a shift in the overall structure of Hasbro, which has recently centered its teams around its brand blueprint to drive category sales growth as the organization moves from a category first philosophy to a “Brand First” initiative. The brand blueprint is Hasbro’s strategic framework for bringing its brands to life in exciting new ways.

“We see our brands as story-led consumer franchises that we bring to life through compelling content across a multitude of platforms and media, with a wide variety of digital experiences, music, publishing and location-based entertainment, and an impressive array of consumer products, spanning a broad range of diverse categories,” says Henderson. “Our brand blueprint is our North Star to create 360-degree experiences for our audiences, and this new structure will enable our teams to focus on deeper consumer engagement and innovative brand and product experiences like never before.”

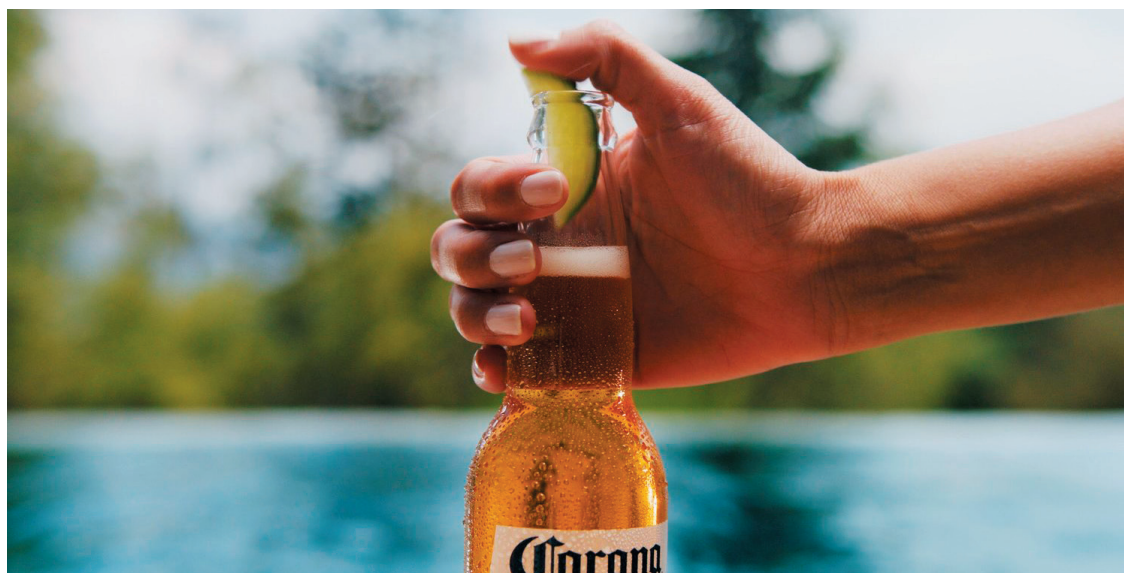


JLG Squeezes Out Corona Limes

Constellation Brands has teamed up with Earth Source, a fresh produce grower, to source and distribute Corona-branded limes, in a deal brokered by Constellation Brands’ exclusive licensing agent The Joester Loria Group.

Under the terms of the agreement, Earth Source will oversee the sourcing, packaging and distribution of the fruit, which will later be appraised for quality and size and marketed toward consumers looking to complement their Corona drinks.

The Corona-branded limes will be sold in six packs and bulk boxes as early as this spring.



eOne Names 'Peppa' Master Toy in China



Entertainment One has tapped The Alpha Group, a Chinese toy manufacturer, to serve as the global master toy partner for “Peppa Pig” in China.

Under the terms of the agreement, The Alpha Group will produce a toy range that includes play sets, figurines and role play items, which are expected to debut at the end of the year.

“Alpha’s leading position in the Chinese market, in addition to its industrial chain platform and diverse operational IP experience, will contribute greatly to the reach of ‘Peppa Pig’ across a wider consumer spectrum and we’re delighted

to have them on board” says Andrew Carley, executive vice president, global licensing, family and brands, eOne. “The accelerating popularity of ‘Peppa Pig’ in China is a testament to the brand’s universal appeal and shows us what incredible growth is possible when the Chinese market gets behind a brand. As we gear up for the ‘Year of the Pig’ in Chinese New Year 2019 we will be in a strong position with a new toy range, fresh content, exciting merchandise ranges and immersive experiences that will enable us to deepen our presence in what is a hugely important market for our global growth strategy.”

ABG Buys Nautica from VF Corp.



Authentic Brands Group has signed a definitive purchase agreement with VF Corporation to acquire its Nautica lifestyle brand.

The financial terms of the agreement were not disclosed; however, the transaction is expected to close by the end of Q2.

“As part of VF’s global business strategy, we’ve stated that our highest priority is to actively manage our brand portfolio to ensure that its composition positions us to accelerate growth,” says Steve Rendle, chairman,

president and chief executive officer, VF Corporation. “This announcement marks yet another example of how we’re delivering on our commitment. We are pleased to have reached this agreement with Authentic Brands Group. The Nautica brand is an iconic, globally recognized brand, and Authentic Brands Group is the ideal owner to guide its next phase of growth and success.”

Nautica debuted in 1983 as an American heritage brand with a focus on sportswear apparel, luggage, accessories and fragrance. It is now sold in more than 385 retail stores worldwide. The brand will now join the Authentic Brand Group portfolio, which includes brands such as Frye, Herve Leger, Jones New York and the Marilyn Monroe brand.

“We are thrilled to welcome Nautica to the ABG portfolio and are ready to take the helm of this classic American brand,” says Jamie Salter, chairman and chief executive officer, ABG.

IBP Offers Insight into its International Buyers

Licensing Expo will partake in the U.S. Department of Commerce's International Buyer Program Select for the second consecutive year.

IBP Select is a government industry initiative that offers thousands of international buyers the opportunity to come to the U.S. for business meetings and networking opportunities with U.S. firms, exhibitors at major industry trade shows.

IBP Select has established itself as a valuable tool for international buyers looking to develop relationships with U.S.-based intellectual property holders and a powerful presence at trade shows that has added hundreds of millions of dollars in new business to U.S. companies while stimulating interest in key properties abroad.

Across most regions, toys, apparel and fashion accessories emerged as the top-grossing licensing categories.

With statistics provided by LIMA's Annual Global Licensing Industry Survey 2017, the Select Program focuses on up to five international markets at a time. Current partners include Canada, Brazil, China, Ecuador and India. As delegates from each country prepare to make deals at Licensing Expo, The IBP Select team and members of its Ecuador delegation discussed the significance of the program.

Ecuador is a fast-growing market in the licensing industry, and licensed merchandise displays at leading retailers have played a crucial role in the industry's growth. The country ranks 63rd in economy size, and the top three licensing categories in Latin America were toys with retail sales of \$1.4 billion, apparel at \$1.2 billion and fashion accessories at \$981 million.

"The U.S. and most of its iconic brands are very well accepted in Ecuador because of its proximity, cultural similarities and strong influence through movies and TV shows," says Geoff Schadrack, deputy economic counselor and commercial attaché, U.S. embassy, Quito, Ecuador. "The customers of licensed products are not only the usual fans but also customers that look at these brands as fashion statements.



Additionally, there are a few in country local initiatives of co-branding with celebrities or local brands that have a unique appeal in the public to create collaborations, especially in apparel. Influencers are also becoming quite important in the increase in sales of licensed product in Ecuador."

The proliferation of streaming platforms and increased access to the internet has presented new licensing opportunities for American properties in the region.

"Internet penetration is about 33 percent in Ecuador, a country with a total population of 16.7 million and 13.5 million internet users," says Schadrack. "There are also 11 million active social media users, which makes streaming and the internet a powerful conduit for spreading information about licensed products from abroad. Social networks and YouTube are quite popular, with Netflix also becoming more known

to consumers these days. These means of accessing content, along with a strong affinity for U.S. products, has driven the licensing successes we have seen today."

To complement the IBP Select program, Licensing Expo will also host a panel. The panelists will address the economic climate in their home countries and will touch on licensing topics such as property types, product categories and manufacturing opportunities for U.S. brands.

"We are very excited to provide a platform for the IBP delegation leaders and the U.S. Department of Commerce to further educate licensors and brand owners about these international territories, as well as how the International Trade Administration can help them extend their brands beyond the U.S.," says Deidre Manna-Batten, project manager, international events, Global Licensing Group, UBM.

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InDepth: Licensing and Retail in North America



The largest brand licensing market has a presence all over the world. While there are strong numbers, there are unpredictable cultural, political and economic climates at hand. Are North American licensing companies prepared for change?

by KIRSTY BIRKETT-STUBBS

When it comes to North America, everything is bigger. Consisting of the U.S., Mexico and Canada, the region isn't just one of the world's biggest in terms of land mass, but also has one of the biggest economies and populations.

From the might of The Walt Disney Company felt in everything from theme parks to feature films and merchandise, or the power of Apple, which *Forbes* reports as the world's most valuable brand of 2017, North America is home to many of the world's best-known brands including Coca-Cola, McDonald's, Facebook, Google, Amazon, Nike and Microsoft, all of which show how deep into the global psyche American-born brands are.

The aforementioned brands are also representative of the North American culture. It's a region where people are told if they work hard they can achieve anything, and that anyone with a dream can fulfill it. It's not hard to see how this type of thinking has given birth to the huge tech companies and disruptive start-ups that are now part of the world's everyday lives.

Market Overview

According to The World Bank, North America had a population of more than 359 million in 2016, making it one of the most populous regions in the world.

However, as with many countries, the population in the U.S. is aging—albeit slower than some. The Population Reference Bureau reports that the number of Americans aged 65 or older is expected to double from 46 million to 98

million by 2060 (around 24 percent of the total population). This will present issues in the future as more people leave the workforce, with fewer, younger Americans to take their place.

North America also has one of the world's biggest economies. The World Bank reports that gross domestic product was \$20.16 trillion in 2016. Recent figures from the U.S. Labor Department reveal that 313,000 new jobs were created in February—a new high since July 2016. However, wages did not grow at the same pace, with average hourly earnings up just 0.1 percent in February. This may impact on the buying power of the American shopper longer-term.

Another positive development, though, is that the unemployment rate in February remained at 4.1 percent for the fifth month running, which is a 17-year low. More people working will hopefully translate to more spending, particularly as *Fox Business* reports that the U.S. consumer confidence index increased to 130.8 in February, the highest since November 2000. In 2017, Mintel also reported that 43 percent of Americans described their economic situation as “healthy.”

In November 2016, Donald Trump was elected as president of the U.S., and with that, the political landscape has begun to shift. Trump's policies on immigration have tightened which could have a wider-reaching effect—immigration is a major positive influence on the U.S.' population age. Pew Research Center reports that in 2015, 43.2 million people living in the U.S. were immigrants.

Trump's election also caused the coining of the phrase “post-truth” to describe the proliferation of “fake news” stories online. For brand licensors, this may

have implications, as Mintel reported, that in a post-truth world, consumers are increasingly putting their money into brands they can trust. This may put longstanding, heritage brands in a stronger position.

Licensing in North America

According to the International Licensing Industry Merchandisers' Association's (LIMA) 2017 Annual Global Licensing Industry Survey, the U.S. is the largest single market for licensed merchandise, reporting retail sales of \$144.5 billion. This is more than every other country in the survey combined—the U.K., which is the second largest market, comes in at \$13.5 billion in retail sales.

When Canada's sales of \$7.7 billion and Mexico's \$3 billion are also factored in, North America as a whole achieved \$155 billion of sales—an increase of 6.9 percent from the \$145 billion in 2015. This equates to 59.2 percent of all reported retail sales worldwide. North America royalties from licensed merchandise were \$8 billion or 57 percent of global royalties.

“North America is the biggest and most mature licensing market,” says Jessica Blue, senior vice president, global licensing group, UBM. “We see this illustrated at Licensing Expo Las Vegas, the world's largest brand licensing industry event. Some exhibitors at Licensing Expo have exhibited every single year since the show began in 1980.”

The biggest slice of retail sales from licensed merchandise came from the entertainment and characters segments, generating \$48.2 billion in retail sales. This was followed by corporate brands (\$38.7 billion), sports (\$20.1 billion), fashion (\$19.5 billion) and publishing (\$16.1 billion).

In terms of product categories, North America's biggest sector for licensed merchandise sales was apparel at \$22.9 billion. This was followed by fashion accessories (\$18.2 billion), home décor (\$15.2 billion) and toys (\$15.1 billion).

North America significantly outweighs other territories for sales of licensed products in home décor (81 percent of all worldwide sales), lawn and garden (82.4 percent) and tools and hardware (84.9 percent), which suggests a mature home ownership market.

Maura Regan, executive vice president, LIMA, notes that changes in the market mean it's not business as usual for brand licensing, but that this is having a positive influence.

“What I'm seeing right now is that brand licensing and brand extensions are taking off in many different directions,” says Regan. “Largely, this disruption has been driven by the changes in retail, which has forced brand owners to really think about what they're doing, how they're

doing it and how they're reaching and connecting with consumers. That dictates that everyone has to think a little bit differently about what sort of line extensions they do in licensing and how they bring those concepts to market.”

While toys may not be leading retail sales in North America, according to research organization NPD, the three top selling toys globally last year were all North American owned properties—Hasbro's Nerf, Disney's *Star Wars* and Mattel's Barbie. This further emphasizes the huge penetration that North American brands have in the global market.

Culturally, there are some differences in the market that impact licensing.

“The U.S. market is very pop culture-driven, so the kind of brands that resonate with consumers can differ greatly than those around the globe,” says Blue. “For example, the European market has a lot more heritage and sports brands that are popular.”

This favoring of pop culture brands trickles into almost every aspect of American life and has larger implications for adjacent product categories and across demographics.

“American children consume content very quickly and at a younger age, then they are on to the next thing,” says Regan. “In the North American market, kids tend to go through brands a lot faster. Legacy brands absolutely do play on the fact that they've been around for a while and there's an emotional connection, but sometimes it just doesn't work. Nostalgia and legacy can only go so far because children even younger than ever before have an opinion and are comfortable expressing what they like and don't like.”

For now, North American brands remain on top of *Licence Global's* Top 150 Global Licensors report. In the No. 1 position is global mega-brand The Walt Disney Company, with revenues of \$53 billion from licensed products in 2017. Disney's portfolio includes Marvel Entertainment, LucasFilm, Pixar and more.

The rest of the top 10 is made up of even more North American companies. Media company Meredith Corporation sits at No. 2 with \$23.2 billion of licensing revenues, and clothing group PVH Corp., whose brands include Tommy Hilfiger and Calvin Klein, is No. 3 with \$18 billion. (Read more about the Top 150 Global Licensors in the full report on page T1.)

These top three brands alone show the breadth of the brand licensing market, from toys to media, fashion and characters.

It's not just a market for big name brands either, as Blue is sure to stress. Emerging brands also have a foothold in the North America market.

“Every year, we get about 140 to 150 new exhibitors at Licensing Expo. Some are brands that have been around for a long time that have just



made the move into licensing and who come to the show to start their licensing program, or they're brands that are fairly new and are entering the licensing market as they are building their brand," says Blue. "We've seen some really interesting brands take off at Licensing Expo."

Examples include Elf on the Shelf and Grumpy Cat, which both had small booths at the Las Vegas show yet have seen their licensing programs expand massively around the world.

"They came from nowhere but became huge cultural icons with really successful licensing programs," says Blue. "Both manage it really well by taking advantage of the consumer products market in a thoughtful way that gets products into consumers hands."

Blue notes that persistence is key for brands looking to break into the crowded North American market.

"It's a big market and it is very competitive. Licensing is a long game. Brands can't expect to win the market overnight," says Blue.

Key Trends, New Influences

The North American media landscape has changed with the proliferation of streaming video services like Netflix and Amazon Prime. Both of these companies have become forces to be reckoned with for traditional TV and film studios through their multi-billion investments in original, exclusive content.

The result is new, high-quality media franchises that draw huge fan bases hungry for licensed products.

"People are watching more content than ever before," says Blue. "There's no shortage of great entertainment, and we know that great content can make great consumer goods. It's also an opportunity for the licensing industry to shift how they fundamentally do business by improving speed to market. If a show is a hit on Netflix, people will want products. We saw that with Netflix's 'Stranger Things.' There was huge consumer demand for product with licensing flowing from there. There's a great opportunity for us as an industry to learn more about how to get things done faster."

Regan agrees that speed to market is becoming more important to the licensing industry in order to keep up with consumer expectations.

"What's

consistent is speed to market," says Regan. "We're seeing the whole concept around fast fashion, which we've seen for a few years now, translate into many other product categories, even categories that traditionally would take an 18-month development cycle. Everyone is recognizing that that's a luxury that no one really has anymore. In order to stay relevant to the consumer, you need to be out there faster."

Regan also notes that technology is now starting to play an organic role in product development.

"We've been living with technology for a while, and everyone has been trying to figure out how to integrate technology into products. This is the first year where I've actually seen technology used in a non-gratuitous way, particularly in the children's space," says Regan. "The integration of technology into the play patterns of toys feels like a much more natural fit, whereas in the past it felt like tech for tech's sake. Technology is now being considered almost in the way you would think about a color or product application—it's just another attribute when developing great product. I think that's a huge step forward for the industry overall."

New Retail Frontier

Plenty has been reported about the slowing down of brick-and-mortar retail in the U.S. and the subsequent closure of stores. Several big name retailers have either disappeared from the market or cut back their store footprint, such as Foot Locker, Michael Kors and Abercrombie & Fitch.

The recent closures of Toys 'R' Us in particular is likely to be felt among licensors in the toy space, as well.

"If you look in the children's space, what has everyone on edge is Toys 'R' Us," says Regan. "They've been a wonderful incubator for smaller brands to really take hold and then become bigger brands."

This changing retail landscape may just reflect the U.S.' need to shed some of its unnecessary retail space to create a leaner and more focused brick-and-mortar offering. After all, PwC's Total Retail Survey 2015 stated that the U.S.

has almost seven times the retail square footage per capita of the next leading country.

The top brick-and-mortar retailers for licensed merchandise are still mass retailers



Walmart and Target. There are challenges at the department store level, with Macy's selling off a number of locations and leasing the top floors of its Seattle flagship to Amazon, and Lord & Taylor sold its flagship Fifth Avenue store to WeWork.

Equally though, there is a strong trend for companies that began as online-only businesses to branch out into physical retail as a way of building their brand. Mattress retailer Casper, clothing company Everlane and eyewear brand Warby Parker are all recent examples of this. It's likely that this trend will continue as new brands look to find ways to increase their penetration and brand recognition among consumers.

"What's been exciting in the retail space is the transition from an online experience to a brick-and-mortar experience, such as with Amazon and its bookstores. That's a trend that's positive for brand owners and licensed goods," says Regan.

Interestingly though, LIMA's 2017 Annual Global Licensing Industry Survey reports that brick-and-mortar sales actually went up 1 percent in 2016 to 72 percent compared to 2015, with online retail subsequently down 1 percent to 28 percent.

Regardless of its current percentage of sales, as with other established shopping markets, e-commerce is the biggest growth area in North American retail. The U.S. Census Bureau of the Department of Commerce reports total e-commerce sales for 2017 were \$145 billion, up 16 percent from 2016. This increase was faster than the retail sector as a whole, which reportedly grew 4.4 percent in 2017 over the previous year.

However, it's important to note that the U.S. Census Bureau says that e-commerce accounted for 8.9 percent of total retail sales last year, which shows that brick-and-mortar still makes up the majority of the market by far.

Dominating the sector is online retailer Amazon. One Click Retail reported that Amazon accounted for 44 percent of all online retail sales in the U.S. in 2017, or 4 percent of all retail sales through any channel. And it doesn't stop there.

Amazon reported that its sales jumped up by a third in 2017, with full-year revenues of \$177.9 billion (across all Amazon activities). Although it didn't specify numbers, the company said that it added more "paid" members to Prime in 2017 than any other year, both in the U.S. and worldwide. It's also worth noting that One Click Retail also reported that Amazon's private-label brands achieved \$450 million in sales last year. Private label brands are likely to continue to take a greater piece of the market pie in the future. Read more about Amazon's print-on-demand platform, Merch by Amazon, in the cover story on page 22.

E-commerce is only going to grow as a result of shifting consumer habits, including trust in online sellers and the proliferation of smartphones. While Black Friday has been a fixture in the U.S. retail calendar since the 1950s, its e-commerce equivalent, Cyber Monday, is now generating more sales. Adobe Insights reports that Cyber Monday generated a record \$6.59 billion in 2017. This is a 16.8 percent



increase compared to 2016 and makes it the largest online shopping day in U.S. history.

Blue says that the rise of e-commerce is actually creating more opportunities for brand licensors, thanks to the sheer number of new online retailers.

"The retail environment is changing and retail stores are closing, but people are buying more stuff than ever before so there's still a high consumer demand for goods. It's just how they're buying that is shifting," says Blue.

"We are working with the industry and helping to get in front of the new online retailers coming into the market and inviting them to come to Licensing Expo to learn about licensing," says Regan. "It's a great opportunity for smaller brands to work with smaller online retailers in a different way. It's an exciting time.

"I think the market is adjusting to the challenges at retail," continues Regan. "Consumers want to consume and people love brands—it's how they identify who they are and what they're interested in. We are all tribal in that sense—we like to be identified by these things, so we translate that to multiple product extensions through brand licensing. It's really exciting to see how licensing really is helping people to define their lifestyle in a way that makes them feel good with terrific products."

External Factors

Perhaps the biggest challenge to North America's brand licensing crown is the fast-growing market in China.

"The U.S. and China markets are very different," says Blue. "It is interesting to see how the China market is impacting what happens in the U.S. more and more, and how quickly the China market is growing. It continues to be very interesting to see the influence China has, and vice-versa, how the U.S. will continue to influence that market as well."

Blue notes that globalization has already made the licensing world a much smaller place, which can be easily seen in the micro climate of the Licensing Expo environment.

"Around 30 percent of our exhibitors at Licensing Expo Las Vegas are from outside of North America, and it's the same with attendees," says Blue. "There's a lot of international brand and thought exchange at the show and that's going to continue." ©

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WHAT TO EXPECT AT LICENSING EXPO 2018



Licensors, licensees, retailers and more from around the world will converge at the Mandalay Bay Convention Center in Las Vegas, Nev., May 22-24, for educational events, business-building opportunities and more at this year's Licensing Expo.

by **AMBER ALSTON**

The lights of Las Vegas will fall on the licensing industry next month as Licensing Expo takes center stage at the Mandalay Bay Convention Center. Sponsored by the International Licensing Industry Merchandisers' Association, the annual trade show will take place May 22-24 and will showcase more than 5,000 brands that reflect the latest developments in consumer trends.

The industry's definitive event will see more than 16,000 attendees, licensees, retailers, manufacturers, distributors, brand owners, licensing agents and IP holders, representing more than 65 countries, enjoy a wide selection of networking, educational and business-building opportunities.

Licensing Week will once again run concurrent with the event and will provide industry professionals forums associated with the licensing business as well as entertainment options.

"Licensing Week was born out of a desire to give our attendees a well-rounded, 360-degree experience at Licensing Expo, and this year's lineup certainly reflects this mission," says Jessica Blue, senior vice president, Global Licensing Group, UBM. "From the VIBE activation to the networking sessions and Licensing University educational talks and content, I'm confident that anyone seeking to enhance their knowledge and understanding of the licensing world will walk away with practical tools they can immediately put to use."

New exhibitors for Licensing Expo include Country Music Association, Flying Colors Apparel, Gearbox, Members Only, Penguin Random House, Pocket watch, Swissbrand World, Tetris, TOHO, Tokidoki, U.S. Marine Corps Trademark Licensing, Van Gogh Museum and Warner Music Group, among others.

These new exhibitors join a plethora of returning exhibitors including 4K Media, Aardman Animations, Activision, American Greetings Entertainment, Atlantyca Entertainment, BBC Worldwide, Bravado International Group, BuzzFeed, CAA-GBG Global Brand Management Group, Cartoon Network Enterprises, Discovery Consumer Products, Genius Brands International, Grumpy Cat, ITV Studios Global Entertainment and more.

"Exhibiting at Licensing Expo has become a priority for brands and agents as the licensing industry realizes continued growth year-over-year. As the premier event for this market, companies understand this is the best platform to find partners who can uphold the quality and integrity of their brands," says Blue. "The diversity of brands and companies represented truly enhances the experience on our show floor, and I'm pleased that Licensing Expo effectively touches and supports the many industries and facets of the licensing world."

The rapidly changing landscape of e-commerce and customer expectations will also be on display at Licensing

Expo. Nicholas Denissen, vice president, Amazon, will deliver the opening keynote address at Licensing Expo, and will speak to how brands can grow their business online and what Amazon is doing to enable them. Denissen, as well as panelists from industry-leading companies working with Merch by Amazon, will also discuss how brand owners are capitalizing on e-commerce and re-shaping their businesses to better anticipate customer appetite for unique content and a larger selection.

Following the opening keynote, this year's Licensing University will offer a more curated and dynamic schedule to better address the needs of the industry and the changing retail landscape. LIMA's Licensing University program will offer guests insight into current licensing trends as well as panels on the fundamentals of licensing, sports licensing, AR/VR technologies and more, with courses including "Trendwatch: What's the eSports Opportunity?" "Trend-Spotting and Innovation: How Do You Search for 'New'?" and "Navigating Licensing as a Small Manufacturer."

Other Licensing Week events include a score of invitation-only entertainment showcases, which will see the world's leading brands and studios host sneak previews of upcoming projects to provide industry professionals insight into future licensing opportunities; and the Agents' Business Forum, which will invite brand owners to join exhibiting licensing agents for an afternoon of networking and refreshments. Featured agents include: Brandgenuity, Licensing Works, Seltzer Licensing, Firefly Brand Management, Learfield Licensing, The Joester Loria Group, The Wildflower Group and Striker Entertainment.

Additionally, Licensing Week will provide supplementary tools for non-American and new industry players. The U.S. Department of Commerce's International Buyer Program *Select* will host a networking event to will provide exclusive insight on licensing opportunities and trends in China, Brazil, Canada and India. The *IBP Select* is a government industry initiative that offers thousands of international buyers the opportunity to come to the U.S.

for business meetings and networking opportunities with U.S. firms, exhibitors at major industry trade shows.

Meanwhile, InventHelp will introduce its Virtual Invention Browsing Experience (VIBE), which will connect enterprising brand owners and manufacturers directly with forward-thinking inventors looking to bring the newest products to market. The state-of-the-art viewing station will allow companies to privately browse ideas from InventHelp clients.

"InventHelp is thrilled to be a part of this year's Licensing Expo and to bring extra added value to its numerous attendees and exhibitors," says Ronny Smith, managing director, Intromark. "We have more than 1,400 new invention ideas that will be displayed in InventHelp's VIBE. We know from experience that many companies are looking to add to their product lines and will enjoy our interactive virtual viewing stations."

Once again, Licensing Expo will offer its Matchmaking Service to registered attendees. The Matchmaking Service allows users to seek out meetings and opportunities that suit their needs.

LIMA will also announce the winners of its annual International Licensing Excellence Awards, which showcase the industry's best in creativity and performance across all major sectors of licensing, on May 22. During the ceremony, LIMA will also recognize this year's Hall of Fame inductees—Elias Fasja-Cohen, chief executive officer and founder, Tycoon Enterprises, and Brian Goldner, chairman and chief executive officer, Hasbro.

Finally, the annual Opening Night Party, held in association with LIMA, and sponsored by The Brand Liaison, Dependable Solutions, Jelly Belly and Rovio, will take place Tuesday, May 22, at the Mandalay Bay Convention Center from 7:30-10:30 p.m. The event will celebrate the 20th anniversary of *License Global* and attendees are encouraged to "Party Like it's 1998" with retro-inspired outfits.

To find out more about Licensing Expo, and to register for the event, visit LicensingExpo.com. ©



LICENSING UNIVERSITY

Class is in session! Organized by the International Licensing Industry Merchandisers' Association, Licensing University will take place during Licensing Expo.

MONDAY, MAY 21 The Basics of Licensing

9:30-11:45 a.m.

Speaker: Ira Mayer, adjunct professor, Long Island University-Post; former publisher, *The Licensing Letter*

The Basics of International Licensing

12:45-2:00 p.m.

Speakers: Gisela Abrams, senior vice president, global partnerships, LIMA; Yvonne King, director, Haven Licensing, and Miki Yamamoto, senior vice president, IMG Licensing Asia

The Basics of Licensing Law

2:15-4:00 p.m.

Speakers: Greg Battersby, managing member, Battersby Law Group, and member, Licensing Industry Hall of Fame; and Jed Ferdinand senior managing partner, Ferdinand IP

TUESDAY, MAY 22 Reaching New Generations

with Classic Icons

9:30-10:15 a.m.

Speaker: Tamra Knepper, senior vice president, Greenlight, Branded Entertainment Network.

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

9:30-10:15 a.m.

Speakers: Genna Rosenberg, chief executive officer, GennComm

Creating and Maximizing Styleguides

10:30-11:15 a.m.

Moderator: Stan Madaloni, president, Studio 2pt0

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.

Speakers: Lisa Streff, executive vice president, global licensing and branding, Epic Rights; and Damon Whiteside, chief marketing officer, Country Music Association

How to Evaluate Licensed Properties

11:30 a.m.-12:15 p.m.

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.

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, Entertainment Benefits Group (A CAA majority owned business)

Trendwatch: What's the eSports Opportunity**1:30-2:15 p.m.**

Speakers: Daniel Siegel, head of eSports, Blizzard Entertainment; and Blake Davidson, vice president, consumer innovation, NASCAR

Finding and Working with Agents and Consultants**1:30-2:15 p.m.**

Moderator: Karen Raugust, founder, Raugust Communications

Speakers: Rita Bonnell Illig, president, RBA Associates; and Ilana Wilensky, president, Jewel Branding and Licensing.

Unique Challenges of Branding and Licensing in the Growing Cannabis Industry**1:30-2:30 p.m.**

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

Case Study: Preschool Entertainment**2:30-3:00 p.m.**

Speakers: TBA

Case Study: Food and Beverage**2:30-3:00 p.m.**

Speakers: Julie Mcleave, global licensing director, Unilever; and Stu Seltzer, president, Seltzer Licensing

How to Negotiate a Licensing Deal**3:15-4:00 p.m.**

Moderator: Joleen Hughes, managing director, Hughes Media Law

Speaker: Steven Heller, president, The Brand Liaison

Licensing in a Direct-to-Consumer World**3:15-4:00 p.m.**

Speaker: Veronica Hart, senior vice president, CBS Consumer Products.

**WEDNESDAY, MAY 23
Licensing Roundtables, Session One****8:00-9:45 a.m.**

Moderators: TBA

Licensing Roundtables, Session Two**10:15 a.m.-12:00 p.m.**

Moderators: TBA

Case Study: "Five Nights at Freddy's"**11:00-11:30 a.m.**

Speaker: Marc Mostman, partner, Striker Entertainment

Unexpected Brands in Lifestyle Licensing**1:30 p.m.- 2:15 p.m.**

Speaker: Rachel Terrace, management, Beanstalk

How to License Artwork**1:30 p.m.- 2:15 p.m.**

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

Case Study: Sports**2:30 p.m.- 3:00 p.m.**

Speakers: TBA

Case Study: How A University Deals with Game Day Counterfeiting**2:30 p.m.- 3:00 p.m.**

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

Case Study: Digital Property**2:30 p.m.- 3:00 p.m.****Case Study: Brand Collaboration****3:15 p.m.- 3:45 p.m.**

Speaker: David Lee, director, licensing, MillerCoors

Case Study: Licensing into the Service Sector**3:15 p.m.- 3:45 p.m.**

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

Navigating Licensing as a Small Manufacturer**4:00 p.m.- 4:45 p.m.**

Moderator: Steve Rollins, senior vice president, Rock'em Apparel

Speakers: Andy Friess, president, Friess Marketing Group, and Ricky Medina, senior manager, licensing and business development, NFL Players Inc.

Tracking and Dealing with Counterfeits**4:00 p.m.- 4:45 p.m.**

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

THURSDAY, MAY 24**Tapping into the Power of Micro-Influencers****9:00 a.m.- 9:45 a.m.**

Speaker: Natalie Cupps DiBiasi, co-founder, Laced Interactive

An Issue of Control: Fan Art and User Generated Content**9:00 a.m.-9:45 p.m.****What Every Licensing Pro Should Know About Royalty Rates****10:00 a.m.-10:45 p.m.**

Speakers: Louis Drogin, partner, Brandgenuity; 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.)**10:00 a.m.-10:45 a.m.**

Speakers: TBA

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4K MEDIA INC.

a member of konami group

4K Media

www.yugioh.com

Booth: F188

4K Media, a member of the Konami group, manages the Yu-Gi-Oh! franchise outside of Asia. The company was recently granted the rights to manage the gaming properties Bomberman, Contra and Frogger from Konami. Rounding out their intellectual property portfolio is Rebecca Bonbon, an anime brand created by Yuko Shimuzu.



9 Story Media Group

www.outoftheblueenterprises.com

www.9story.com

Booth: C188

9 Story Media Group is a creator, producer and distributor of kids and family-focused intellectual property. The company acquired Out of the Blue Enterprises in early 2018 and holds licensing rights to Daniel Tiger's Neighborhood, Super Why, Peg + Cat, Colorforms, Wild Kratts and Luo Bao Bei.

A Tiny Teddy Named Cuds

www.tinyteddypress.com

Booth: S255

A Tiny Teddy Named Cuds and TinyTeddyPress characters are exclusively represented by the Marketing Immersion Company.



Aardman Animations

www.aardman.com

Booth: K230

Aardman Rights are renowned for developing and building enduring character brands across



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



Activision Blizzard King

www.activisionblizzard.com

Booth: U202

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



Admiral Sportswear

www.admiralsportswear.com

Booth: G106

Admiral is a renowned British sports brand with over 100 years of sporting heritage. The brand's roots are in football and are rightly credited with creating the



popular replica kit market in the early 1970s. We acquired the brand to build on Admiral's sporting heritage.



Air Force Branding & Trademark & Licensing
Booth: C80

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

Albert Whitman & Company has been publishing award-winning children's books since 1919. Best known for the classic series The Boxcar Children Mysteries, it also publishes board books, picture books, chapter books, novels and nonfiction for children and teens.



Alpha Group
www.auldeytoys.com
Booth: M236

Alpha Group is one of China's animation and entertainment groups. It is building China's pan-entertainment industry operating platform, and

provides consumers with cutting-edge cultural and peripheral products and services.



american greetings
entertainment



American Greetings Entertainment
www.americangreetingsentertainment.com
Booth: D214

American Greetings Entertainment, the intellectual property, entertainment and outbound licensing division of American Greetings Corporation, develops multi-platform entertainment franchises across media channels with extensive consumer merchandising programs that immerse children and adults in brands they love. AGE's portfolio of brands includes Care Bears, Holly Hobbie, Madballs and more.



American Mensa
americanmensa.org
Booth: H109

American Mensa is the high IQ organization that partners with SMART brands, products and initiatives that

celebrate intelligence.



Amparin
www.distroller.com
Booth: B154

Distroller communicates with anyone from 1 to 102 years of age with a unique and innovative graphic style all in a world full of color.

Anekke
www.anekke.com
Booth: G114

Anekke is your memories, your nostalgia, those beautiful moments caught in time that you relive when you start to dream.



Animaccord
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.

Animation Magazine

Booth: S253

APA

Booth: C102

Art Brand Studios LLC

www.artbrandstudios.com
Booth: F134

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

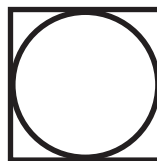


Artestar

www.artestar.com
Booth: F107

Artestar is a global licensing

agency and creative consultancy representing high-profile artists, photographers, designers and creatives—facilitating access to pop culture icons and their followers. Based in New York, Artestar has affiliate offices in Italy, France, Germany, Sweden, Israel, Mexico, Brazil, Argentina, Australia, China, South Korea and Japan.



Artestar

Atlantya Entertainment

www.atlantya.com
Booth: B91

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

Authentic Brands Group

www.abg-nyc.com

Booth: S212

Authentic Brands Group is a brand development, marketing and entertainment company which owns a global portfolio of lifestyle, celebrity and entertainment brands. ABG builds the long-term value of more than 30 consumer brands by partnering with best-in-class manufacturers, wholesalers and retailers across luxury, specialty, outlets, department stores, e-commerce, mid-tier and mass channels.

BAB Frog

www.babfrog.com
Booth: C83

Bab Frog includes white dress shirts with frog trademark logo, white t-shirts with frog trademark logo.

BANDAI NAMCO Entertainment

www.bandainamcoent.com
Booth: R242

BANDAI NAMCO Entertainment America has a long-standing history of game publishing and distribution and is known from a wide



variety of PC and console titles such as PAC-MAN, Tekken, Dark Souls and Soulcalibur. The company also licenses a collection of classic games such as Galaga and Dig Dug.

BBC Worldwide
www.bbcworldwide.com
Booth: N204

BBC Worldwide North America is the main commercial arm and wholly-owned subsidiary of the British Broadcasting Corporation operating in the U.S. and Canada. The company operates four businesses in the territory, linear and digital content sales and co-productions, consumer products, BBC.com and two production divisions.

bCreative
www.bcreative.com
Booth: J77

bCreative is a leading licensor of humorous properties, original artwork and trend brands. For more than 20 years the company has provided manufacturers and publishers around the world with properties for their products. bCreative

currently has more than 1,000 designs licensed out worldwide, primarily on stationery, gift and apparel products.

Beanstalk
www.beanstalk.com
Booth: G156

Beanstalk, a global brand extension licensing agency, offers services including brand representation, manufacturer representation, retailer partnerships, icon representation, and Studio B provides creative services, approvals management, legal and financial services, and royalty auditing. The consultant division is Blueprint—Powered by Beanstalk. Tinderbox is Beanstalk’s digital media entertainment representation division.

Beyond Global Trade
Booth: B108

Bibia
www.bibia.us
Booth: B104

Bibia engages in art, design, craft, education

and publication. We would like to share the techniques of making our art crafts and craft coloring kits. We are also building our brands Marlisa, Diwata, Joshua and Moses.



BigFoot 4x4
www.bigfoot4x4.com
Booth: H85

Bigfoot 4X4, Bob Chandler’s monster truck icon, owns more than 75 domestic and international trademark registrations in toy vehicles, paper, clothing, vehicles and A/V products, and entertainment and mail order/retail services. Current fleet includes seven race/display/car crush trucks, Bigfoot #1 (the original monster truck) and #5 (the world’s tallest and heaviest pickup).

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

industry trends and brings experiences to life for brands and fans everywhere. The Hollywood Reporter profiles entertainment with access to Hollywood's news, fashion and lifestyle.

Blender Bottle

www.blenderbottle.com

Booth: E94

Founded in 2000, Blender Bottle introduced the BlenderBall wire whisk. Blender Bottle is recognized in the health and fitness industry for designing and manufacturing products for athletes everywhere.

Boy Scouts of America

www.licensingbsa.org

Booth: F142

The Boy Scouts of America is one of the nation's largest values-based youth development organizations. The BSA provides a program for young people that builds character, trains them in the responsibilities of participating citizenship and develops personal fitness.



Brand Activation Consulting

www.bac-usa.com

Booth: F124

Brand Activation Consulting is a full-service business development company with more than 40 years of experience with entertainment and blue-chip brands. BAC is committed to driving brand revenue growth through a host of services and business models including licensing, retail development, new business development, joint venture and marketing consulting.



Brand Central

www.brandcentralgroup.com

Booth: D142

Brand Central is a global brand consultancy that provides comprehensive business solutions in the areas of brand extensions, manufacturer representation and brand creation to some of the world's most recognized brands.



The Brand Liaison

www.TheBrandLiaison.com

Booth: F154

Representing licensors and licensees in fashion (Amy Coe, Gloria Vanderbilt, LEI, Laura Ashley, Felina, Route 66 and Stephen Joseph), celebrities including Kevin James, Robert Irvine, LaurDIY, Jon Taffer, Mr. Food and Christopher Knight, art (Emoji One, JoyPixels, Engelbreit, Debra Valencia, Carte Blanche and Ugly Christmas) and consulting for the NFL, NBA, MLB, NCAA and more.

Brand Squared Licensing

Booth: F102

Brand Squared Licensing guides diverse brands as they strategically extend. Its executions frequently stretch imaginations while remaining faithful to the brand and its consumer. Clients enjoy the full benefits of strategic licensing—brands strengthen, core product sales increase, and new revenue is created.



BrandComply

www.octane5.com

Booth: C134

BrandComply.com,



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



Brandgenuity
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



Bravado International Group

www.bravado.com

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.

The British Virgin Islands Tourist Board & Film Company

www.bvitourism.com

Booth: E106

The British Virgin Islands are a collection of 60 unspoiled islands that bundle the best of the Caribbean into one convenient destination.



Bromelia Productions

www.gallinapintadita.com



Booth: J236

Gallina Pintadita Mini (Lottie Dottie Mini) is an educational show that joins stories, activities and music for preschoolers. The musical cartoon built more than 15 billion views on YouTube, sold millions of licensed merchandises, as can be seen on apps and VOD platforms as well.

Brown & Bigelow Licensing Company

Booth: G82



THE BUFFALO WORKS

The Buffalo Works

www.thebuffaloworks.com

Booth: D114

The Buffalo Works is one of the top global licensing agencies with 28+ years experience on all sides of the retail business. We sell/license to both manufacturers and retailers alike. Last year, we sold over \$173 million in retail sales of our clients' licensed products.

BuzzFeed

Booth: U240

CAA-GBG

GLOBAL BRAND MANAGEMENT GROUP

CAA-GBG Global Brand Management Group

www.caa-gbg.com

Booth: G144

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

Candlewick Press

www.candlewick.com

Booth: G232

Candlewick Press publishes children's books for readers of all ages, including books by award-winning authors and illustrators such as author Kate DiCamillo; the Judy Moody series; and Guess

How Much I Love You and Maisy. Candlewick is part of the Walker Books Group.

CAPCOM

www.capcom.com

Booth: K90

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

Capezio

Booth: G101

With more than 130 years of brand building, license success and constant appeal, Capezio has become a well-respected dance brand internationally. We are currently looking for new partners in North America and Internationally to help us extend our brand into new categories and channels.



Cartoon Network Enterprises

www.cartoonnetwork.com

Booth: D170

Cartoon Network Enterprises builds consumer products and merchandising programs for a wide range of brands across all categories. CNE manages consumer products for original programming, brands and characters including Cartoon Network's Ben 10, Adventure Time, The Powerpuff Girls, Steven Universe, We Bare Bears and Adult Swim's Rick and Morty.

CATERPILLAR®

Caterpillar

www.cat.com

Booth: C80

For 90 years, Caterpillar has been making sustainable progress possible and driving positive change on every continent. Customers turn to Caterpillar to help them develop infrastructure, energy and natural resource assets. Caterpillar has embarked on licensing throughout its history to help the brand grow beyond its roots.

CBF Labels

www.cbflabel.com

Booth: E98

Custom designed and manufactured woven labels, printed labels, hangtags, stickers leather, rubber, PVC, woven and embroidered patches, badges, zipper pulls, print, stud and foil transfers, lanyards, rubber, metal, PVC and rubber key chains, metal emblems as well as eco-friendly hang tags and neck labels for the garment and textile industries.

 CBS CONSUMER PRODUCTS

CBS Consumer Products

www.CBSconsumerproducts.com

Booth: S202

CBS Consumer Products leads worldwide licensing for over 200 properties. The diverse portfolio offers multi-generational opportunities across categories – from the iconic Star Trek franchise and new Star Trek: Discovery series to Twin Peaks, The Twilight Zone, Charmed, Cheers, Mighty Mouse and more.



Centa IP

www.centaip.com

Booth: D102

Centa IP is a global licensing company representing children's entertainment and design, lifestyle and luxury properties that delivers innovative, world-class licensing solutions. Its industry expertise includes retail sales and merchandising, franchise planning, marketing, product development, new media activation, analytics and licensing.

CHAN-CHAN

Booth: C93

Argentinian artist Rocío González has always loved pigs and drawings, so she combined her two favorite things to create Chan-Chan, a world of piggies. There are a variety of piggy characters available for accessories, stationery and apparel licensing.



China Art & Cultural Properties

www.culturetrade.com.cn

Booths: B114,B124,B128,C114

China Art & Cultural Properties has showcased Chinese creative products through a variety of cultural and art organizations and brand licensing operating agencies and pointed out where the future heads for the Chinese cultural licensing industry, and the development and manufacturing of cultural and creative products.



CJ E&M Corporation

en.cjenm.com

Booth: F214

CJ E&M is headquartered in Seoul, the largest Content Provider and Pay TV operator in Korea with 16 channels including Tooniverse, Korea's No.1 kids' channel. CJ E&M's animation division engages in original animation IP development and production, invests into co-production projects, manages licensing businesses, and distributes kids contents.

CMG Worldwide

Booth: B214

Cotton Creations

www.kerrscotton.com

Booth: E85

The company creates unique custom garment treatments via a variety of dyeing, vintage wash & discharging techniques. We are located in Montana USA.

Country Music Association

www.cmaworld.com

Booth: C102

CMA is a trade organization that serves more than 7,500 country music industry professionals around the globe. CMA is a resource for the industry to advance the growth of country music worldwide through the CMA Awards, CMA Fest, and CMA Country Christmas, which air on ABC through 2021.



licensing company. Co-founder Al Kahn, the former CEO of 4Kids Entertainment, has over 30 years' experience in licensing, discovering and promoting Pokémon, Cabbage Patch Kids, Teenage Mutant Ninja Turtles, and Yu-Gi-Oh. Kahn was inducted into the Licensing Hall of Fame and Kidscreen Hall of Fame.



Crayola Properties

www.crayola.com

Booth: A154

Crayola is a creator of art and stationery products.



Create, dream, draw!



Creative Licensing Corporation

www.creativelicensingcorporation.com

Booth: H225

Creative Licensing is a full-service independent merchandise licensing agency that specializes in long-term brand development. Founded in 1982, Creative Licensing represents a large catalog of genre films for

worldwide partnerships.



Crunchyroll

www.crunchyroll.com

Booth: H226

Crunchyroll is the global destination and platform for Japanese anime. Crunchyroll delivers more than 25,000 episodes of officially-licensed content to viewers worldwide in multiple languages. Crunchyroll has hundreds of anime properties and categories available to license.

CTI Solutions

www.CTISolutionsInc.com

Booth: K92

The developer of industry contract management, royalty reporting and product approval web-based solutions for the Licensing industry.



Curtis Licensing

www.curtislicensing.com

Booth: L214

Curtis Licensing is the licensing arm for The Saturday Evening Post magazine and its family of publications, including



CraneKahn

www.linkedin.com/in/alfred-kahn-CraneKahn

Booth: C222

CraneKahn is an international children's entertainment and

Jack and Jill, Country Gentleman and many others. They own an archive of more than 10,000 illustrations, articles, photographs and children's stories which they license yearly for merchandise publishing and promotional programs worldwide.



Cyber Group Studios

www.cybergroupstudios.com
Booth: H236

Cyber Group Studios is a French independent multi-awarded company which produces and distributes its own and third-party audiovisual productions and brands.



Cyber Group Studios' mission is to bring to children and families around the world the best quality entertainment experience.

Dark Horse Comics
Booth: H225

David Lozeau
www.DavidLozeau.com
Booth: D74

David Lozeau is a Day

of the Dead artist who creates unique skeleton paintings.



Dependable Solutions

www.dependablerights.com
Booth: E124

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



Design Plus

www.dplicensing.com
Booth: E102

Design Plus is a licensing boutique headquartered in the U.S. with associates worldwide. It builds brand awareness and consumer loyalty for brand owners through licensing programs, manufacturers and select

product categories that strengthen the brand at retail.

Devar Entertainment

devar.org
Booth: L230

Devar is the company focused on development and creation of Augmented Reality products. The company has more than 150 AR titles, including those created with licensed brands like Hasbro, Mattel, Rovio and more.

DHX Brands

www.dhxmedia.com
Booth: G204

DHX Brands is the dedicated brand management and consumer products arm of DHX Media.



Experts in brand development, licensing and marketing, our brands deliver content, consumer products and live experiences. The portfolio includes Teletubbies, Strawberry Shortcake, Twirlywoos, Massive Monster Mayhem, In the

Night Garden and Mega Man.

 **Dimensional Branding**

www.dimensionalbranding.com

Booth: F128

DBG is a division of Bay Tek Games and a brand extension agency that focuses on licensing out and in with an emphasis on the digital channels. DBG develops licensed products for toys-games, iconic brands and digital trademarks to produce recurring licensing revenues within new extension markets.

Dinosaur Train

Booth: G214

 **Discovery Consumer Products**

www.discoveryconsumerproducts.com

Booth: F196

Discovery Consumer Products builds strong alliances with global manufacturers and retailers to create products and experiences across the portfolio of Discovery Communications' brands and properties. Discovery

Consumer Products brings the brands of the world's No. 1 pay-TV programmer to consumers around the world.

 **Dorna Sports**

www.motogp.com

Booth: F118

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

 **DQ Entertainment International**

www.dqentertainment.com

Booth: B99

DQ Entertainment International is a leading global entertainment group, in the business of Animation, Gaming, VFX for Television and Theatricals and global Licensing & Distribution. DQE has extensively produced and co-produced major iconic brands such as The Jungle Book, Peter Pan, Robin Hood, Iron Man—Armored Adventure, Casper, Lassie & Friends,



Charlie Chaplin and Little Prince.

Dr. Krinkles

www.drkrinkles.com

Booth: N253

Dr. Krinkles is a unique brand filled with iconic characters.

Dr. Seuss Enterprises

www.seussville.com

Booth: A220

Dr. Seuss Enterprises manages the classic literary-based children's property that celebrates reading, self-confidence, and the wonderful possibilities of a child's imagination. Dr. Seuss is considered the world's best-selling children's book author who wrote and illustrated 45 books. Over 650 million books have been sold in 110+ countries and 40+ languages.



 **Earthbound Brands**

earthboundbrands.com

Booth: J140

Earthbound is a brand management and licensing company that combines a world-class product design

and development studio with a full-service licensing agency to offer growth potential for brands.

Edgar Rice Burroughs
Booth: H95

Edge Americas Sports

www.edgeamericassports.com
Booth: D82

Edge Americas Sports concentrates on football and soccer. They license consumer products for championship football teams.

Emmy & GooRoo
Booth: B113

emoji Company

www.emoji-company.com; www.globalmerchandiseservices.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 North America



Endemol Shine North America

www.endemolshine.us
Booth: Q226

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



The Elf on the Shelf

www.elfontheshelf.com
Booth: K236

With close to 12 Million books sold, The Elf on the Shelf has captured the hearts of children everywhere who have embraced the magic of adopting their very own scout elf sent by Santa Claus.



ENS Global Marketing

www.b-duck.com
Booth: A136

ENS is a licensing agent providing comprehensive licensing services including consultation, brand searching, negotiation and program monitoring. The company was invited by the Hong Kong government, Trade and Development Council, as their speaker of the licensing workshop and seminars.

entertainmentOne

eOne

www.eonelicensing.com
Booth: D196

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

Epic Rights

www.epicrights.com
Booth: A170

Epic Rights is a full-service global branding, marketing, and rights management company dedicated

to establishing next-generation partnerships between brands and entertainment based intellectual properties. The company has expertise in global consumer product licensing, corporate brand building, sponsorship and endorsements, worldwide e-commerce management, and social media marketing.

EQtainment

www.EQtainment.com

Booth: Q257

EQtainment is on a mission to improve the world's social and emotional skills through games, books and our new Q Wunder show and app.

of licensed businesses that build the equity of our clients' trademarks and the relationships consumers have with them.

ESC-Toy

www.esctoy.com

Booth: U253

ESC-Toy has more than 13 years of experience in brand development and merchandising. Specializing in design, project planning, production, and fulfillment, the company grows brands and their community by producing unique merchandise.



managing the entire licensing life cycle from initial concept through to the retail shelf.

Excel Sportswear

Booth: G93



Fantawild Animation

www.hqftdm.com

Booth: Q259

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



Equity Management

www.equitymanagementinc.com

Booth: J110

Equity Management does corporate trademark licensing, representing more Fortune 500 companies than any other firm. Founded 35 years ago, EMI prides itself on the strategic and disciplined development



Evolution

www.evomgt.com

Booth: C142

Evolution is a full service licensing, brand management, product development and sourcing firm, focused on identifying and monetizing all forms of intellectual property. We provide the "platform" that enables property/brand owners to monetize their IP by

FAO Schwarz

www.fao.com

Booth: J170

Founded in 1862, FAO Schwarz was one of the most iconic toy retailers in the world—synonymous with quality, innovation and whimsy. FAO Schwarz is excited to build upon its storied and iconic history by creating extraordinary curated retail experiences at the highest quality retail shops in China.

Fast Keyboard

www.fast-keyboard.com

Booth: E83

Fast Keyboard has an efficient computer keyboard to replace the Qwerty and seeks manufacturers to produce under license. (Patent applied for).



Feld Entertainment

www.feldentertainment.com

Booth: R228

Feld Entertainment produces and presents live touring family entertainment. There are 30 million people in attendance at shows each year, in over 75 countries and on 6 continents.

Firefly Brand Management

www.fireflybrandmanagement.com

Booth: B93

A global branding and licensing company, Firefly helps brands develop their Intellectual properties into licensed categories. They also assist manufacturers in choosing the brands for their company.

Flying Colors Apparel

www.flyingcolorsapparel.com

Booth: H93

Flying Colors a fashion brand for sports enthusiasts, with designs and develops fashion forward collegiate and boutique apparel. They have game day apparel with a contemporary twist.



Frida Kahlo

www.fridakahlocorporation.com

Booth: O249

The Frida Kahlo corporation owns the rights worldwide to the name, image and legacy of Frida Kahlo worldwide.



Fujian International Exhibition & Commerce

www.fujianexpo.com

Booth: O244

FIEC has been geared mainly to international and domestic exhibitions, planning and organizing conferences, official and commercial visits abroad, cross-cultural communication, international economic and trade consulting, business management, and training and consultation programs.




Fulanitos

www.fulanitos.com

Booth: A214

Established in 1995, Fulanitos is a brand considered a classic in the Mexican market. Fulanitos is a multi-target brand.



FUNimation

Booth: U252

FUNKO

www.funko.com

Booth: S224

Funko is a purveyor of pop culture and licensed-focused collectibles company with hundreds of licenses and the rights to create tens of thousands of characters. Funko's Pop! Vinyl is the No. 1 stylized vinyl collectible on the market, selling millions of figures to collectors around the world.

Gainmax Limited

Booth: N254



Games Workshop

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

www.garfield.com

Booth: A137

Paws handle the business and creative affairs for Garfield, a pop-culture icon celebrating 40 years in the entertainment business with comic strips, television shows, movies, live shows, a musical, books, products, mobile games, and more.

Gearbox Publishing

www.gearboxpublishing.com

Booth: U251

Gearbox Software is an independent developer of interactive entertainment. Since its founding in 1999, it has become known for the Borderlands, Brothers in Arms, and Battleborn franchises, and acquired

properties Duke Nukem and Homeworld. In 2016, Gearbox Publishing was founded to become the most developer-friendly publisher in the industry.



Genius Brands International

www.gnusbrands.com

Booth: B134

Headquartered in Beverly Hills, California, Genius Brands International is a global media company that creates and licenses animated multimedia content for children. Led by Emmy Award-winning creators and producers, the company distributes its content worldwide in all formats, as well as a broad range of consumer products.

Gici Toys

Booth: G96

Dedicated to the creation, design, development and manufacture of toys, premiums, gadgets and novelties, Gici works in



promotional marketing for all consumer products companies.

Giordano Studios

www.giordanostudios.com

www.greggiordanoart.com

Booth: G87

Since 1980, Giordano Studios has been known as a reliable source for traditional illustration with an archive of more than 2500 designs. A family-owned business, it specializes in custom design and partnerships with licensees worldwide.



Global Icons

www.globalicons.com

Booth: G134

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





Glory Innovations

www.glory-world.com

Booth: H233

Glory Innovations is a printing company that specializes in regular, UV and special effect printing. Glory has more than 100 wrapping machines with a daily capacity of 20 million flow packs. Glory is able to provide competitive product and service with printing safe for contact with food and cosmetics regulations.



Grumpy Cat

www.grumpycats.com

Booth: L236

Grumpy Cat has 8.75 million fans on Facebook, 2.2 million followers on Instagram, 900K Twitter followers and 36 million views on YouTube.

Grumpy Cat is the pop culture icon of the internet era. Grumpy fans spread across all ages.



Guangzhou Liuhua Fashion Wholesale Market

www.liuhuafashionwholesale.com

Booth: E96

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

Gumby-Prema Toy

www.gumby.com

Booth: G228

Gumby, the world's original clayboy,



is an international icon, providing entertainment for generations with a new TV series and a feature film in the works.

H.E.R Accessories

Booth: 0258

Haley Art & Design

www.haleyart.com

Booth: F82

Artist and product designer for more than a decade, Connie Haley can help you develop trend forward, colorful and unique designs in a style that best suits your company and will help sell your product.

Hang Ten

www.hangten.com

Booth: J104

Founded in 1960, Hang Ten is the original surf and California lifestyle brand. Adorned with the globally recognized "Feet" mark, the icon carries a surf heritage and nostalgic appeal no other brand can claim.

Hasbro

www.hasbro.com

Booth: South Seas E, G, H

Hasbro is committed to Creating the World's Best Play Experiences. From toys and games, television programming, motion pictures, digital gaming and consumer product licensing, Hasbro fulfills the need for play with families around the world. Hasbro Studios and Allspark Pictures create entertainment brand-driven storytelling.



Healthy Lifestyle Brands

www.healthylifestylebrands.com

Booth: F96

A health and wellness integrated licensing and brand management

company, Healthy Lifestyle Brands connects credentialed experts such as Andrew Weil, M.D., Tieraona Low Dog, M.D., and select celebrity brands with licensed product and endorsement opportunities in health and wellness.

Hexbug

www.hexbug.com

Booth: G95

The Hexbug brand launched in 2007 and is now an internationally recognizable brand. Hexbug gives children experience with robotics. Kids are drawn to our products' fascinating behavior, intelligent bug-like attributes and packaging.

Hong Kong Trade Development Council

www.hktdc.com

Booth: A134

Since 1966, the Hong Kong Trade Development Council is the international marketing arm for Hong Kong-based traders, manufacturers and services providers. The HKTDC also organizes

business mission and international exhibitions including the Hong Kong International Licensing Show.



Howard Robinson & Associates

www.howardrobinson.info

Booth: E86

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



I.M.P.S

www.smurf.com

Booth: M214

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



IMG Worldwide

www.imgworld.com

Booth: G124

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



Indian Motorcycle

www.indianmotorcycle.com

Booth: C124

The Indian Motorcycle brand is America's first motorcycle company. Its history began in 1901 and saw the launch of legendary motorcycles such as Scout and Chief. Today, Indian Motorcycle manufactures and distributes its models

worldwide. Licensing portfolio is managed by Fuelled Apparel.

Infinity Lifestyle Brands

Booth: G118



Ink A/S

www.inkgrp.com

Booth: F204

The Ink Group is a worldwide springboard for independent animation and storytelling; developing trans-media stories, unique in concept but universal in appeal. We are a leading Licensing Agent in Europe, creating and implementing relevant category extension strategies to drive brand awareness, prolong brand lifecycle and further enrich the brand story.

inki-Drop

www.inki-Drop.com

Booth: Q255

Inki-Drop characters are a fun way for children to learn about marine conservation.

International Trade Center

www.export.gov

Booth: U242

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

Inventhelp

www.inventhelp.com

Booth: J80

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



ITV Studios Global Entertainment

www.itvstudios.com

Booth: L204

ITV Studios offer a catalog of more than 40,000 hours of unmissable television and

film. Our global licensing team travels the world, representing some of today's best-loved brands and building partnerships with licensees, retailers and agents to bring licensed products to consumers wherever they are.



Japan Connection (Honmoku File)

Booth: B142f

Jason Naylor Creative

jasonnaylorcreative.com

Booth: E82

A boutique studio specializing in colorful, positive, and creative design solutions for branding, content creation, and visual identity.



JAST Company

www.jastcompany.com

Booth: G233

Established in 1995, JAST Company is an ISO 9001 certified manufacturer of licensed and unlicensed gift and novelty products. JAST

is a LIMA International Licensing Awards 2017 nominee which both invents and manufactures original paper and plastic products with sound, light and motion effects.



Jazwares

www.jazwares.com
Booth: Q244

Jazwares Entertainment presents the following licensing opportunities in multiple categories: RWBY (Rooster Teeth), YouTube sensations Bob the Train, Farmees (USP Studios), First Act (top musical lifestyle brand), BottleSquad (disruptive doll line) & Jazwings properties: CryptoTrucks, MeBears, BunnyNinja, BattleBites, Panda-a-Panda, DeviledEggz, BennyBlue, GoGoSportsGirls and HazelSays.



Jewel Branding & Licensing

www.jewelbranding.com
Booth: H94

Jewel Branding & Licensing is a full-service global licensing agency representing a diverse portfolio of designers,

artists, influencers and brands including



Rachael Hale, New York Botanical Garden, Nikki Chu and Tracy Porter. Our team has more than 75 years experience developing and managing licensing programs for some of the world's largest properties.



The Joester Loria Group

www.joesterloriagroup.com
Booth: C154

Joester Loria Group develops strategic brand extensions with a focus on exceptional product and fully integrated licensing programs. Clients include Pepsi, Mountain Dew, Aquafina; Corona, Modelo, Pacifico; Kellogg's; Pringles; Entenmann's; The World of Eric Carle, Jack Link's, Stikbot, 1-800 Flowers, Harry & David, Cheryl's, Waste Management and Cabot.



JPatton

www.jpattonondemand.com
Booth: D134

JPatton allows partners to leverage world-class brand protection assets with tools for consumer connections and brand enhancement. Its commitment to customer service provides a speed-to-market that establishes JPatton as one of the best value proposition in the industry.

JQ Licensing

www.jqlicensing.com
Booth: E88

Specializing in licensed art, including lodge, wildlife, cycle/auto, horse/farm, surface, bed/bath, fabric, apparel. JQ Licensing has over 26 years of experience in creating an innovative custom design for specific product shapes and the markets they will be sold into representing over 43 talented artists and designers and thousands of designs.

Kanahei's Small Animals, Komimzuk

Booth: B142a



Kathy Ireland Worldwide

www.kathyireland.com

Booth: E154

Ranked the 26th most powerful brand globally, by License Global magazine and annual merchandise sales of \$2.6 billion, according to Forbes Magazine, the success of Kathy Ireland Worldwide is the result of teamwork and dedication. According to Fairchild Publications, Kathy Ireland is one of the 50 most influential people in fashion.

Kelli Roo Company

www.kelliroo.com

Booth: N251

Looking to expand the Kelli Roo brand in all areas of licensing, the character is a loving Kangaroo with the Golden Heart, whenever she does something nice her Golden Heart begins to shine.

KFR Creative

www.kfr-creative.com

Booth: F106

KFR Creative writes illustrated children's books with playful characters inspired by pets we love. This year KFR

will be debut two new characters, Helios the pit bull and Jack the Yorkshire terrier.



King Features Syndicate

www.kingfeatures.com/licensing

Booth: D154

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



Kollectico

www.kollectico.com

Booth: S257

Kollectico is one of the largest collectible bobblehead designers and manufacturers with more than 13 years experience. Specialize in bobbleheads, gnomes,

figurines, replicas, bottle stoppers and other collectibles, licenses include the Grateful Dead, NHL, Discovery Channel, Uncle Drew, BIGFOOT 4X4 and more with the rights to create hundreds of characters.



Korean Pavilion

www.kocca.kr

Booths: J192, J206

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



La Panaderia

www.panaderia.xyz

Booth: B196

With more than 22 years experience in the market and a solid portfolio, Panadería (a branding and licensing agency in Mexico) has an expanded reach into Latin America through key partners. Its work can be seen in consumer products, television, digital media, music, publishing and live shows.

Larry Fanning Art

larryfanning.com

Booth: E80

Licenses original art images of western, native American, and wildlife created by Larry Fanning for a variety of consumer products such as clothing, greeting cards, home decorations, fabrics, bookmarks, ornaments, puzzles, tile murals, quilting, etc.

lawless
ENTERTAINMENT

Lawless Entertainment

www.lawlessent.com

Booth: A92

Lawless Entertainment handles licensing and merchandising campaigns for its clients as well as creates, co-produces, distributes and markets animated and live-action programming throughout the world for film and television. They work with content providers and have relationships with top film, television, digital, home video, online and mobile distribution entities worldwide.



Learfield Licensing Partners

www.learfieldlicensing.com

Booth: D93

Learfield Licensing Partners is a licensing firm that elevates its partners by delivering extraordinary brand licensing solutions through expansive analytics, bold innovation, imaginative marketing and robust enforcement. Learfield Licensing's strategy is centered around outstanding infrastructure, attention to detail, forward-thinking attitude, creativity and a willingness to invest in each client.

Learfield
LICENSING PARTNERS



Level-5 abby

www.level5.co.jp/abby

Booth: A196

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

its leadership position where the newest technologies and stories intersect.



The Licensing Letter

www.thelicensingletter.com

Booth: B86

Publisher of The Licensing Letter, Licensing Letter Sourcebook, Licensing Letter Sourcebook Online, International Licensing: A Status Report, Royalty Trends Report, Licensing Business Databook, Global Market For Licensed Preschool Brands, Sports Licensing Report and more.



Licensing Management

www.lmiofla.com

Booth: G88

Founded in 1998, Licensing Management offers full service, turn-key strategic licensing and consulting services. They represent Turtle Wax, Starkist, Nissin Foods Cup Noodles and Top Ramen, Retro Brands (Ken-L-Ration, Tender Vittles, Modess, Dash, FeenaMint, Encaprin, Aftate), Nestle

Confections: (Nerds, SweeTARTS, LaffyTaffy, Butterfinger, Crunch), and Bloomers!, a lifestyle/edutainment brand for kids.



Licensing Matters Global

www.licensingmattersglobal.com

Booth: D108

Licensing Matters is a global full-service licensing agency. They offer a comprehensive range of licensing/advisory services enabling our clients to produce successful and memorable products and campaigns. With more than 30 years of experience, LM unlocks brand equity to deepen our clients' consumer and retail relationships.



Licensing Works!

www.licensingworks.us

Booth: U244

Licensing Works! is a licensing and promotions company representing creators and owners of intellectual property for merchandise licensing and promotions, including: Zorro, the

Edgar Rice Burroughs portfolio including Tarzan, Puppy In My Pocket, Kewpie, Moulin Rouge, The Little Prince/Le Petit Prince, Intellivision, Molang and Rainbow Hedgehogs.



LIMA

www.licensing.org

Booth: E134

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



LIMA Members Lounge

www.licensing.org

Booth: A97

As licensing's leading global trade organization, LIMA's mission is to foster the growth and expansion of our industry. Its worldwide members

enjoy access to an array of benefits, including extensive educational and networking events. LIMA is the exclusive sponsor of Licensing Expo and events organized by UBM's Global Licensing Group.

Limit Out

www.ratherbehuntingguy.com

Booth: C85

A lifestyle brand company focused on outdoors comic character Rather-Be-Hunting Guy and his slogan Workin' For the Man, Huntin' When I Can.



Line Friends

www.linefriends.com

Booth: N214

Line Friends is a global brand featuring 11 characters which were originally created for use as stickers for mobile messenger application Line. It has quickly expanded its portfolio to feature a wide range of character products, animations and mobile games along with cafés, hotels and theme parks around the world.



Lion Forge Labs

www.lionforge.com

Booth: B125

Lion Forge Labs uses animation, comics and gaming to tell powerful stories that connect with consumers, content that makes your brand or product part of families' daily lives. They have developed comics for companies like NBCUniversal and DreamWorks, plus original content for all ages.

LIONSGATE®

Lionsgate Entertainment

www.lionsgate.com

Booth: N226

Lionsgate is a global content platform whose films, television series, digital products, linear and over-the-top platforms reach next generation audiences around the world. In addition to its filmed entertainment leadership, Lionsgate content drives

a growing presence in interactive, location-based entertainment, gaming, virtual reality and other new entertainment technologies.



Lisa Marks Associates

www.lma-inc.com

Booth: H102

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



Lisa Parker

lisaparker.co.uk

Booth: F86

Animal artworks with

a twist by artist Lisa Parker, who creates digital artwork adaptable to a vast range of products. With matching style guides and 12 years' experience working with licensors, her artworks have continued to be proven global best sellers.



Little Red Truck Licensing Group

littleredtrucklicensinggroup.com

Booth: H86

Little Red Truck Licensing Group specializes in representing brands which offer inspirational messages for consumers. Their focus is completing transactions with a quick turnaround and less red tape. Select brands include Don't Worry Be Happy, Vote the Good Life, Pawsitivities and Sarah Ferguson Duchess of York brands.



Live Nation Merchandise

www.lnmlicensing.com

Booth: K214

Live Nation Merchandise

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



LMCA

www.lmca.net

Booth: D128

LMCA is the leader in strategic brand licensing

with a successful 30-year track-record of helping the world's largest brands expand their reach and create new revenue. As the only agency dedicated exclusively to brand extension licensing, LMCA's 400+ licensing agreements deliver \$6.5 billion/year in licensed product sales around the world.



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

Booth: D84

Lone Mountain Printing is large volume screen printing company. We focus on specialty printing and extreme detail. We specialize in 4 color process printing to both light and dark garments and adding extra effects to add detail and depth.

Lonely Dog

www.lonelydog.com

Booth: G103

The Lonely Dog is an art-based character brand: a humanized dog character living in Port Alveridge, a seaside port town with a '50s vibe.

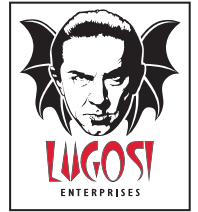
Lugosi Enterprises

www.belalugosi.com

Booth: B107

Lugosi Enterprises, the exclusive rights holder of icon Bela Lugosi, enters into selective licensing

agreements featuring Bela Lugosi in his indelible portrayal of Count Dracula and as other unique characters from classic horror films, as well as the striking persona of one of Hollywood's most famous classic film stars.



Lupita Tradition

www.tulupita.com

Booth: J239

Lupita is a character and Mom's Choice Award bilingual storybook inspired by Mexican culture and our Lady of Guadalupe, who is the most popular icon for Mexicans transcending religion.

Luv Surf Apparel

Booth: D80

Major League Baseball Players Association

Booth: A208

Manu

www.lilledy.com

Booth: H101

Lil' Ledy is a character based lifestyle brand for



LoCoco Licensing

www.LococoLicensing.com

Booth: R257



Manu

www.lilledy.com

Booth: H101

Lil' Ledy is a character based lifestyle brand for

the female market. With its sophisticated cute style it targets the young women market. The Lil' Ledy brand won "One to Watch Award 2015"



handed out to the Best New Brand at Licensing Expo in Las Vegas.

Marvel Characters Appearance Program Company
www.marvelappearance.com
Booth: 0255

The Marvel Characters Appearance Program Company has built a solid reputation globally second to none for the planning/production of live Marvel character appearances and interactive events. MCAP offers a complete turn-key staging of high energy, brand building events.

Mattel
www.mattel.com
Booth: R180

Mattel is a creations company that inspires the wonder of childhood. Mattel's portfolio of global



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



Maui and Sons
www.mauiandsons.com
Booth: D88

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



Mauricio de Sousa Producoes
www.monicaandfriends.com
Booth: C214

Mauricio de Sousa Produções is the largest comic and animation studio in Latin America. Creator of comic book

characters Monica and Friends, the company publishes about 15 magazine titles monthly, produces live shows throughout the country and abroad, cartoons around the world and license their creations for more than 3,000 product items.

Maverick
Booth: C102

Members Only
Booth: F114

Mercis bv
www.miffy.com/commercial-information
Booth: M204

Mercis manages the worldwide rights of Miffy & Friends, created by Dick Bruna in 1955, through highly integrated media, publishing and licensing business units. The global pre-school animated hit series Miffy's adventures Big and Small continues its roll-out in 2018 with a brand new season three.

Meredith Brand Licensing
meredith.com/media_portfolio/brandlicensing



Booth: K94

Meredith Corporation connects with 200 million consumers and speaks to women about what matters the most: home, family, herself with titles like Better Homes and Gardens, Shape, EatingWell, Allrecipes, Traditional Home and FamilyCircle.

MerryMakers

www.merrymakersinc.com

Booth: C107

MerryMakers Licensing provides full-service worldwide brand development for children's book and related art properties: marketing and brand development, a strong network of relationships with licensors and retailers, creative retail promotions across multiple media, international partnerships, extensive experience in product design, long-standing manufacturing contacts and commitment to product quality.



MGA Entertainment

www.mgae.com

Booth: U224

MGA Entertainment, a consumer entertainment products company headquartered in Van Nuys, CA, manufactures innovative lines of proprietary and licensed products including toys and games, dolls, consumer electronics, and sporting goods. The MGA family includes award-winning brands such as Little Tikes, Num Noms, Project Mc2, L.O.L. Surprise!, Bratz, Lalaloopsy, Gel-a-Peel and Zapf Creation.



Mondo TV

www.mondotvgroup.com

Booth: C204

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



Moon Shine Camo

www.moonshinecamo.com

Booth: F94

Camouflage is for concealment, right? How many items do you have that are camo and never see the woods? Camo isn't just to blend in anymore, but also to make a bold lifestyle statement. Welcome to a new attitude of camouflage! Moon Shine Camo is designed to express your lifestyle.



Moxie & Company

www.moxieco.com

Booth: D118

Moxie represents intellectual property on a worldwide basis, including consumer and packaged goods brands, entertainment, literary, trademark, art and design brands for merchandise licensing, publishing, interactive technologies and promotions. The company's mission is to create, develop, and execute long-term innovative programs that promote and protect their



clients' valued intellectual properties.

Mr. Puppy Productions

www.mrpuppy.com

Booth: B121

Mr. Puppy Productions is an accessories and entertainment brand featuring the character and pop icon

Mr. Puppy. Producers of the musical sensation, Mr. Puppy The Musical! Mr.

Puppy's universal appeal has attracted interest in the brand around the world, and the company is looking to extend Mr. Puppy into new categories and territories.



MyMediaBox

www.mymediabox.com

Booth: J230

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

Nap Cap

www.napcap.com

Booth: B88

Nap Cap is for all sports fans and pet lovers. This classic over-sized sports cap acts as a pet bed and looks great in any room reppin' your favorite team.



Napp2reality

www.napp2reality.com

Booth: G86

Art recreated by the owner as a lifestyle brand for women of all ages.

National Geographic Partners

Booth: South Seas C

National Palace Museum

Q249

Nature Cat

www.pbskids.org/naturecat

Booth: G214

This animated series centers on house cat Fred, a dreamer of the great outdoors. Once his family leaves for the day, Fred becomes Nature Cat and with the help of his animal friends, he embarks on

action-packed adventures that allow him to explore the natural world.

NECA

www.necaonline.com

Booth: L194

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

Nelvana Enterprises

www.nelvana.com

Booth: H214

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



Soft 'n Slow Squishies and more.



NFLPA

www.nflpa.com/players
Booth: A201

The NFL Players Association, through its licensing and marketing arm, NFL Players Inc., connects businesses to sports. The group player licensing rights give partners access to NFL players likenesses, names, numbers and signatures, plus marketing experiences. REP Worldwide extends access to U.S. Women's National Soccer Team players and WNBA players.



Nickelodeon

www.nick.com
Booth: O180

Nickelodeon, now in its 36th year, is the No. 1 entertainment brand for kids. It has built a diverse, global business by putting kids first in everything it does. The company includes television programming and production in the United States and around the world, plus consumer

products, online, recreation, books and films.



Nintendo

www.nintendo.com
Booth: A209

Since 1985, when it launched the Nintendo Entertainment System™, Nintendo has sold more than 4.2 billion video games worldwide. Nintendo's iconic character franchises such as Mario™, Donkey Kong™, and Zelda™ are beloved by millions and have become household names. For more information about Nintendo, please visit <http://www.nintendo.com>.



Nitro Circus

www.nitrocircus.com
Booth: H80

Nitro Circus is one of the fastest growing youth entertainment brands. Founded by action sports legend Travis Pastrana, the company is currently expanding its global consumer products business targeted at family and kids with an emphasis on sporting goods, toys, apparel, stationery, accessories

and interactive.

No Worrys

www.noworrays.com
Booth: C81

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

Odd Squad

www.pbskids.org/oddsquad
Booth: G214

Young government agents Olive and Otto use math to investigate strange occurrences in their town. Produced by The Fred Rogers Co., this live-action series targets preschool and early elementary schoolchildren and their families.

Oddfish

Booth: S254

Ollimania

www.ollimania.com
Booth: O254

Ollimania specializes in creating characters and brands. It sells and licenses for products, gifts, toys, games, apparel,

collectibles, books, TV shows, animations branded with these characters and has created more than 20 characters including its best-known character Olli, an elephant.

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

One Entertainment is a fully integrated brand management agency representing select brands in the worlds of sports and entertainment.

OpSec Security
www.opsecsecurity.com
Booth: A199

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

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

Established in 1925, the Palace Museum is based

upon the Forbidden City, the imperial palace of Ming and Qing dynasties. It is the biggest museum in China integrating architecture, collections and histories and cultures of imperial court. Till 2016, the Palace Museum has altogether developed more than 9169 creative products.


Paladone
us.paladone.com
Booth: A131

A global force in the world of gift, gadget, toy and pop-culture merchandise, Paladone have spent 25 years successfully inventing and selling gifts from their offices in Brighton, Los Angeles and Hong Kong to more than 80 countries around the world.


Paramount Pictures
www.paramount.com
Booth: U188

Paramount Consumer Products manages worldwide licensing rights for all Paramount properties including classics like The Godfather, Top Gun and Grease.

Upcoming opportunities include Amusement Park and Mission Impossible 6.

Patterson International
www.pattersonlicensing.com

Booth: F110
 Representing illustrator Gary Patterson, a popular brand with over 48 years of sustained success. Offering thousands of whimsical designs that help one appreciate and laugh at the lighter side of life. The Gary Patterson property, its proven retail success and global appeal will complement any product range.




PBS Kids
shop.pbskids.org
Booth: G214

PBS Kids is the No. 1 educational media brand committed to making a positive impact on the lives of children through curriculum-based entertainment. PBS Kids consumer products extend this mission with educational,



innovative toys that inspire kids to discover who they are and what they can do.

PEANUTS™ WORLDWIDE LLC

Peanuts Worldwide

www.peanuts.com
Booth: G204

Peanuts Worldwide, a subsidiary controlled by DHX Media and the Schulz family, manages the licensing, promotions, and marketing for the brand Peanuts by Charles Schulz. Snoopy, Charlie Brown, and the rest of the gang delight fans through a global consumer products program, strong social media, and engaging live experiences.

Peiyork Emblem

Booth: G104

Penguin Random House

www.penguinrandomhouse.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 Ignatofsky's Women in Science.

PGS USA

PGS Entertainment
Booth: N249

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

Pin Club

www.pin-club.com

Booth: A124

The Pin Club series is an exclusive and limited edition collectible pin club. Customers will be able to come to our booth in any show we attend and purchase, trade and collect all pins available in any company series. The game, Frombie Run, is now available.

Ping Solutions

www.pingsolutions.com

Booth: B188

Ping opens the market for a new category of promotional company, creating solutions to guarantee success in any promotion.

PlayStation

PlayStation

us.playstation.com

Booth: S242

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

pocket.watch

www.pocket.watch

Booth: C128

Pocket.watch is a media brand that creates, acquires, distributes and curates entertainment for kids ages 2 to 11 presenting it across a variety of platforms. The company boasts a growing portfolio of franchises that includes some of the largest kids and family YouTube brands in the world alongside original characters and talent.



The Pokemon Company International

www.pokemon.com

Booth: G196

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

Pop Bottle Studio

PopBottleStudio.com

Booth: B123

Design studio offering original licensed content, consulting, and creative services for the merchandising industry. Six new brands will debut in 2018.



Poppy Digital Artistry

Booth: H87

Poppy Digital Artistry provides premium dye sublimation manufacturing services and the licensing of all-over print patents, for the creation of personalized and customized products.

Additionally, Poppy serves as the brand umbrella for Whimsyrose.com. The company looks forward to establishing new creative, and collaborative partnerships.



ppi Worldwide



PPI Worldwide

www.ppiworldwide.com

Booth: A188

PPI Worldwide is a worldwide loyalty promotion company, collectible toys designer and producer, as well as a novelty promotional supplier for the biggest FMCG clients. With branches and teams located all over the world, PPI uses its vast international experience bringing successful campaigns to its customers.



Precious Moments

www.preciousmoments.com

Booth: G108

A brand with \$12B in worldwide sales and 93 percent brand awareness, Precious Moments is the definition of an evergreen brand. In its 40th year, the

world's most recognized inspirational brand has forged relationships with major licensees and retailers.

Queen of Arts

QueenOfArtsPaint.com

Booth: J73

Queen of Arts is a creative art entertainment company for children and adults.

Recognized by celebrities and Fortune 500 companies for their private paint events, Queen of Arts is a Reader's Choice Nominee for Best Birthday Party for the past three years.



Quirky

www.quirky.com

Booth: J98

Quirky taps into the creativity of the crowd to develop great products. Its community creates, collaborates, and refines ideas to make them tangible and sellable. Through licensing the Quirky brand you can keep pace with consumers and outpace the competition.



Rainbow

www.rbw.it

Booth: 0192

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



Ranger Rick

www.nwf.org

Booth: L244

National Wildlife Federation has established itself as the leader in protecting wildlife and connecting people with the great outdoors. Ranger Rick leads the charge in providing fun and engaging opportunities for the retail experience. Be part of 15 million people around the globe working together as stewards of the environment.

Red Light Management

Booth: C102

Retrobrands

www.retrobrands.net

Booth: G80

The mission of Retrobrands is to locate and identify American iconic consumer brands that have been abandoned by their former conglomerate owners then re-launch the orphaned brands which still maintain huge brand awareness.



Ripley's Believe It or Not!

www.ripleys.com

Booth: C95

Owner of the world famous trademark, Ripley's Believe It or Not!, this company is the world authority on all that is unbelievable. The company offers a vast archive of the strange and unusual through bestselling books, e-books, apps, television shows and attractions.



Rovio Entertainment

www.rovio.com

Booth: C170

Rovio Entertainment is a games-first entertainment company, best known for the Angry Birds brand. The company develops and publishes mobile games (downloaded 4 billion times

since 2009), has produced The Angry Birds Movie, and acts as a brand licensor in various entertainment and consumer product categories.



RoyaltyZone

www.royaltyzone.com

Booth: J235

Licensor, agents, and licensees use web-based software from RoyaltyZone to manage rights, contracts, invoices, royalties, product approvals, digital assets, accounting, and more! Increase revenue, save time and make better decisions. Visit RoyaltyZone at Booth #J235.



RSG Media Systems

www.rsgmedia.com

Booth: J226

RSG Media's RightsLogic software and experienced licensing consultants help licensors manage contracts, rights and financials for consumer products, sponsorship and content deals. They help companies automate forecasting, accrual and royalty processing, and give reports to analyze brand performance, highlight

opportunities and remove administrative headaches.

Run for Your Lives
Booth: N257

Saban Brands
www.sabanbrands.com
Booth: A159

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



Sanrio
www.sanrio.com
Booth: Q202

Sanrio is the global lifestyle brand best known for pop icon Hello Kitty. Home to many endearing characters including Gudetama, Chococat, My Melody, Badtz-Maru and Keroppi,

Sanrio was founded on the "small gift, big smile" philosophy – that a small gift can bring happiness and friendship to all ages

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

San-X Co. creates unique characters that are adored by fans around the world. Based in Tokyo, they are one of the largest character manufacturing company in Japan, specializing in stationery, plush and accessory goods.



Scott Brothers Global
scottlivinghome.com
thescottbrothers.com
Booth: J88

Entrepreneurs and TV personalities Jonathan and Drew Scott founded Scott Brothers Global as the umbrella company for their multiple brand extensions: Scott Living, the licensed home goods division; and Drew &



Jonathan, the lifestyle brand division. The brothers' shows are seen by millions of fans in more than 200 countries and territories.

SeaBelievers
www.seabelievers.com
Booth: O257

SeaBelievers aren't mermaids, they are kids who protect the planet from the pollution of Lita Bugg and her DeSEAvers. Their magical Sand Dollars glow when someone needs their help

SEGA of America
sega.com
Booth: Q236

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

Seltzer Licensing Group
www.seltzerlicensing.com

Booth: G127

Seltzer Licensing Group is a global brand licensing agency and consultancy that helps companies identify the best paths, and partners, for a successful brand licensing program. For Seltzer, the challenge is not to find partners and negotiate deals, it is to find the right partners and pursue the best deals.

Seoul Animation Center

www.sba.seoul.kr

Booth: N255

Seoul Animation Center is a governmental-funded agency from South Korea to support animation industry. We fund animation projects and support distribution. SAC runs a media market called Seoul Promotion Plan, a specialized market for animation and webtoon(webcomics).

Sesame Workshop

www.sesameworkshop.org

Booth: Q192

Sesame Workshop is the nonprofit media and educational organization behind Sesame

Street, the pioneering television show that has been reaching and teaching children since 1969. Today, Sesame Workshop is an innovative force for change, with a mission to help kids everywhere grow smarter, stronger and kinder.



Shopkins by Moose Toys

www.moosetoys.com

Booth: E214

Moose Toys is in several licensing categories including collectibles, craft, dolls, games and youth electronics featuring brands such as Shopkins, Pikmi Pops and Cutie Cars. Moose Toys calls Australia home and has teams across the U.S., Asia and the U.K.

Skybound

www.skybound.com

Booth: B115

Skybound is an entertainment company that represents The Walking Dead (comic), Outcast (TV/comic), Invincible, Saga, Superfight, Red Flags and many more properties for licensing opportunities.



Smiley

www.smiley.com

Booth: E142

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

Smoots

Booth: H79



Sony Pictures Consumer Products

www.sonypictures.com

Booth: O214

Sony Pictures Consumer Products and Sony Pictures Television Franchise Licensing are the licensing and merchandising divisions of Sony Pictures Entertainment. SPE's global operations encompass motion picture production; acquisition and distribution; television production; acquisition and distribution; television networks; digital content creation and distribution;



operation of studio facilities; ad development of new entertainment products, services and technologies.

Sophie La Girafe

www.sophielagirafe.fr

Booth: K226

Founded in 2011, following consumers demands for Sophie la girafe licensed products DeLiSo, Development Licensing Sophie la girafe, is in charge of the worldwide licensing rights of the most famous baby toy in the world. The office is located directly in Vulli's factory in France.

Spin Master

www.spinmaster.com

Booth: O236

Spin Master is a global children's entertainment company that creates, designs, manufactures, licenses and markets a diversified portfolio of toys, games, products and entertainment properties. Spin Master is best known for award-winning brands including Zoomer, Bakugan, Meccano, and 2017 Toys of the Year, Hatchimals, Air Hogs and PAW Patrol.

Splash & Bubbles

Booth: G214

Splice Lounge

www.spliceonline.com

Booth: C80

Splice is a trade organization founded as a best practice think-tank for trademark brand licensors. Founded in 2004 with the vision to continuously improve brand licensing, the company's mission is to act responsibly as a community of licensors who share best practices for protecting, promoting, and enhancing brand integrity.

Spotlight Licensing and Brand Management

www.spotlightlicensing.com

Booth: E128

Spotlight Licensing is a boutique licensing agency specializing in the representation of entertainment, art, design, fashion, and digital properties as well as corporate and character brands. Knockout Licensing is a New York licensing agency whose clients include television, food and art and design brands.

STRIKER
ENTERTAINMENT, LLC

Striker Entertainment

www.strikerentertainment.com

Booth: M226

Striker Entertainment is a full-service global licensing agency dedicated to maximizing licensing opportunities and building brand equity. Striker's roster includes Five Nights at Freddy's, Fingerlings, AMC's The Walking Dead, The Umbrella Academy, The Tick, Coraline, Exploding Kittens, Mr. Robot, The Magicians, The Hollow, We Happy Few and more.

Sunrights

www.sunrights-inc.com

Booth: B222

Sunrights is an entertainment rights management company that markets, promotes and licenses popular hit Japanese branded animated content outside of Asia. The company is backed by a strategic partnership between one of the top advertising agencies in Japan, Asatsu DK (ADK),

and Mitsubishi Corp.

Survivor Media

Booth: E81

Survivor Media is a producer of lifestyle clothing brands. Established in Hawaii in 1986, it designs and markets core clothing brand trademarks Survivor, 808 Shaka, Aloha Strong, Hi-Dots and Defend The Nation.

Surge Licensing

www.surgelicensing.com

Booth: K84

Susan Vizvary Photography

www.susanvizvaryphotography.com

Booth: G81

A large selection of original photography that covers a multitude of colors, styles, locations and themes.

Suzanne Cruise Creative Services

www.cruisecreative.com

Booth: F87

An established art licensing agency with more 25 years of experience, the company represents a variety of artists and trend-forward styles for licensing across

multiple product categories.

Suzy's Zoo

Booth: A92

Swedroe Licensing

www.swedroelicensing.com

Booth: F95

Swedroe Licensing represents artwork of renowned artist and architect Robert Swedroe.



Roberts artwork includes 600 collages featuring different narratives, colors, and subject matters. The company is looking to enter into agreements with established brands and manufacturers to license and incorporate Swedroe's art into products like fashion, home decor, hospitality and interior design.

The Swan Princess

www.myswanprincess.com

Booth: A94

Swan Princess Partners has collaborated with Sony to produce nine animated films in The Swan Princess series, including the 1994

classic. Royal MyZtery was released in March 2018. This princess brand is currently seeking licensees to create and merchandise fun products, with an emphasis on girl power.



Swissbrand

www.swissbrandworld.com

Booth: E87

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



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).

Synthesis Entertainment

www.synthesientertainment.com

Booth: B105

Kevin Burns and Jon Jashni formed Synthesis Entertainment and along with managing licensing and merchandising opportunities, began developing and producing remakes and sequels of Irwin Allen properties, including feature film versions of Poseidon(2006) and Voyage to the Bottom of the Sea and reimagining Lost in Space for Netflix(2018)

Tabasco Brand

www.tabasco.com

Booth: C80

Manufacturer of Tabasco pepper sauce products, The powerful brand recognition is an asset that aligns partners with the fine quality and widespread affinity for one of the world's most beloved brands.



Terrified Sushi

www.facebook.com/terrifiedsushi

Booth: R254

Terrified Sushi is always

terrified of everything. Cats, soy sauce or 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

Tetris is one of the most iconic video game brands in the world. In 2019, Tetris will celebrate 35 years.



Tezuka Productions

www.tezuka.co.jp

Booth: A122

The company manages Osamu Tezuka's manga and animation works including Astro Boy, Black Jack, Kimba the White Lion, Princess Knight, The Phoenix and Buddha, and licensing those characters in the field of merchandising, film-making and publishing.



Toei Animation

www.toei-animation-usa.com

com



Booth: C196

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



Toho

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.

Tonico
Booth: A112

TSBA
www.tsbagroup.com
Booth: E114

TSBA is a team of licensing experts working with some of the industry's biggest brands.

Tsuburaya Production Co.
Booth: 0253

TT&F Licensing Company
www.outfit7.com,
www.talkingfriends.com
Booth: E108

TT & F Licensing Company is a global exclusive operational licensing partner of Outfit7.

Tuba n Co
www.tubaani.com
Booth: D204

Tuba n Co is an animation studio based in Korea and is well known for its skillful techniques on

3D CGI production since 2003. Larva was fully produced by its own, which is a TV animation and it has 3 seasons globally launched more than 150 different countries.

Twentieth Century Fox Consumer Products
www.foxconsumerproducts.com
Booth: 0200

20th Century Fox Consumer Products licenses and markets properties worldwide on behalf of 20th Century Fox Film, 20th Century Fox Television and FX Networks, as well as third-party lines.

Ty Inc.
www.ty.com
Booth: B170

Ty is the manufacturer of one of the fastest selling collection of soft toys in the world. In addition to providing unsurpassed customer service and support to its licensees and retail partners; Ty's globally recognized red heart hangtag tells

the consumer that they are getting the highest quality and value possible.

Ubisoft
www.ubisoft.com
Booth: Q214

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

Universal Brand Development
www.universalbranddevelopment.com
Booth: F170

Universal Brand Development's core businesses include consumer products, games and digital platforms, and live entertainment based on

the company's extensive portfolio of intellectual properties created by Universal Pictures, Illumination, DreamWorks, and NBCUniversal cable and television.

UPS

www.ups.com

Booth: G94

UPS is a global leader in logistics, offering a broad range of solutions including the transportation of packages and freight; the facilitation of international trade, and the deployment of advanced technology to more efficiently manage the world of business.

US Hosiery

Booth: H75

USMC-TMLO

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

Booth: C80

USMC Trademark Licensing Office exists to regulate the usage of Marine Corps trademarks such as the Eagle, Globe and Anchor worldwide. The USMC Trademark

Licensing Office registers trademarks, licenses commercial companies, conducts enforcement and educates trademark users worldwide to protect and enhance the Marine Corps brand in the commercial marketplace.

UUCMM

www.uucmm.com

Booth: N258

UUCMM is the famous film and television animation professional production companies in China. Our major business includes Cartoons, TV Shows, Movies, TV programs, concerts and other animation film and television production, also include Art Collection. We have the largest Huang long jade Art Museum in Shanghai.



Van Gogh Museum Enterprises

www.vangoghmuseum.com

Booth: C82

Van Gogh Museum Enterprises is the museum's commercial



subsidiary that develops products and services under the brand name 'Van Gogh Museum Amsterdam'. As an internationally renowned authority on Van Gogh, it supports licensing partners by offering its extensive knowledge on Vincent's life and work.



Vistex

www.vistex.com

Booth: H108

Vistex solution License Maestro is an end-to-end software solution that facilitates all aspects of running a licensing business: Rights management, royalty processing, reporting, sub-ledger accounting, financial management and analysis, product approvals and licensee relationship management.

Vitamin Angels

www.vitaminangels.org

Booth: H103

Vitamin Angels help at-risk populations in need—specifically pregnant women, new mothers, and children under five—gain access

to lifesaving and life changing micronutrients. The company works with companies to create cause-marketing campaigns that increase sales, customer loyalty, and brand value.



VIZ Media

www.viz.com

Booth: R202

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



Vooz

www.vooz.co.kr

Booth: R212

Vooz, created and owned of Pucca, Adoonga, Canimals, 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

Booth: South Pacific Ballroom

Disney Consumer Products and Interactive Media is the business segment of The Walt Disney Company that brings our Company's stories and characters to life through innovative and engaging physical products and digital experiences across more than 100 categories, from toys and t-shirts to apps, books, and console games.



Warner Bros. Consumer Products

www.warnerbros.com

Booth: N180

Warner Bros. Consumer Products, a Warner Bros. Entertainment Company, extends



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



Warner Music Artist Services

www.wmgartistservices.com

Booth: B204

The Global Brand Licensing team at Warner Music Artist Services, a division of Warner Music Group, offers partnerships that create tangible, enticing products for a range of artists both on and off the Warner family of labels. Opportunities are built around each artist through close collaboration to ensure authenticity.

Whirley - DrinkWorks!

www.whirleydrinkworks.com

Booth: F108

Whirley-DrinkWorks! has

more than 50 years of experience designing and manufacturing reusable food and beverage containers. The company offers a full range of services that can take products from design to delivery.



White Space Entertainment

www.whitespaceentertainment.com

Booth: L218

White Space Entertainment was created with the goal of helping IP owners to maximize the full potential of brand value and revenues. Founder Stephanie Sperber and partner Amy Taylor have more than 25 years experience running global licensing, gaming, retail and strategic alliance businesses for movie studios and television networks

WILD  APPLE

Wild Apple Licensing

www.wildapple.com

Booth: F90

Wild Apple works with artists, photographers and illustrators to bring customers stylish art and designs for wall and home décor collections.



The Wildflower Group

www.thewildflowergroup.com

Booth: J132

TWG is an award-winning, full-service licensing agency delivering best-in-class brand partnerships with expertise in building food & beverage, apparel, e-commerce and lifestyle programs. TWG also offers specialized consulting services with a suite of solutions for manufacturers, retailers and other businesses eager to tap into the revenue potential of licensing.

Wild Kratts

www.krattbrothers.com

Booth: G214

Kratt Brothers Company is an award-winning entertainment company focusing on television and interactive digital media

production, distribution, and brand management. With offices in the U.S. and Canada, the Kratt Brothers Company operates a full-service live-action and animation studio where creativity brings its global properties to life.



Wild Wings Licensing

www.wildwingslicensing.com

Booth: G85

One of today's leading producers, distributors and licensors of wildlife, sporting and nostalgic/Americana art and home décor. Wild Wings grew out of a love for the great outdoors and a desire to share that interest with others.



Women In Toys

www.WomenInToys.com

Booth: A86

Women In Toys' mission is to foster an inclusive, collaborative community of professional women working in toys, licensing and entertainment, and provide them with powerful knowledge, valuable connections, and

inspiring, empowering opportunities for career growth.



WWE

www.wwe.com

Booth: J214

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



Yale University

yale.edu

Booth: F105

Yale is a world-famous Ivy League university.



Zag

www.zag-inc.com

Booth: A175

Zag is a private firm specializing in kids and family entertainment. Its multiple divisions include production companies and animation studios located in the U.S, Asia, and Europe that develop

TV series, movies, and games.

Zenescope Entertainment

www.zenescope.com

Booth: B111

Zenescope is a comic book publisher and TV and film production company known primarily for its edgy sci-fi, fantasy and horror titles. Grimm Fairy Tales, its flagship title, has spawned several comic book series and it is the largest female-driven shared universe in all of comics.

ZeptoLab UK

www.zeptolab.com

Booth: D226

ZeptoLab is dedicated to the science of fun. Redefining gaming with unique gameplay, they've released the series of Cut the Rope games which have been downloaded more than 1 billion times and related animated series viewed more than 6 billion times. The portfolio also includes games like C.A.T.S. and King of Thieves.



Zolan Licensing Agency

www.zolanagency.com

Booth: G107

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



Zoonicorn

www.zoonicorn.com

Booth: C101

A developer of the Zoonicorn brand. In the dreamland Zooniverse, four magical Zoonicorns take their newfound friends on wildly imaginative adventures where they learn life lessons.



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