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Story's Colorful Pact with Macy's

Story at Macy's celebrated the launch of 36 locations across the U.S. last month with a grand opening at the retailer's flagship store in Herald Square, New York.

Story began as a curated shopping experience and changed its theme every couple of months—including product.

The inspiration for Story comes from its founder Rachel Shechtman, who wanted to create a retail space that shoppers would like to spend time in. With that in mind, Shechtman sought to create a store where shoppers could take a yoga class while discovering a new product from a small business under one roof.

In the seven years of Story, the company's theme has changed more than 40 times, it has worked with more than 5,000 different small businesses and hosted more than 500 events ranging from book panels to a trunkshow by artist Iris Apfel.

In April 2018, Story officially joined Macy's and has been hosting an array of classes curating Story's products in cities across the country.

The April 10 launch was done in a rather vibrant fashion via Story's partnerships with Crayola, MAC Cosmetics and Levi's Kids. Stepping into the Story at Macy's shop on the second-floor mezzanine was like entering a rainbow filled with product that would make even the most dyed-in-the-(black)-wool New Yorker revel in all the color.

Story at Macy's in Herald Square is 7,500-square-feet with 110 vendors represented in the space. The store within the flagship location is larger than other Story locations, which average at 1,500-square-feet and 70 vendors.

Part of Story's appeal is reaching multiple generations. Children will want to explore the area and spend time at the Crayola bench drawing their latest masterpiece for their parents, who will like Story not just for its kid-friendly atmosphere, but also for its selections of products at reasonable price points.

Some of the activations include exclusive back-to-school fashions by



Levi's Kids. Crayola and Levi's Kids have collaborated for a "create-it-yourself" station, where kids can decorate their Levi's denim jackets and t-shirts with Crayola patches at Story.

At Story at Macy's, playtime isn't just for kids. MAC Cosmetics has a make-your-own palette station and will host beauty classes with makeup artists. A make-your-own-bag station at the Herald Square location encourages shoppers to bring their own creativity and personalize their own product.

Jeff Gennette, chairman and chief executive officer, Macy's, spoke on the many reasons Macy's paired with Story. There were specific touch-points made by Story, like attracting new partners and making the retail experience fun, that has sparked excitement within the company.

"We're inspired, and it's a really good start," says Gennette.

Mattel Signs Kid Skateboarder for Polly Pocket

Mattel has named 10-year-old skateboarder Sky Brown as global brand ambassador for the Polly Pocket line of mini-sized dolls.

Brown was one of the youngest girls to ever compete and win a medal at a professional skateboarding competition. Her yearlong partnership with Mattel will include content creation for digital and social channels, as well as the launch of a single special-edition Polly Pocket play set that features Brown's likeness.

"I want to inspire girls around the world to chase their dreams no matter what," says Brown. "When the Polly Pocket brand told me their messaging was 'tiny is mighty,' I felt that they were describing me. I want girls to feel like they can just get out there and crush it, no matter what anyone else says."

The new partnership continues the relaunch campaign of the Polly Pocket brand. Mattel's line was officially reintroduced to consumers in 2018, nearly 30 years after its original market debut.



Disney Details New Streaming Service

Recently announced streaming service Disney+ will feature an expansive collection of exclusive new content from Pixar, Lucasfilm, Marvel Studios and National Geographic.

At its April 11 Investor Day event, The Walt Disney Company outlined plans for the new streaming service. The House of Mouse detailed the 25 original series and 10 original films, documentaries and specials it expects to launch within the first year of Disney+.

New content from Marvel Studios includes “The Falcon and the Winter Soldier,” a live-action series starring Anthony Mackie as Falcon and Sebastian Stan as Winter Soldier; “WandaVision,” a live-action series with Elizabeth Olsen as Wanda Maximoff and Paul Bettany as The Vision; and “Marvel’s What If...?,” an animated series from Marvel Studios in which each episode explores a pivotal moment from the Marvel Cinematic Universe and adjusts the outcome to see what could happen differently.

New content from Walt Disney Animation Studios includes *Into the Unknown: Making Frozen 2*, a behind-the-scenes documentary about the making of the upcoming sequel to *Frozen*.

New content from Pixar Animation Studios includes “Forky Asks a Question,” an animated short series inspired by the *Toy Story 4* character; and *Lamp Life*, a short film about the long-time Pixar mascot.

New content from National Geographic includes *The World According to Jeff Goldblum*, a documentary series starring Goldblum in which he explores topics on science and technology, and *Magic of the Animal Kingdom*, a documentary series about the inner-workings of Disney’s Animal Kingdom theme park.

New content from Disney Television Animation includes *The Phineas and Ferb Movie* (working title), an animated film featuring many of the original voice cast of the popular children’s series.

The new projects will join previously announced content for the streaming channel in the *Star Wars*, *High School Musical* and Marvel universes. Along with new content, Disney+ will also stream Fox titles such as “The Simpsons,” *The Sound of Music*, *The Princess Bride* and “Malcolm in the Middle.” The company won the rights to all Fox titles following its acquisition of 21st Century Fox earlier this year.

JLG to Rep Cheetos and Doritos

Licensing agency The Joester Loria Group is expanding agency representation of PepsiCo North America’s portfolio of beverage brands into the Frito Lay portfolio, starting with Cheetos and Doritos.

JLG will take an approach across a range of categories that will tap into each brand’s marketing initiatives and reach fans with unexpected product extensions.

Coca-Cola, Tommy Hilfiger Reunite

Tommy Hilfiger and The Coca-Cola Company have teamed up for the launch of the Tommy Jeans Coca-Cola capsule collection.

The apparel line is a re-edition of the styles Hilfiger first designed in 1986 to create the very first Coca-Cola clothing collection.

“The Tommy Jeans Coca-Cola capsule collection celebrates an iconic milestone in Tommy Hilfiger’s history,” says Avery Baker, chief brand officer, Tommy Hilfiger Global. “This re-edition builds on the originals, celebrating the optimistic and youthful spirit at the heart of both brands, while adding a modern street-style twist for the next generation. Since the Coca-Cola collection originally launched, Tommy Hilfiger has continued to be a pioneer in fusing fashion with pop culture.”

“This contemporary expression of Tommy Hilfiger’s original collaboration with Coca-Cola brings these iconic designs into focus for a new generation,” says Michelle Moorehead, general manager, global licensing and retail, The Coca-Cola Company.

The Tommy Jeans Coca-Cola capsule collection is available at select Tommy Jeans stores worldwide, select wholesale partners and online at Tommy.com.



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Hasbro Amps Up its Executive Leadership Team

Jamie Gutfreund has joined Hasbro as chief consumer experience officer.

Gutfreund will be responsible for developing consumer-focused strategies that connect the toy maker to global audiences. She will manage the company's internal creative agency, global consumer insights organization and global media management team.

"Jamie brings a breadth of experience in driving strategies that build brands through innovation and technology, global marketing campaigns and proprietary research," says John Frascotti, president and chief operating officer, Hasbro. "Jamie is a well-respected and highly creative digital marketer, and I am thrilled to welcome her to the Hasbro family."

Gutfreund comes to Hasbro having served as the global chief marketing officer at Wunderman Thompson. She also worked in other marketing roles with The Intelligence Group and Deep Focus.

FYE, Firefly Link for Bob Ross Treats

Firefly Brand Management has brokered a deal with FYE to bring a collection of Bob Ross-themed sweets and drinks to market.

FYE's new line will include an edible marshmallow canvas, chocolate bars, cereal, energy drinks and mints. All items are available on FYE's website and in stores.

The collection is inspired by Ross and his long-running PBS series, "The Joy of Painting." Airing from 1983-1994, the series taught viewers how to paint through a series of guided lessons.

Earlier this year, Firefly secured a raft of new partners for the Bob Ross brand including Ripple Junction, NECA, Loose Change Games, Super Impulse and Underboss.



'Dragon Ball' Celebrates Whirlwind Year

2019 is the 30th anniversary of Toei's "Dragon Ball Z" anime series, and marks the 25th anniversary of the property's debut to U.S. and Canadian viewers. To celebrate, Toei has crafted a full year of licensing deals, events and special releases



Anniversary activity kicked off last year with the release of a new film, *Dragon Ball Super: Broly*, which earned \$30 million at the box office; the North American "Dragon Ball" tour, which spanned seven months and showcased exclusive licensed figures as well as electronic games; an appearance at the Macy's Thanksgiving Day Parade with the debut of a giant-sized Goku helium balloon; and successful collaborations with Bioworld (apparel), Adidas (footwear) and Primitive (apparel).

Toei Animation and partner Funimation have inked a host of new deals including:

- Accutime for two new watch collections based on "Dragon Ball Super" and "Dragon Ball Z";
- Underboss for two collections including underwear, sleepwear, swimwear and Mo-Show socks based on "Dragon Ball Super" and "Dragon Ball Z";
- Rabbit Tanaka for a collection of tattoo sleeves, dimensional shadow boxes, MDF board signs and tin signs based on "Dragon Ball Super";
- Spirit Halloween for a direct-to-retail collection of adult and children's Halloween costumes and accessories based on "Dragon Ball Super";
- Traly for a collection of enamel pins for Target based on "Dragon Ball Z";
- Fusion FG for a collection of fighting gi, rash guards, spats and fighting shorts based on "Dragon Ball Z";
- Ground Up for a collection of casual footwear, seasonal footwear, sandals, slides, flip flops and slippers based on "Dragon Ball Z";
- Party City for two direct-to-retail collections of adult and children's Halloween costumes and accessories based on "Dragon Ball Super" and "Dragon Ball Z";
- Primitive Skate Company for a new co-branded collection based on "Dragon Ball Super";
- Naked and Famous for a co-branded collection of denim pants and jackets based on "Dragon Ball Z"; and
- Transworld Entertainment for a direct-to-retail collection of consumables, confectioneries, beverages, beauty products, soap, bath bombs and scents based on "Dragon Ball Z."

Looking ahead to June, Toei Animation and Funimation will be actively seeking new partners at Licensing Expo 2019 for "Dragon Ball Super" and "Dragon Ball Z"-themed merchandise in a variety of categories including pet accessories, bedding, health and beauty.

STX Grabs Domestic Rights for *Playmobil: The Movie*

STXfilms and On Animation Studios have partnered to bring *Playmobil: The Movie* to U.S. audiences.

The film follows the adventures of Marla as she traverses the Playmobil universe to find her lost younger brother, Charlie. The theatrical release will feature the voices of Daniel Radcliffe, Meghan Trainor, Kenan Thompson, Adam Lambert, Jim Gaffigan, Anya Taylor Joy and Gabriel Bateman.

"*Playmobil: The Movie* is an action-packed animated adventure led by a fantastic cast and the inimitable Lino DiSalvo," says Adam Fogelson, chairman, STXfilms. "We're thrilled to partner with On Animation Studios on this fun and original project, and look forward to bringing a fresh take on the iconic Playmobil toy to the big screen for audiences across the U.S."

The Playmobil line has produced 2.9 billion figurines in more than 100



countries worldwide. Along with its original properties, the toy-maker also recently partnered with Studio 100 to create a line of playsets for the children's CGI series "Heidi."

KIWW, Greentouch Home Launch Furnishings Line

Greentouch Home has inked a multi-year home and bathroom furnishings line deal with Kathy Ireland Worldwide.

The new line will see Greentouch develop furnishings for bathroom vanities, storage, electric fireplaces and several other categories in the home goods market.

"We are very excited about this new partnership with Kathy and her extraordinarily successful global brand," says

Jonathan Nussbaum, president, Greentouch Home. "With our deep roots in design, engineering, sourcing and manufacturing, we feel that the addition of Kathy's brand presence, her team's creative brilliance and her track record of successful partnerships with other respected manufacturers add up to a bright future for us both."

Furnishings are set to become available in retail stores this summer.

ABG Acquires Volcom

Authentic Brands Group finalized its purchase of sports and lifestyle brand Volcom from Kering.

The purchase of the skate, surf and snow brand boosts the value of ABG's portfolio to more than \$9.3 billion in annual retail sales, says ABG.

"We are thrilled to have completed the purchase of Volcom," says Jamie Salter, chairman and chief executive officer, ABG. "For nearly three decades, the Volcom family has created one of the most iconic brands in the skate, surf and snow markets. During the last few years, the brand has been consistently gaining traction with broader audiences around the world while staying true to its core. We could not be happier to finally get to work with this team."

Through the acquisition, ABG has taken a minority stake in Liberated Brands, the newly-formed operating company for Volcom, which is comprised of Todd Hymel, chief executive officer, and Volcom's current management team.

"Jamie's commitment and conviction throughout the sale process was proof of his passion for the brand," says Hymel. "ABG has built an impressive portfolio by being a powerhouse in brand development and marketing. Jamie and his team share our vision and excitement for Volcom's long-term growth, and we are excited to be a part of this next chapter for the brand."

ABG and Liberated Brands will continue to develop Volcom's core men's and snow businesses, as well as enhance its women's and kids' categories in North America and other international markets.

"Volcom is one of the world's most sought-after lifestyle brands by board sports enthusiasts," says Nick Woodhouse, president and chief marketing officer, ABG. "Liberated Brands' operational expertise combined with ABG's brand building know-how and a global network of best-in-class partners make an unstoppable combination. We look forward to joining forces to take this brand to new heights."

WWE, FILA Tag Team For Sneakers

WWE and FILA have joined forces for custom sneakers designed after the aesthetic of WWE Superstars Sasha Banks and The New Day.

The custom Disruptor 2s launched on April 4 with 713 pairs in circulation in honor of Banks' WWE debut on July 13, 2015. The New Day's Original Fitness sneakers launched on April 5, with only 483 pairs being sold to commemorate the team's 483-day reign as WWE Tag Team Champions.

WWE and FILA will also release black-and-white variants of the Original Fitness sneaker inspired by several notable WrestleMania moments.

The custom sneakers are available only via FootLocker.com and the Times Square store, and the Original Fitness shoes are available at select Foot Locker locations across the U.S.





WHAT'S IN STORE FOR *Licensing Expo* 2019?

New locales, lots of exciting panels and more are happening at this year's event, taking place June 4-6 in Las Vegas, Nev.

by PATRICIA DELUCA

LICENSING EXPO 2019 is unlike any from years past. From panels to key show locations, the Licensing Expo shake-up promises a positive experience for both attendees and exhibitors.

One notable update is the location of Licensing University, which will now be held on the show floor. The brand-new Licensing University Theater will house all of its sessions at booth B79, from the Opening Keynote to perennial sessions like “The Basics of Licensing.”

The Licensing Expo Opening Keynote—organized by the International Licensing Industry Merchandisers' Association—will be delivered by Rachel Shechtman, founder, Story, and brand experience officer, Macy's, who will discuss the reimagining of retail in an era of digital disruption.

Shechtman will take the stage to discuss innovation at retail and how the Story retail model will come to life at Macy's and her plans with the fabled retailer as she moves into her new role.

“Rachel truly is one of the most creative and innovative minds in retail today, so we are honored to be able to hear from her as she embarks on the next chapter of this Story with Macy's,” says Maura Regan, president, LIMA. “I look forward to the insight and inspiration she will share with us at Licensing Expo, as we all look for ways to adapt and thrive in this new retail era.”

“Agility at Scale: Rachel Shechtman Shares Insights from the Launch of Story at Macy's” will take place on Wednesday, June 5 from 9:15-10:15 a.m.

Now that the Licensing University Theater is located on

the show floor, its dates and times have changed as well. The biggest change to LU so far? All sessions will now start on Tuesday, June 4. That means no LU sessions will be held on Monday (as was done in previous years).

The Global Licensing Group Party, the industry's largest networking event, has made several changes this year, too.

First, the date: the party has moved to Wednesday, June 5 (also known as Day Two of Expo). Second, the party's name has changed to the Global Licensing Group Party. And, last but not least, the venue of the party has changed to the HyperX Esports Arena at the Luxor. This state-of-the-art venue is a four-minute walk from the Mandalay Bay Convention Center and boasts cool features befitting the esports industry. The Global Licensing Group Party will include an open bar, appetizers, entertainment and an opportunity to network with some of the industry's best.

Licensing Week returns this year with a renewed slate of events to keep attendees engaged and networking throughout the show.

In partnership with InventHelp, the debut of Pitch the Brands will benefit show attendees and exhibitors alike. Up to 10 enterprising inventors will have the chance to pitch their product to a panel of industry experts on Wednesday, June 5. The panel of experts—including industry veterans from Viacom Nickelodeon, the NFLPA, Beanstalk and Product Counsel—will offer insight and provide feedback to participating inventors. One lucky inventor will be chosen from the group to be the recipient

of a prize worth \$18,000.

With the worldwide rise of the brand licensing industry, it's more important now than ever to keep tabs on how licensees, retailers and manufacturers can take advantage of new global opportunities.

Two separate panels have been created to investigate these trends, the first of which will be held on June 4. The Asia track of the International Market Panel will feature speakers from the China, Japan and Korea Pavilions, who will identify in detail the factors that influence their decisions to collaborate with a U.S. retailer or manufacturer. On June 6, attendees will have the opportunity to explore the many ways Latin America is transforming and get an inside look at the brands defining the LatAm brand licensing market together with the U.S. Department of Commerce.

All of these Licensing Week activities can be found in the Global Licensing Group Theater at booth A105.

Help GLG wrap up Licensing Expo with a spectacular send-off. Dragon dancers, musicians and a vibrant cast of revelers will parade through the exhibit hall to celebrate the next event in Shanghai—Licensing Expo China, taking place July 24-26. Exhibitors are encouraged to join the revelry by bringing out decorations and other lucky knick-knacks at their booth to celebrate the end of another show.

Licensing Expo 2019 will be held on June 4-6 at the Mandalay Bay Convention Center in Las Vegas, Nev. To learn more about Licensing Expo or to register, visit LicensingExpo.com. ©



FROM MUSEUM TO LIVING ROOM:

The Delicate Art of Art Licensing

Art is a crucial sector in the licensing business. Meet some of the artists whose work will be on display at Licensing Expo.

by JAMES DOHNERT

LICENSING PLAYS A massive part in getting art into mediums as diverse as posters to woodworks. From watercolor to photography, so much of the art we come into contact with each day comes from a licensor. *License Global* recently spoke with some artists attending Licensing Expo to learn more about what they do and how they're planning to grow into the future.

Penny Lane Publishing

Penny Lane Publishing is an art licensor that works with artists in diverse styles including contemporary, figurative, calligraphy and photography. The company began offering its first line of art prints in 1994. Today, Penny Lane works with more than 80 artists to license art for diverse mediums. According to Penny Lane, its diversity of artist mediums makes it unique in the industry.

"We license many products from stationery and tabletop to

garden products and bathroom accessories," says Renee Franck, licensing director, Penny Lane Publishing. "We also offer many printed products such as paper prints and prints on wood. We're most proud of delivering exactly what our customers want."

Penny Lane prides itself on providing customers a breadth of art options while also ensuring artists receive

the compensations they deserve. The company highlights, in particular, the importance of the delicate balancing act of managing customer requirements with artist bottom line.

"Our goal is to offer a diverse range of artwork that fits our customers' needs while making our artists money," says Franck. "We know if we make our customers and artists happy, the rest



takes care of itself.”

Moving through 2019, Penny Lane expects to leverage its portfolio of artists and network of customers to provide a jumping-off point to sustained growth moving into the future. The company even expects 2019 to be a highwater mark for the 25-year-old firm.

“We expect our licensing department to continue its growth and make 2019 our most profitable year yet,” adds Franck.

Art Gallery of Ontario

The Art Gallery of Ontario is one of the largest art museums in North America. Housing more than 100,000 works of art, AGO’s collection spans pieces from contem-

porary art to historical indigenous work and European artists such as Paul Rubens. The gallery also hosts a large photography collection dating back to the 1840s.

Since the 1970s, the AGO has been licensing its collection but did not fully engage the industry until 2018 with the launch of its online licensing site. The site provides customers with a fully searchable repository of the images it has available for licensees.

“We want people that have never heard of the AGO or our art to discover us through our licensing program,”

says Tracy Mallon-Jensen, copyright, rights and reproductions coordinator, AGO. “If you can inspire people, get them to see, experience, understand and think about art and the world in new ways, we are doing our job.”

Over the past couple years, the AGO has begun to ramp up its licensing efforts to include more than just traditional museum retail product fare such as calendars and mugs. The gallery has recently licensed its selection for beer labels with the Lake of Bays Brewing Company, large wall murals with Ruth Baker Design and even stamps with Canada Post. AGO’s new programs are a signal of the growing value it sees within the licensing community. According to Mallon-Jensen, 2019 looks to be just the start of its expanding program.

“We are excited for 2019 and the future of licensing at

the AGO,” says Mallon-Jensen. “[Our] modernization of our program will make it easier for licensees and expand our partnerships and product categories.”

Pink Light Studio

Creative director Mary Beth Freet launched Pink Light Studio after spending 10 years in the fashion industry designing prints and patterns for Nordstrom Product Group, among others. Freet leveraged her experience in the industry to build Pink Light into the studio it is now.

Today, you can find art from the studio’s international crop of more than 25 artists in stores such as Walmart, Target, Paper Source, Five Below, The Dollar Store and other international vendors. And, according to Freet, they are just getting started.

“Our goal for licensing in the coming years is to expand internationally while continuing to service our current U.S. clients with exceptional customer service,” says Freet. “We have previously licensed internationally, but it is now becoming a larger focus for us as we have built a larger team of designers. We are looking to build strong relationships with international manufacturers of stationery, greeting cards, wall décor, calendars, gifts and accessories.”

As part of its push, the studio has already redesigned its logo and plans to launch a new website this fall. Pink Light Studio intends to leverage its new brand to push forward into 2020 with an eye on sustained growth.

“For the remainder of 2019 and on, we expect our licensing program to continue on strong as we understand that building licensing takes time, patience and diligence,” adds Freet. “We are set to continue on with this mindset for 2019 and look forward to bringing more happy, fresh artwork into the world.”

ArtLicensing.com

ArtLicensing.com is a unique licensing firm because of the sheer size of its artist pool. The company has an art archive of more than 250,000 images from more than 800 artists around the world. It represents artists as diverse as Dean Russo, The Macneil Studio, Nicky Boehme and William Vanderdasson. The firm attributes its success to being able to build strategic partnerships with its artists and manufactures.

“Our goal is to bridge the gap between creative and strategic planning in order to foster



lasting relationships and programs for our artists and worldwide manufacturers,” says Syrena O’Neil, licensing director, ArtLicensing.com. “We strive to have a presence globally in any and all sales distribution channels.”

O’Neil sees ArtLicensing.com’s ability to connect strategic planning and creativity as a driving force in its successes. Since launching in 2012, the company has continued to grow its portfolio. O’Neil is excited to utilize that growth to take the company to new heights this year.

“After seven years in the industry, we are thriving and expanding into new markets,” says O’Neil. “We look forward to the future as we continue to add new artists weekly and new designs daily. We aren’t supervillains, but we do plan to conquer the universe through art.”

Benton Arts

Benton Arts solely manages the collection of cartoonist Jim Benton, the creator of “It’s Happy Bunny.” Winner of five top awards from the International Licensing Industry Merchandisers’ Association, Benton has built an art empire off the success of his work.

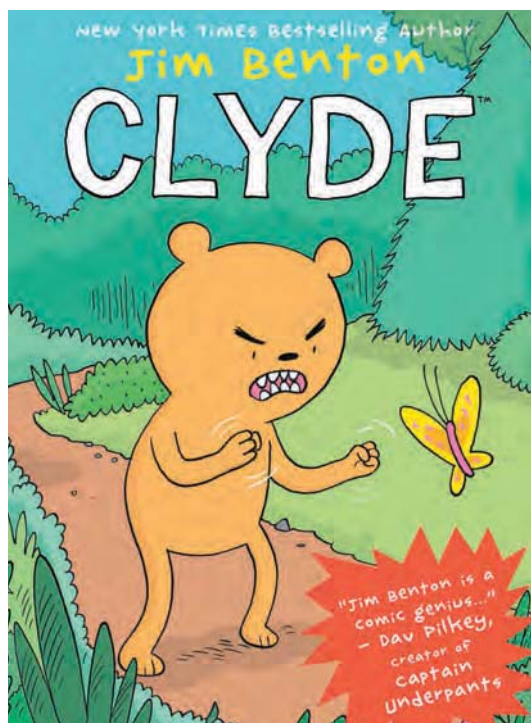
From stickers to books, Benton’s work has found success in the licensing industry to the tune of more than 100 licensees worldwide. Benton says he finds his work does particularly well with clothing and books, but his work with non-profits has meant the most to him personally.

“I am proudest of my ‘It’s Happy Bunny’ anti-drug program for The Partnership for a Drug-Free America. I won three Addy Awards and a Governor’s Award for that work,” says Benton.

Moving into the future, Benton is excited to continue to leverage the “It’s Happy Bunny” brand while establishing deals for his new work.

Benton says he worked hard to establish the brand in 2018 and 2017, and now wants to capitalize on that foundation.

“For me, 2019 and 2020 are all about growing the work that I’ve done behind the scenes in 2017 and 2018,” he says. “I’m looking forward to showcasing several new graphic novels and some of my newly developed licensing brands like ‘Crappy Zoo,’ at this year’s Expo.”



EttaVee

EttaVee is a company built on the work of one artist. Jessi Raulet is the founder, creative director and sole artist at EttaVee. The company serves as a home for potential licensees looking to leverage Raulet’s colorful work.

“My artwork can be described as artistically-crafted, bold, happy and packed with good vibes,” says Raulet. “Most of my designs are hand-painted using expressive brush strokes and optimistic color palettes that evoke joy. The art lends itself to an array of product categories, adding a little pop of happy everywhere it goes.”

The company was able to leverage the lasting impact of social media to become more discoverable for firms looking for art for stationery, apparel, fashion accessories, gift items and greeting cards. Raulet believes Instagram has been particularly helpful in getting the licensing business up and running. In 2019 and beyond, she aims to use that momentum to identify new sectors for her artwork to shine.

“My dream would be to bring more home textiles and home décor items into my licensing program,” adds Raulet. “I envision sophisticated spaces, with confident and bold pops of color. I’d love to create vibrant home textiles such as bedding, deck pillows and rugs that make a statement. I would also love to add swimwear to the EttaVee licensing program. What a dream it would be to see my bold patterns having fun in the sun.”

Meet the spotlighted artists at Licensing Expo, taking place June 4-6 at Mandalay Bay Convention Center in Las Vegas, Nev. For more information or to register for the event for free, visit LicensingExpo.com. ©

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JUNE 4-6

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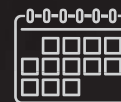
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UBM

Licensing Week

The Global Licensing Group debuts Licensing Week at this year's Licensing Expo. Chock-full of activities, Licensing Week encourages networking and learning while having fun in the process.

Sunday, June 2

LIMA Charity Bike Ride

7 a.m.-12 p.m.

Red Rock Canyon National Conservation Area

Join LIMA for a 28-mile bike ride through the Red Rock Canyon National Conservation Area (with an easier 15-mile option available) for the industry's charity of choice, the Children's Brain Tumor Foundation.

Monday, June 3

LIMA Young Professionals

Networking Event

6:30 p.m.-7:30 p.m.

Rhythm & Riffs Lounge at Mandalay Bay

Join LIMA for the annual Young Professionals Networking event at Licensing Expo. A casual, come-as-you-are networking event to connect with peers in the industry.

Tuesday, June 4

InventHelp's VIBE

9 a.m.-5 p.m.

Booth F214

Presented by InventHelp, VIBE (the Virtual Invention Browsing Experience) is an exciting new initiative at Licensing Expo to connect enterprising brand owners and manufacturers directly with forward-thinking inventors looking to bring the newest products to market.

One-to-Watch Contest Awards

9:30-10:30 a.m.

Show Floor

The One-to-Watch contest at Licensing Expo, hosted by *License Global*, is designed to recognize and reward innovation. The winner of the One-to-Watch contest will be selected from the competition finalists through a roaming floor tour and several photo ops for press and promotions.

Costume Character Parade

11-11:30 a.m.

Show Floor

Orientation Session

11 a.m.-12 p.m.

Global Licensing Group Theater

Booth A105

This session is for new attendees flying solo or alumni eager to see what's new at Licensing Expo this year. Learn how to navigate the exhibit

hall and get a lay of the land to maximize time.

International Market Panel: Asia

3-4 p.m.

Global Licensing Group Theater

Booth A105

Licensing Expo attendees and exhibitors are invited to join this informative session covering licensing opportunities outside of the United States. The Global Licensing Group will be joined by licensing industry leaders within their respective regions to provide an overview of growing international markets.

2019 International Licensing Awards

5:30-7:30 p.m.

South Seas Ballroom, Mandalay Bay Convention Center

Join LIMA as they welcome two new inductees into the Licensing Hall of Fame and shine a spotlight on some Rising Stars.

Wednesday, June 5

InventHelp's VIBE

9 a.m.-5 p.m.

Booth F214

Agility at Scale: Rachel Shechtman Shares Insights from the Launch of Story at Macy's

9:15.-10:15 a.m.

Booth B79

In the keynote, Shechtman will explore how the STORY retail model will come to life at Macy's and address the fabled retailer's response to evolving consumer expectations while driving foot traffic.

The Benefits of Exhibiting at Licensing Expo

11 a.m.-12 p.m.

Global Licensing Group Theater

Booth A105

An in-depth conversation about the benefits of exhibiting at Licensing Expo. Representatives from the Global Licensing Group will cover the available opportunities and exclusive ways exhibitors can take their business to the next level. Don't miss this chance to learn not only how, but why more than 5,000 of the world's biggest brands choose to exhibit at Licensing Expo year after year.

Costume Character Parade

11-11:30 a.m.

Show Floor

Pitch the Brands

2-3 p.m.

Global Licensing Group Theater

Booth A105

Have a unique product that can be elevated through brand licensing? Licensing Expo and InventHelp present Pitch the Brands, an event that provides entrepreneurs with a once-in-a-lifetime opportunity to present their product in front of a panel of executives. The inventor with the best pitch and product, as judged by the panel, will receive InventHelp's services worth more than \$18,000.

Global Licensing Group Party

8-11 p.m.

HyperX Esports Arena Las Vegas at Luxor

Held at a new location, the Global Licensing Group Party is the licensing industry's largest networking event of the year. This year's party will include a battle royale, free drinks, appetizers and more.

Thursday, June 6

InventHelp's VIBE

9 a.m.-3:30 p.m.

Booth F214

International Market Panel: Latin America

11 a.m.-12 p.m.

Global Licensing Group Theater

Booth A105

Licensing Expo attendees and exhibitors are invited to join this session covering licensing opportunities outside of the U.S. The Global Licensing Group will be joined by licensing industry leaders within their respective regions to provide an overview of growing international markets.

Show Send-Off

2-2:30 p.m.

Show Floor

Join the Global Licensing Group as we ring in the end of this year's Licensing Expo with a spectacular send-off. Dragon dancers, musicians and a cast of revelers will parade through the exhibit hall to celebrate our next event in Shanghai for Licensing Expo China. Exhibitors are encouraged to join the revelry by bringing out decorations and other lucky knick-knacks at their booth to celebrate the end of another successful show.

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LAS VEGAS LICENSING EXPO 2019
JUNE 4-6

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The Licensing Expo Daily, produced by License Global, provides three full days of exclusive on-site coverage and includes the official Show Directory. It's the must-have Expo resource.

EXCLUSIVE DISTRIBUTION

In addition to our standard distribution channels, Licensing Expo Daily is the only publication hand-distributed at the show's entrances and in exclusive bins throughout the show floor.

PREMIER LICENSING AUDIENCE

Reach a qualified audience of **16,000+** leading licensees, retailers and licensors that attend Licensing Expo. **90%** of attendees make or influence the final purchase decision.

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LICENSE
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360 Party Lab
www.360party.com
Booth G101

360 Party is a party product company, which uses the best technology to develop innovative products and applications that aim to take celebrations to the next level. It also has a customizable product area, through which customers can create parties that suit their needs 100 percent.



4K MEDIA INC.
 a member of konami group

4K Media
www.yugioh.com
Booth F188

4K Media Inc. (a subsidiary of Konami Digital Entertainment, Inc.) is a brand management and production company best known for its management of the Yu-Gi-Oh! franchise outside of Asia. 4K Media also manages the rights for the gaming properties Bomberman, Contra and Frogger from Konami.

9 Story Brands
www.9story.com
Booth C196

9 Story Brands is the dedicated brand management and consumer products division of 9 Story Media Group, with expertise across creative, brand



9 STORY
BRANDS

marketing and licensing. 9 Story Brands manages merchandising rights for top children's properties including Daniel Tiger's Neighborhood, Super Why, Colorforms, Wild Kratts, Nature Cat and Luo Bao Bei.

A Tiny Teddy Named Cuds
www.tinyteddy.com
Booth S255

This is the home of the award-winning character, A Tiny Teddy Named Cuds, who is inspiring and capturing hearts around the world. Created by multi award-winning artist and writer Robert Aragon.



Aardman
www.aardman.com
Booth L226



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



Activision Blizzard
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. We are a leading worldwide developer, publisher and distributor of interactive entertainment and leisure products for consoles, handheld platforms and PC.



Adorned by Chi
www.adornedbychi.com
Booth B123

In 2018, Adorned by Chi raised \$18,000 to create the world's first Magical Girl manga series set in Africa featuring the first African Magical Girl team. The company's poodle mascot Chi Chi is the Luna to our main characters and customers.



Air Force Branding & Trademark Licensing
www.trademark.af.mil
Booth J80

The company manages the brand for the world's air and space force, the U.S. Air Force. The company's portfolio includes the Air Force Symbol, the USAF Thunderbirds and the U.S. Air Force Academy. Their licensees sold more than \$21 million in licensed merchandise last year.



Alchemy Licensing
www.alchemygroup.com
Booth F82

All American Licensing
AALMG.com
Booth E128

At All American Licensing, their decades of experience with some of the top brands, athletes and celebrities have generated billions of dollars of newfound revenue for their clients. The company believes that its clientele should have the most experienced partners on their side creating new revenue streams and expand the brand's consumer touch-points.


Alpha Group Co.
www.alphatoys.com
Booth R228


Alpha Group is the first listed animation company in China and one of the leading kids' entertainment company around the world. With IP as its core, Alpha Group has established a 360-degree business model in the kids' entertainment industry by integrating content creation, toys, media, licensing, smart devices, VR and theme parks.

American Cornhole Association
www.playcornhole.org
Booth R254

The original and official



governing body of Cornhole. Visit ACA online and stop by their booth to see custom cornhole boards, tailgate cornhole boards, table top mini-cornhole boards, double chuck and their tournament mobile app.



American Mensa
americanmensa.org
Booth O251

For more than 50 years, no other name or brand has been more associated with high intelligence than Mensa.

Anekke
www.anekke.com
Booth G116




Animaccord
www.animaccord.com
Booth D178


Animaccord is an international licensing company and studio that specializes in worldwide distribution of content, consumer products rights and brand management. The company became recognized for its worldwide animated property, Masha and the Bear. Today, Animaccord is diversifying its business by taking new, mature animated properties to distribute globally.

ARH ComiX
www.arhcomix.com
Booth A124

ARH ComiX is the teller of stories! ARH is passionate about writing stories, creating new and compelling characters and riveting worlds readers can lose themselves in. Books, novels, comic books—the company has so many stories to tell.




Art Brand Studios
www.artbrandstudios.com
Booth F142

Art Brand Studios licenses the artwork of Marjolein Bastin, Eric Dowdle, Thomas Kinkadee Studios and Wild Wings. Art Brand Studios is interested in licensing partners in seasonal, home décor, garden, publishing, gift and collectible categories. Please contact Kristen Barthelman at k.barthelman@artbrand.com for an appointment.



Art Gallery of Ontario
www.ago.ca/image-reproduction-licensing
Booth F87

The Art Gallery of Ontario is one of the most distinguished art museums in North America with a collection of more than

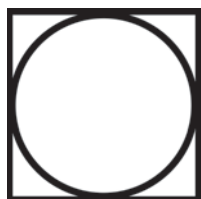


100,000 works of art. Choose from international and signature Canadian works, European Masters, an extensive photography collection, to modern and cutting-edge contemporary art for licensing projects.



Artestar
www.artestar.com
Booth F107

Artestar is a global licensing agency and creative consultancy representing high-profile artists, creatives, designers and photographers. They connect brands with talent, facilitating access to pop culture icons and their followers. Based in New York City, Artestar has affiliate offices in Italy, France, Sweden, Brazil, Australia, Indonesia, China, South Korea and Japan.



Artestar

Artists Rights Society
www.arsny.com
Booth G104



artlicensing.com
www.artlicensing.com
Booth G88

Art Licensing International is an art licensing agency located in southern Vermont. The company serves more than 1,000 manufacturers globally



and work with more than 800 artists and their collections. ALI strives to accommodate the image needs of the world. ALI is a one-stop shop for art.



ABG AUTHENTIC BRANDS GROUP

Authentic Brands Group
www.authenticbrandsgroup.com
Booth S212

Authentic Brands Group is a brand development, marketing and entertainment company, which owns a portfolio of global entertainment and lifestyle brands. ABG manages, elevates and builds the long-term value of more than 50 consumer brands and properties by partnering with best-in-class manufacturers, wholesalers and retailers.

BAC BRAND ACTIVATION CONSULTING

Brand Activation Consulting
www.bac-usa.com
Booth E134

Brand Activation Consulting is a full-service business development company with more than 40 years of experience with leading entertainment and blue-chip brands. BAC is committed to driving brand revenue growth through a host of services and business models

including categories like licensing, retail development, new business development, joint venture and marketing consulting.

Bag Bug
www.bag-bug.com
Booth F108

Bag Bug, founded by Isabel Fernandez, is a fashion start-up company. An accessories brand born from a belief that fashion accessories should never come at the expense of comfort and functionality. Fernandez created a brand that combines trend-setting fashion and appeal with innovation, comfort and functionality.



BANDAI NAMCO Entertainment America Inc.

www.bandainamcoent.com
Booth Q244

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.



Entertainment

Barry & Jason
www.barryandjason.com
Booth H236

BBC



BBC Studios
www.bbcstudios.com
Booth N204



BBC Studios, a global content company with British creativity at its heart, is a commercial subsidiary of the BBC Group. Formed in April 2018 by the merger of BBC Worldwide and BBC Studios, it spans content financing, development, production, sales, branded services and ancillaries.

bCreative
Humor, Art and Brand Licensing



bCreative
www.bcreative.com
Booth J77

bCreative Licensing is a creator and licensor of original brands. Brands include David Olenick, Ephemera, Danny Flynn MoonAliens, Retro Spoofs, LCT Creative, Jim Baldwin Studio, Lucy Pittaway, Claire Louise Studio, Slingshot Publishing, Retrrocket, Across The Line, Ashcroft Designs, Young & Proven and many more. See them for your content needs.



**Beanstalk/Blueprint/
Tinderbox**



www.beanstalk.com
Booth G156

Beanstalk is a global brand extension licensing agency.

They help leading brands, celebrities, media properties, manufacturers and retailers strengthen their relationships with consumers by creating breakthrough products via the licensing model. Blueprint is the consulting division, and Tinderbox is the digital division.



Benton Arts
www.jimbenton.com
Booth H90

Jim Benton is an author, artist and creator of licensing IPs. His It's Happy Bunny has generated more than \$750 million dollars at retail, and he is a five-time LIMA award winner. His books are New York Times best-sellers, and three new graphic novels will be released this year.

Bethesda

Bethesda Softworks
www.bethesda.net
Booth L235

Bethesda Softworks, part of the ZeniMax Media family of companies, is a worldwide publisher of premier interactive entertainment software. Titles featured under the Bethesda label include such franchises as Doom, Quake, The Elder

Scrolls, Fallout, Wolfenstein and Rage.

Bibia

Bibia
www.bibia.us
Booth B111

Bibia is the home to the worlds of Marlisa and Friends, Nickel & Dime, The Ulans, Joshua and Moses.



BigFoot 4x4
www.bigfoot4x4.com
Booth E98

The family-owned and operated entertainment company started in 1975 by Bob and Marilyn Chandler, who created the Monster Truck industry. Bigfoot is recognized worldwide by three generations of fans, and just signed numerous new licenses including Hot Wheels, and is now starting the brand-new Hot Wheels Monster Trucks Live tour.

billboard
**THE
Hollywood
REPORTER**

**Billboard + The
Hollywood Reporter**
www.billboard.com/
Booth E124

Billboard, the world's most

trusted music publication, defines industry trends with an authoritative voice and brings experiences to life for both brands and fans everywhere. The Hollywood Reporter is an influential publication and definitive voice in high-end entertainment with unprecedented access to the Hollywood world of news, fashion and lifestyle.

Blaupunkt Brand Licensing/GIP Development

www.blaupunkt-licensing.com
Booth C107

Blaupunkt was founded in 1924 in Germany. For almost a century, Blaupunkt and its blue dot symbol have been synonymous with German technology, innovation and quality. The same quality and care that have maintained the name through the decades are now reflected in a comprehensive program called the Blaupunkt Global Brand Community.

Blue Fish Tales

www.bluefishtales.com
Booth G86

Blue Fish Tales is a team of artists that create designs that can translate on any product or media for children. Their design approach is simple, and work is memorable. The company believes in touching hearts through



its meticulously crafted characters that tell a story.

BONNIER
Consumer Products



Bonnier Corporation
bonniercorp.com
Booth E114

Bonnier is one of the largest special-interest publishing groups in America, with more than 30 multichannel magazine brands extending into platforms including digital media, product licensing, events, books and more. With more than 300 employees, Bonnier is one of the leading special-interest publishers in the country.



Boy Scouts of America
www.licensingbsa.org
Booth F134

The BSA has helped build the future leaders of this country by combining educational activities and lifelong values with fun. With more than a century of experience, the BSA knows that helping youth is a key to building a more conscientious, responsible and productive society.



Bradford Licensing
www.bradfordlicensing.com
Booth B128

Bradford Licensing is a full

service licensing agency with offices in the U.S., Asia, India and the U.K. Clients include Pepsi, HBO, Colgate, The PGA and Kikkoman, to name a few. With more than 35 years of experience, Bradford has a comprehensive network of licensees worldwide.

brainbase

Brainbase
www.brainbase.com
Booth A106

Brainbase is an IP licensing ecosystem that helps companies discover, connect, grow, transact and manage.



Brand Central
www.brandcentralgroup.com
Booth D142

Brand Central is a global licensing agency and trend intelligence service headquartered in Los Angeles with offices in New York and Louisville, KY.

THE
B[®] AND LIAISON



The Brand Liaison
www.thebrandliaison.com
Booth F154

The Brand Liaison is one of the leading licensing agency for licensing, collaborations, DTRs and strategic partnerships. The company has a history of extending brands into new product categories to maximize its licensing potential. For licensees, they assist our clients in acquiring the right brands for the right channels of distribution.

BRAND SQUARED LICENSING

Brand Squared Licensing

www.brandsquaredlicensing.com
Booth D108

We guide brands as they extend into new product categories. Their licensed executions stretch the imaginations of brand owners while remaining faithful to the brand and its consumer. Clients enjoy licensing benefits, so their brand equities strengthen; consumers are brought back to the core product and new revenue is created.

BrandComply, Fueled by Octane5

www.octane5.com
Booth C134

Octane5 delivers an integrated technology solution that allows

licensors to manage their program and protect their brand. BrandComply.com is a industry-leading platform for active licensing management. Threads, the most secure hang tags and labels in licensing, combat counterfeiting, drive licensing compliance, while facilitating engagement with its consumers.

brandgenuity

Brandgenuity
www.brandgenuity.com
Booth J122

Brandgenuity is one of the leading global brand licensing agency, ranked among the Top 15 licensing agencies worldwide. Clients include BMW, Arm & Hammer, Best Friends Animal Society, Chu Chu TV, White Castle, Hawaiian Tropic, Playtex, Carmen Sandiego, MGM, Anheuser Busch-Inbev, NFLPA, University of Oxford, Mrs. Fields and others.

BRAVADO

Bravado International Group
www.bravado.com
Booth O244

Bravado is one of the leading global provider of consumer, lifestyle and branding services to recording artists and entertainment brands around the world. Part of Universal Music Group,

a leader in music-based entertainment, Bravado represents artists in more than 40 countries and provides services including sales, licensing, branding, marketing and e-commerce.



Bubu and The Little Owls
www.upcontentco.com
Booth B216

UP!
Content is focused on content creation and licensing.



The company translates the trends of consumer behavior into character creation, transforming them into retail-focused brands. Up was conceived to make feasible large-scale transmedia projects which carry in their DNA pillars of innovation, fitness for retail, strong attitude and positive values.



BUSHIROAD

Bushiroad International
www.en.bushiroad.com
Booth O254

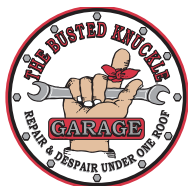
Bushiroad is an entertainment company founded in Japan. They will be exhibiting at Licensing Expo to mainly showcase the franchise BanG Dream! (mobile game, anime, music and merchandise) and

Cardfight!! Vanguard (TCG, anime ad merchandise).

Busted Knuckle Garage

www.bustedknucklegarage.com
Booth F105

The Busted Knuckle Garage is an automotive lifestyle brand celebrating mechanical mayhem with humor and nostalgia, spanning categories and licensees with products having appeared in major retailers.



CAA-GBG

CAA-GBG
www.caa-gbg.com
Booth G144

CAA-GBG is a joint venture with a leading entertainment and sports agency, Creative Artists Agency and Global Brands Group as one of the world's leading branding, apparel, footwear, fashion accessories, and lifestyle product companies. The company creates impactful strategies that enhance brand equity and provide growth opportunities for its partners.



CANDLEWICK PRESS

Candlewick Press
www.candlewick.com
Booth B114

Candlewick Press is an independent publisher based in Somerville, Mass. For more than 25 years, Candlewick has published outstanding children's books for readers of all ages. Candlewick is part of the Walker Books Group, together with Walker Books U.K. in London and Walker Books Australia.

CAPCOM®



CAPCOM U.S.A.
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 classic gaming franchises Resident Evil, Street Fighter, Monster Hunter, Ace Attorney, Mega Man and Devil May Cry.



Capezio
www.capezio.com
Booth C101

Caterpillar
www.caterpillar.com
Booth J80

For more than 90 years, Caterpillar has been making sustainable progress possible and driving positive change on every



continent. Many customers turn to Caterpillar to help them develop their company's infrastructure, energy and natural resource assets.



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T. 714.730.8087 | F. 714-730-0110
www.cbflabel.com

CBF Labels
www.cbflabel.com
Booth E89

CBF Labels delivers a number of high quality apparel trims to their customers. Everything CBF manufactures is custom to exact specifications. They work hard to meet deadlines and keep companies up-to-date with their order status.

CBS CONSUMER PRODUCTS



CBS Consumer Products
www.CBSconsumerproducts.com
Booth S202

CBS Consumer Products manages worldwide licensing and merchandising for a diverse slate of television brands and series from CBS, CBS Television Studios and CBS Television Distribution, as well as from the company's extensive library of titles, Showtime and CBS Films. Additionally, the group oversees online sales of programming merchandise.



27,000 m² exhibition space


200⁺ exhibitors* **800⁺** brands/ licensing properties*


* 2019 forecast

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Co-located with [CBME China 2019](#) - the World's Largest Trade Fair for Child, Baby and Maternity Products & Services. Attracting more potential licensees to the booming child, baby and maternity products industry.

www.licensingexpochina.com

Pls contact info@licensingexpochina.com for more details



Centa IP
www.centaip.com
Booth L244

Centa IP is a global licensing company representing many new children's entertainment and design, lifestyle and luxury properties. Delivering some of the most innovative, world-class licensing solutions to high profile clients, Centa IP provides industry expertise that includes retail sales, merchandising, franchise


Cheng Jen Cultural & Creativity
www.chengjen.com.tw
Booth L239



Chespirito
www.chespirito.com
Booth M235

Chespirito is the team responsible for preserving and leading the Roberto Gómez Bolaños legacy to the new generations, including; El Chavo del Ocho and El Chapulín Colorado. The company is also responsible for developing new projects and initiatives to generate new content to fans of all ages worldwide.



 **CJ ENM**
www.cjem.net
Booth G188

CJ ENM is the largest content provider in Korea with a wide range of broadcasting channels. CJ ENM's Animation Business Department is engaged in planning, investing, producing, distributing, licensing and merchandising animation content. The department aims to lead the development of the domestic animation industry based on its competitive content.

 **Cloudco Entertainment**
www.cloudcoentertainment.com
Booth K214

Cloudco Entertainment (formerly American Greetings Entertainment) is an entertainment studio with a wide range of properties including Care Bears, Madballs and Holly Hobbie. They develop multi platform entertainment franchises across all media channels and extensive consumer merchandising programs that immerse children and adults in the brands they love.



CollinsCare
www.collinscare.com
Booth G106



Cotton Creations
www.kerrscotton.com
Booth D84

Kerr's Cotton is in the business of making apparel fun. Stop by, and let us provide you with a free custom garment design consultation.



COUNTRY MUSIC ASSOCIATION

 **Country Music Association**
www.cmaworld.com
Booth C108

The Country Music Association is a trade organization that supports and promotes the genre. This booth will have representatives from both CMA and other entities in the Country Music industry that represent artists, music and content rights, live events and festivals.



 **Crayola Properties**
www.crayola.com
Booth A154

Crayola is the worldwide leader in children's creative

expression products. Known for the iconic Crayola Crayon, introduced in 1903, the brand has grown into a portfolio of innovative art tools, crafting activities and creativity toys that offer children innovative new ways to use color to create everything imaginable.



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 classic films and properties for worldwide merchandise licensing. Representations include Bill & Ted's Excellent Adventure, Evil Dead 2, Halloween, Terminator 1 & 2, Rambo and more.



Crunchyroll

www.crunchyroll.com

Booth A196

Crunchyroll is one of the world's destination for anime with a global community of 45 million registered users and more than 2 million subscribers. Fans connect through Crunchyroll's anime library including "Naruto

Shippuden" and "Dragon Ball Super" and at events such as Crunchyroll Expo. Fans can purchase merchandise through its online store.



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 Jack and Jill, Country Gentleman and many others. The company has an archive of more than 10,000 illustrations, articles, photographs and children's stories licensed for merchandise, publishing and promotional programs.



Cyber Group Studios

www.cybergroupstudios.com

Booth B188

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



Booth H225

Dark Horse Comics is one of the leading independent comic book publishers in the U.S. and recognized as a publisher of both creator-owned content and licensed comics material.



Dependable Solutions DS



Dependable Solutions

www.dependablerights.com

Booth A188

Dependable Solutions offers a portfolio of software applications that automate contract management, financial, royalty and creative operations through web-based solutions for licensors, agents and licensees. DSI is the No. 1 solution vendor for your automated licensing, approval and financial compliance processes.



Design Plus

www.dplicensing.com

Booth G108

Design Plus is a world wide licensing agent with sub-agents in U.K., Europe, Mexico, Japan and Australia. Design Plus builds brand awareness and consumer loyalty for brand owners through carefully designed licensing programs, best-of-breed manufacturers and select product categories.



Design Plus is a proud LIMA member.



DHX Media

www.dhxmedia.com

Booth G204

DHX specializes in creating, building and maintaining high-profile entertainment brands for children and families. With expertise in brand development, licensing, marketing and creative, the company's brands captivate through engaging content, first-class distribution, quality consumer products and digital media. Their portfolio includes Strawberry Shortcake, Rev & Roll, Twirlywoos and more.



Dimensional Branding Group

www.dimensionalbranding.com

Booth F128

The company designs strategic licensing, business development and promotional programs that increase revenue and brand exposure. Services at DBC include brand equity analysis, licensing negotiations, category development, royalty collection and tracking, brand awareness programs, cross promotional digital partnerships, licensee, licensor, and retailer communications and licensing in and out services



Discovery Consumer Products

www.discovery.com

Booth O202

Discovery is one of the global leaders in real-life entertainment, serving a passionate audience around the world with content that inspires, informs and entertains. Discovery delivers more than 8,000 hours of original programming each year and has category leadership across deeply loved content genres around the world.



Distroller

www.distroller.com

Booth B154

Distroller is a colorful, vibrant, disruptive, one-of-a-kind brand created by Mexican designer Amparin. Virgencita Plis, Chamoy y Amiguís and Neonatos are the three trademarks from Distroller that are inspiring people from 0 to 102 years old. With more than a decade of licensing know-how and a unique brand experience, they are now worldwide.



DJ Design & Joy

Booth N254

The company's chief executive officer was finally convinced that his creations needed to be shown so

the world can enjoy them, too. DJ Design & Joy will



capture hearts with unique animations and characters with a special meaning behind the name.



Dorna Sports, S.L.

www.motogp.com

Booth F114

Dorna Sports is the exclusive commercial and television rights holder of the FIM Road Racing World Championship Grand Prix (MotoGP), along with the MOTUL FIM Superbike World Championship (WorldSBK), and other leading motorcycle racing championships across the globe.



Doug the Pug

www.dougthepug.com

Booth A220

Doug the Pug is an award-winning pop culture sensation and one of the world's most famous dogs, with more than 13 million followers across social media and 1 billion video views on Facebook. Doug The Pug loves traveling the world and sharing his adventures.



DQ Entertainment International

www.dqentertainment.com
Booth J235

DQE is an animation, gaming production and distribution company with a large animation production capacity for television, feature films, home video and online game art. DQE has produced major IPs such as Robin Hood, Lassie, Psammy Show, The Jungle Book (for three seasons), The New Adventures of Peter Pan (for two seasons), Charlie Chaplin and more.

Dr. Krinkles
www.drkrinkles.com
Booth N253

Dr. Krinkles is a creative IP firm featuring assorted art



and entertainment brands created by visionary duo Gus Fink and Emi Boz. Their work is unique, bold, inspiring and sold internationally.



Dr. Seuss Enterprises
www.seussville.com
Booth A214

Dr. Seuss Enterprises is a leading children's



entertainment company committed to caretaking Theodor Seuss Geisel's legacy. Established in 1993, the company's global portfolio complements the roster of the iconic Dr. Seuss books, and includes films, TV shows, stage productions, exhibitions, digital media,

licensed merchandise and other strategic partnerships.

Dreamdust Studios
www.dreamduststudios.com
Booth N257

Dreamdust Studios specializes in creating



charming, whimsical and unique children's preschool intellectual properties with high potential for multiple categories of consumer products including toys, entertainment, publishing, apparel and much more. Our key property, Daisy Dew Drop and the Rainbow Garden is fully developed and ready for launch.

Dreamroom-Your Gateway to China
www.dreamroom.vip
Booth O236

Earthbound Brands
www.earthboundbrands.com
Booth J140

EARTHBOUND

Earthbound is a full-service brand management, product design, product development and licensing company, connecting brand owners, manufacturers, licensees and retailers in the home, fashion, lifestyle and food categories. For more than 19 years, Earthbound has provided more than \$24 billion in retail sales for clients and brands.

Ebanel™

Ebanel Laboratories
www.ebanel.com
Booth K240

Ebanel specializes in Electroluminescence, which enables light to emit in response to an electrical current. The company is also known as spontaneous emission, and this can be applied to most of the character and entertainment business (clothing/toy); not being limited to signage for traffic, safety, advertisement and more.

Edgar Rice Burroughs
edgarriceburroughs.com
Booth F101

Edgar Rice Burroughs manages the properties



Tarzan of the Apes, John Carter of Mars and many others created by one of the 20th century's most popular and enduring authors. The company oversees every adaptation of Burroughs' literary works in film, television, radio, publishing, theatrical productions, licensing and merchandising.

El Reino Infantil
www.elreinomcn.com
Booth G233

El Reino Infantil is a kids' favorite content network



in Spanish. They are the No. 1 YouTube channel in Spanish worldwide, with more than 50 million subscribers and 45 million daily views.

emoji®
THE ICONIC BRAND

Emoji Company
www.emoji.com
Booth G214

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

ENCYCLOPÆDIA

Britannica

**Encyclopaedia
Britannica/Merriam-
Webster**

www.britannica.com
Booth A102

For 250 years, Encyclopaedia Britannica has reimaged how the world discovers, learns, and shares. For the next 250 years, they will continue to create innovative learning experiences and products, underpinned by credible content, and put them in the hands of lifelong learners and knowledge seekers across the globe.

**EndemolShine
NorthAmerica**

**Endemol Shine North
America**

www.endemolshine.us
Booth Q226

Endemol Shine North America delivers world-class content and IP in the U.S. and across the globe as part of the world's largest independent producer. The company brings brands to life through TV, digital content, live experiences, gaming and merchandising for global hits such as MasterChef and Black Mirror.

Ens Global Marketing
www.b-duck.com
Booth S241

With twinkling eyes, puffy lips and a big tummy, B.Duck loves to surprise and delight both friends and family with bold innovative designs that will always bring different colors into an array of lifestyles.

entertainmentOne

eOne
www.entertainmentone.com
Booth O208

eOne Family & Brands is one of the market leader in creation, distribution and marketing of award-winning kids' content that connects with families around the world. As a licensor, eOne Family & Brands also develops consumer products

programs and merchandise based on children's entertainment properties.

EPIC®RIGHTS

Epic Rights
www.epicrights.com
Booth A170

Epic Rights is a leading licensing and branding agency representing some of music's most iconic artists such as KISS, AC/DC, David Bowie, Jimi Hendrix, Britney Spears and *NSYNC.

Epic Story Media
www.epicstorymedia.com
Booth S242

Epic Story Media is a creator-driven kids' franchise company specializing in IP development, brand management, global content distribution, merchandising and licensing. Epic Story represents Platinum Films' Bear Grylls Young Adventurer brand and Zinkia Entertainment's Pocoyo, along with Brands & Rights 360 and Reesee Entertainment as well as DHX's Slugterra.



Equity Management
www.equitymanagementinc.com
Palm E

Equity Management is a leader in corporate trademark licensing,

representing more Fortune 500 companies than any other firm. Founded 36 years ago, EMI prides itself on the strategic and disciplined development of licensed businesses that build the equity of their clients' trademarks and the relationships consumers have with them.

ESC-Toy
www.esctoy.com
Booth N249

ESC-Toy is a merchandise and label-development company that was established in 2005 with two office and shipping locations in Las Vegas and Shenzhen, China. They specialize in several areas such as merchandise production, brand development, private label servicing and consulting.



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.



Excel Sportswear
www.exceltees.com
Booth G102

Excel's team of illustrators

works closely with customers to craft apparel and accessories including t-shirts, hoodies, hats, jackets and more. Product branding at its finest! They bring passion to life by showcasing the products and pride ourselves on their world-class commitment to quality.



Fabacus
www.fabacus.com
Booth H115

Fantawild Animation
www.fantawild.com/en
Booth N236

Fantawild Animation is the most influential animation company in China specializing in the whole animation industrial chain with more than 30 animated programs. The company's brands, Boonie Bears and Boonie Cubs, has been regarded as the No.1 animated media franchise from China.



Feld Entertainment
www.FeldEntertainment.com
Booth A185

As the recognized world leader in presenting celebrated shows that uplift and inspire, the Feld

philosophy invests passion, innovation and meticulous attention to detail in productions that enthrall more than 30 million people in 75 countries on six continents, with as many as 5,000 shows each year.



Firefly Brand Management
www.fireflybrandmanagement.com
Booth R257

Firefly Brand Management is a full-service global brand management and licensing agency specializing in entertainment, interactive, technology, art and lifestyle properties. The company provides domestic and international licensing programs, product development and offers dedicated marketing and business management services.



Flying Colors Apparel
www.flyingcolorsapparel.com
Booth H95

Flying Colors is in women's collegiate apparel, holding more than 100 licenses. Fashion forward, feminine and fun, Flying Colors offers everything from dresses and tanks to jerseys and pullovers. Styles can be customized with any logo.



Frida Kahlo

www.fridakahlocorporation.com
Booth B206

The Frida Kahlo brand and licensing program represents a female role model. Kahlo's strength can transcend and overcome barriers of culture, time and society with her iconic personality. Frida Kahlo Corporation owns the trademark rights and interests to the name Frida Kahlo worldwide.

Frida Kahlo

Fujian International Exhibition & Commerce Co.

www.fujianexpo.com
Booth N236

FUNIMATION™

Funimation Entertainment
www.funimation.com
Booth K230

Funimation Productions (commonly known as Funimation) is an American entertainment company that specializes in the dubbing and distribution of foreign content, most notably anime. Based in Flower Mound, Texas, the studio is one of the leading distributors of anime and other foreign entertainment properties in North America.

Funko
www.funko.com

Booth S224

Funko is one of the leading creators and innovators of licensed pop culture products to a diverse range of consumers. Funko designs, sources and distributes highly collectible products across multiple categories. The company's aim is to provide consumers tangible ways to take their fandom offline.

Funko

Funrise

Funrise
funrise.com
Booth K82

Funrise is a global innovator in the design, manufacturing and marketing of toys worldwide and also the creator, licensor and brand owner of Rainbow Butterfly Unicorn Kitt, a new show on Nickelodeon. Funrise creates toys for high-profile brands including Tonka, Gazillion, Fart Ninjas, Herodrive, Sunny Bunnies and Wonder Park.



Galinha Pintadinha
www.galinhapintadinha.com.br
Booth J236

The preschool phenomenon Galinha Pintadinha, (the Lottie Dottie Chicken) currently has more than 20

billion views on YouTube worldwide, 16 million subscribers and now its own TV Show Lottie Dottie Mini (26 x 12). The content is available in English, Spanish, French, Italian, Mandarin, Japanese and German.



Games Workshop
www.games-workshop.com
Q253

GARBAGE PAIL KIDS®



Garbage Pail Kids
www.topps.com
Booth C221



Topps is best known as a global marketer of collectible publishing and confectionery products. In 1985, the company created the Garbage Pail Kids, which became a world wide collecting phenomenon. Today, Garbage Pail Kids is experiencing a resurgence of interest and is the primary focus of the company's presence at this year's Licensing Expo.

Geekify
www.geekifyinc.com
Booth A100

Part invention studio, part mad-scientist laboratory and part eclectic workshop, Geekify is a company that exists to help turn ideas into reality. Specializing in manufacturing, product

geekify

design and merchandise that goes above and beyond, Geekify wants to help companies to empower their brand. Stop by their booth at this year's Licensing Expo.



Genius Brands International

www.gnusbrands.com
Booth C188

Genius Brands International is a leading global children's entertainment company. The company's portfolio is highlighted by two preschool properties, Rainbow Rangers and Llama Llama. Currently airing on Nick Jr., Rainbow Rangers is poised to become a global sensation. Starring the voice talent of Jennifer Garner, Llama Llama airs on Netflix.



GennComm ImaGENNation

www.genncomm.com
Booth L230

GennComm ImaGENNation is a Think Tank focused on licensed brand and IP Innovation. The company monetize IP by orchestrating powerful partnerships and strategic licensing programs, and pioneer innovative business models.



Gici Toys
www.gici-toys.com
Booth H101

Gici Toys is a global company fully dedicated to create, innovate, develop and manufacture 2D (flat) and 3D premiums, gadgets, novelties and toys to support the promotional campaigns of a wide range of industries.



The company is permanently analyzing the market to offer products that will meet their clients' needs.

Giordano Studios
www.greggiordanoart.com
Booth G87

Since 1980, Giordano Studios have been a leader in art licensing. Their art has been licensed to more than 500 manufacturers and is currently used in co-branded licensing programs with The Humane Society, Chevrolet, GMC, Dodge, Jeep, Indian, John Deere, Farmall and New Holland companies, among others.



Global Icons

Global Icons
www.globalicons.com
Booth G134

Global Icons generates new business opportunities through strategic brand licensing, connecting brands to consumers around the

world. Select clients include Dickey's Barbecue, Fireball Whisky, Hostess, Magic Chef, Turtle Wax and Vespa. The company is a full-service agency headquartered in Los Angeles, with offices in Detroit, London and Hong Kong.



Global Merchandising Services

www.globalmerchservices.com
Booth H230

Global Merchandising Services is a music artist, celebrity and brand merchandise company. With offices in London and Los Angeles, Global Merchandising Services offers best-in-class design, product development and manufacturing. The company delivers business through all channels of retail distribution and live events and the winner of eight LIMA awards.

Glory Innovations
www.glory-world.com
Booth J239

Glory Innovations is a UV printing company and luxury rigid box manufacturer specializing in UV printing, gravure printing, screen printing and lamination. With a full in-house efficient supply chain,



Glory Innovations is able to produce customized designs.

Grubsters Comics **Booth K238**



Grumpy Cat www.grumpycats.com **Booth B196**

Grumpy Cat is the grumpiest cat in the world! With more than 13 million global social media followers and 100-plus million views on YouTube, Grumpy Cat is the pop culture icon of the internet age. Grumpy Cat fans are extremely loyal and spread across all ages and continents.

Guangzhou Liuhua Fashion Wholesale Market

www.liuhuafashionwholesale.com **Booth E96**

Guangzhou Liuhua Fashion Wholesale Market is one of the largest wholesale markets in Guangzhou, Guangdong China.

Gumby-Prema Toy Company

www.gumby.com **Booth G234**

Gumby is an international icon and TV star, providing entertainment, timeless adventures and limitless fun for generations. With a new TV series and feature film in the works, there's more to



come. For licensing inquiries, please contact us at Prema Toy Company or visit our website.

H.E.R. Accessories www.heracc.com **Booth F234**

Leading retail supplier of children's licensed accessories to include hair accessories, costume jewelry, key chains, brushes, lanyards, sleep masks and novelties. H.E.R. holds exclusive distribution rights to the JoJo Siwa signature bow. Licensors include Disney, Nickelodeon, MGA, NBC Universal, Warner Bros., Hasbro and eOne, among others.



Han-D-Icer www.han-d-icer.com **Booth F98**

The Han-D-Icer is a patented device which gets thick ice off a car windshield in the wintertime. For more information, email info@han-d-icer.com.



Hang Ten www.hangten.com **Booth H114**

The original surf and

California lifestyle brand since 1960, Hang Ten carries the globally recognized "Feet" mark, an icon with nostalgic appeal no other brand can claim.



Hasbro Consumer Products www.hasbro.com **Booth A159**

Hasbro is a global play and entertainment company creating the world's best play experiences. Whether it's toys, games, television, movies, digital gaming or consumer products, Hasbro offers a variety of ways for audiences to experience its iconic brands including Nerf, My Little Pony, Transformers, Play-Doh, Monopoly, Baby Alive and Magic: The Gathering and premier partner brands.



Heads or Tales Coins & Collectibles www.hotco.com **Booth C105**



Healthy Lifestyle Brands **Booth E102**

Healthy Lifestyle Brands believes that optimal health and wellness are the foundation of a good life. Its portfolio of trusted experts provides information and products that help consumers



make confident decisions.

Hero Within

www.herowithinstore.com
Booth B116

Heroes by Design

www.heroes-by-design.com
Booth Q261



Heroes by

Design is a brand that teams up with independent creators to create and design original art, apparel, merchandise and entertainment for gamers and geeks.



Hexbug

www.hexbug.com
Booth E108

By leveraging its robotics expertise, Hexbug was designed to give children a positive experience with robotics. Its passion for robotics, as demonstrated by its VEX Robotics program, was the catalyst fueling Hexbug's inception. People are drawn to the Hexbug brand for its products' fascinating behavior.

Hong Kong Trade Development Council

www.hktdc.com
Booth R246

Established in 1966, the Hong Kong Trade Development Council is a statutory body dedicated to creating opportunities for Hong Kong's businesses. With 50 offices globally the HKTDC promotes Hong Kong as a



Howard Robinson & Associates

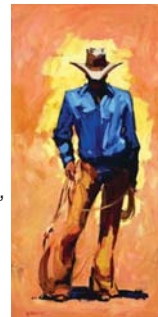
www.howardrobinson.info
Booth E86

Howard's Selfies is a twice-nominated finalist in the LIMA International Licensing Awards with 86 licensing partners around the globe producing more than 11,500 individual product items ranging from surfboards to wallpapers and phone software to baby onesies. The company holds a strong presence throughout independent gift stores, tourist destinations and mass market channels.

Hugh Cabot Art

www.hughcabotart.com
Booth F79

The company represents American master painter Hugh Cabot, who is best known for his bold, powerful Western landscapes and highly distinctive portraits of the iconic cowboy. Hugh Cabot Art has and presents a selection of his work for the collector, and aficionados of this style art to enhance their collection.



I.M.P.S

www.smurf.com
Booth M214



IMPS is the official licensors of The Smurfs. IMPS has worked in close collaboration with its agents worldwide to develop successful licensed merchandising programs, retail- and co-branded promotions, publishing activities, broadcasting deals, theme parks, live shows, video games and Smurf music that have secured the everlasting success of The Smurfs.

Idea Glue/ Mythical Slyme

www.idea-glue.com
Booth A104

Idea Glue is a brand lab that develops digital-first brands using modern marketing. One of its brands is Mythical Slyme, a toy brand built using Instagram and e-commerce first. In the past year, it's amassed tens of millions of impressions, 100K fans and international distribution based on a digital-first strategy.



IMG

www.imglicensing.com
Booth G124

IMG is a global leader in licensing with 50-plus years of success, global network of



offices. They represent a range of clients spanning brands, institutions, events, teams, corporate trademarks and personalities. IMG provides a unique one-stop-solution to help clients build partnerships that generate revenue and consumer loyalty.

Indian Motorcycle
www.indianmotorcycle.com
Booth D93

Indian Motorcycle, *Indian* MOTORCYCLE America's first motorcycle company, is a U.S. motorcycle brand that was established in 1901. Today, Indian Motorcycle produces bikes at its Spirit Lake, Iowa, manufacturing facility, including models like Chief Vintage, Chieftain Dark Horse, Scout and the FTR1200.

Infinity Lifestyle Brands
www.infinitylb.com
Booth J98

inkgroup

Ink
www.inkgrp.com
Booth F204

Ink Group combines passion for premium storytelling with expertise in brand growth through product extensions. It develops, owns and monetizes media franchises on a worldwide scale. Ink looks for unique stories with a clear point of difference and builds on quality instead

of volume, creating brand universes with multi-format experiences.



inki-drop
www.inki-drop.com
Booth S254

Inki-Drop artist Shelly Rodriguez creates adorably fresh character designs and illustrations for toys, apparel, accessories and paper goods. From the iconic Crabapple to the dreamy Starwhal, more than a dozen unique characters are part of the inki-drop crew. Learn about the World of Whimsea children's books, fall 2019 from SBI Press/Starburns Industries.

InventHelp's VIBE
www.inventhelp.com/inventhelp-vibe
Booth F214

InventHelp has been helping inventors submit their invention ideas to companies for 35 years. They also assist companies that are looking for new ideas with their Virtual Invention Browsing Experience. VIBE is a technology platform that allows companies to confidentially review InventHelp client ideas, presented as interactive 3D models.



IP Station
www.wanou1.com
Booth B124

IP station is a professional IP promotion channel company. By using the carrier of experiential intelligent retail terminal, the company is dedicated to establish a nationwide network channel. IP Station can provide licensors or licensees with one-stop OMO services for promotion and product sales of IP derivatives.



ITV Studios Global Entertainment
www.itvglobal.com
Booth L204

ITV Studios creates more than TV. One of the world's fastest growing content production, distribution and IP businesses, their 60 production labels produce more than 8,500 hours of television in 12 countries around the world; from Love Island to boys action series Robozuna and Thunderbirds Are Go.



Jason Naylor Creative
www.jasonnaylorcreative.com
Booth F94

A boutique art and design studio focusing on colorful, positive messaging.



JAST Company Limited
www.jastcompany.com

Booth H226

JAST Company Limited is an ISO 9001 certified gift manufacturer that specializes in paper and plastic products with embedded electronics technology such as sound, light and moving mechanisms for various patented products including, musical pen, greeting cards, notebooks and stationery items, gift bags, gift boxes, mugs and more.



a diverse portfolio of designers, influencers, artists and brands. In addition to representation, Jewel Branding offers a comprehensive array of creative services for brands and manufacturers wanting to elevate their design aesthetic.

Jay@Play

www.boxygirls.com
Booth L194



Come visit Jay@Play's heavily advertised and wildly successful brands! Unbox with the Boxy Girls and the brand-new Boxy Babies. Wish upon a bow with Wish Me. Flip with FlipaZoo. And, unhide the rainbow inside with Rainbow Fluffies. (Represented by Synchronicity.)



JPatton

www.jpattonondemand.com
Booth H94

JPatton is a leader in providing innovative, customized solutions that combine patented brand protection products and services with unrivaled consumer engagement opportunities to grow the brands of its partners. The company provide a single platform, full-service, brand-protection solution.



JQ Licensing

www.jqlicensing.com
Booth E88

The JQ Licensing Brand is one of the most recognizable, powerhouse brands in the art licensing industry today. For more than 29 years, customers have counted on JQ's innovative art and design to build their product line and generate millions of dollars in gross sales.

JSC CTC Network

www.ctcmedia.ru/about
Booth C213

CTC Media is a leading entertainment media



holding in Russia. CTC Media manages five TV channels in Russia (CTC, Domashny, Che, CTC Love and CTC kids). Animation & Licensing is a fast-growing business and one of the priority ones for the company, which is brand owner of Kid-E-Cats.

Judy Lamb Studio

www.judylambstudio.com
Booth H86

Judy Lamb Studio produces illustrated children's books (Meet The Sasquatch Family) and unique artwork in clay, watercolor, and fabric. Judy Lamb loves to make Santas, angels, and other figurines in clay and fabric. Her design style blends the modern and traditional images from quilting and American folk art.



Just Funky

www.justfunky.com
Booth N251

Just Funky helps fans express their fandom through the different aspects of their lifestyles. Just Funky is a manufacturer of licensed and private label merchandise for the evolving retail market. With global



Jewel Branding & Licensing

www.jewelbranding.com
Booth J88

Jewel Branding & Licensing is a full-service global licensing agency representing



offices in Ohio, Los Angeles, New Delhi and Tokyo; Just Funky serves customers on a global scale.

KAKAO FRIENDS

Kakao IX

store.kakaofriends.com
Booth U188

Kakao IX is an IP business, retail store, merchandise and goods seller.



Kathy Ireland Worldwide

www.kathyireland.com
Booth E154

KIWW is listed as one of the most powerful brands in the world by License Global. According to Fairchild Publications, Kathy Ireland is one of the 50 most influential people in fashion. Ireland has graced the cover of Forbes magazine twice (2012 and 2016). Ireland and KIWW also support many non-profits.

.kawanimals 🐾 🐾 🐾

Kawanimals

www.mykawanimals.com
Booth A114

Kawanimals are cute and quirky creatures that live in a simple and colorful world. With charming simplicity and unpretentious smiles they are

sure to capture many hearts. Kawanimals are appealing to both the young and young at heart.

King Features

www.kingfeatures.com
Booth D154

King Features is a unit of Hearst, a leading global, diversified media, information and services company with more than 360 businesses. As one of the most experienced organizations in licensing and entertainment, King Features represents iconic global brands including Betty Boop, Popeye, Flash Gordon, The Phantom, Mandrake the Magician and Cuphead.



Korean Pavilion

www.kocca.co.kr
Booths J192 and J206

Korea Creative Content Agency is South Korea's leading government agency that oversees the advancement of Korean creative content, both domestically and internationally. KOCCA cover a wide range of Korea's creative industries, including gaming, animation, character licensing, music, fashion, and broadcasting.



La Flor Products

www.laflorspices.com

La Flor Products's mission is to become the leading provider of high-quality spices and seasonings.

PANADERÍA

baking brands

La Panaderia Licensing & Marketing

www.panaderia.xyz
Booth E196

With more than 22 years of experience in the market and a strong, solid portfolio, Panadería remains a leading branding and licensing agency in Mexico, with an expanded reach into Latin America through key partners. Its work has been manifested into consumer products, television, digital media, music, publishing and live shows.



LEGENDARY

Legendary

Entertainment

www.legendary.com
Booth U240

Legendary Entertainment is a leading media company with film (Godzilla Vs. Kong, Monsterverse, Dune, Trick 'R Treat, Krampus), television

(Lost In Space, Carnival Row), digital (Nerdist) and comics divisions dedicated to owning, producing and delivering content to worldwide audiences. Legendary Pictures-associated productions have aggregated grosses exceeding \$16 billion worldwide.



LEGO Systems
www.lego.com
Jasmine G

The LEGO Group is a privately held, family-owned company with headquarters in Billund, Denmark, and offices in Enfield, U.S., London, U.K., Shanghai, China, and Singapore. Founded in 1932 by Ole Kirk Kristiansen, it is one of the world's manufacturers of play materials.



Level-5 abby
www.level5abby.com
Booth K72



Licensing Management
www.LMlofLA.com
Booth E118

Formed in 1998, their licensing agency represents Ferrara Confections (Butterfinger, Crunch, Nerds, SweetTarts), Nissin USA Cup Noodles/Top Ramen, Starkist



LICENSING MATTERS

Licensing Matters
www.licensingmattersglobal.com
Booth D114

Licensing Matters is a global full-service licensing agency. The company's work creates globally-recognized branded products, services and marketing campaigns for corporations, celebrities, entertainment and new-media properties. They combine its understanding of global licensing with a respect for local knowledge. The company invites you to discover why Licensing Matters.

Licensing University
www.licensingexpo.com/licensing-university
Booth B79



Licensing Works!
www.licensingworks.us
Booth U244

Licensing Works! represents the creators and owners of intellectual property for merchandise licensing and promotions including The Little Prince/Le Petit



Prince, Zorro, Tarzan and Tarzanimals, Puppy In My Pocket, Kewpie, Moulin Rouge, Molang, Oggy and the Cockroaches, Fun with Spot and The Snowman and more.

Lil' LIBROS

Lil' Libros
www.lillibros.com
Booth B108

Lil' Libros is one of the fastest-growing and leading publisher of bilingual children's books. Established in 2014 to celebrate multiculturalism and help parents raise bilingual children everywhere, Lil' Libros creates books, games, and toys that bridge the gap between education and culture.

LIMA Members Lounge
www.licensing.org
Booth A85

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.

Limit Out
www.ratherbehuntingguy.com
Booth E106

Outdoors lifestyle character Dale (also known as Rather-



Be-Hunting Guy) resonates strongly with the outdoors crowd (fishing, hunting, general outdoors and down-to-earth comedy) shop for them. The company applies character-marketing centered on character imagery, trademarked slogans, quotes and outdoors-themed comic artwork.

LINE FRIENDS

LINE Friends
www.linefriends.com
Booth O214

LINE Friends is a global character brand featuring memorable characters such as Brown & Friends which was originally created for use as stickers for the leading mobile messenger application LINE and its 200 million users worldwide. The company has emerged as a global creator by introducing new IP like BT21.



Lion Forge Labs
www.lionforge.com
Booth B125

Lion Forge Labs uses

animation, comics and gaming to deliver powerful stories that connect brands to their internal or external audiences with engaging content. The company has developed comics for companies like NBCUniversal and DreamWorks, along with content for Delta Dental, Build-A-Bear, plus original content for all ages. Let them help you drive fandom.

LIONSGATE®

 **Lionsgate Entertainment Inc.**
www.lionsgate.com
Booth O226

Lionsgate is a global content leader whose films television series, digital products and linear and over-the-top platforms reach next generation audiences around the world.

 **Lisa Marks Associates.**
www.lma-inc.com
Booth H102

LMA brings clients strategic, innovative and breakthrough licensing and marketing expertise from some of the world's leading entertainment and communications companies, consumer brands and marketing service companies, including Disney, Nickelodeon and Omnicom, combined with the know-how, track record



and industry relationships necessary to put together powerful, cohesive, turnkey licensing programs.

Lisa Parker
www.lisaparker.co.uk
Booth E82

Lisa Parker is an artist and designer with a focus on animals with a magical twist. With 27 licensees including Bradford Exchange, Zippo lighters, Lewellyn Publishing, Prime Global 3D, ceaco puzzles and many more, Parker offers collectible artwork with an ever-growing social media following of more than 340,000 on Facebook alone.



 **Little Red Truck Licensing Group**
littleredtrucklicensinggroup.com
Booth D94

Little Red Truck Licensing Group specializes in representing brands offering inspirational messages for consumers. Its focus is completing transactions with a quick turnaround and less red tape. Brands include Galactic Garage, One Tough Bitch/She Knew She Could, Girls Just Wanna Have Fun and Don't Worry Be Happy.



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UBM Japan Co Ltd
 TEL: +81-3-5296-1020 Email: info@licensingexpo.com

www.licensingexpo.com





LMCA

www.lmca.net
Booth D128

With more than \$6.5 billion in annual retail licensed sales and more than \$100 million licensing programs,

LMCA has been helping the world's leading brands grow and generate revenue for more than three decades.

LMCA offers turnkey solutions to increase brand value, expand product offerings and reach new customers.



and brand consulting, Long Wise aims to promote the exchange

of Western and Eastern art through partnerships with a number of renowned museums. The group owns multiple master licensing rights in Asia with products ranging from apparel to hotels and coffee shops.



M&M'S World stores to life at retail. M&M'S licensed product promotes loyalty to the brand with categories ranging from novelty candy to gifting.



Madoh!

www.thegreatestkidscompanyintheworld.com
Booth Q249

Madoh! creates kids concepts and brands that inspire families in a funny way. Its licenses are flexible to use on many levels and aimed to engage everyone worldwide. Join one the greatest kids company in the world that will impress many communities for generations to come.



LoCoco Licensing

www.lococolicensing.com
Booth C207

Founded in 1994,

LoCoco Licensing is a leading licensing and design agency in the art and design category. Its Keith Kimberlin brand and PD Moreno brand licensed products can be found in more than 75 countries across hundreds of products representing nearly \$600 million in retail sales.

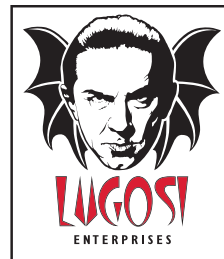


Lugosi Enterprises

www.lugosienterprises.com
Booth Q255

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, as other unique characters from classic horror films and as the striking persona of one of Hollywood's most famous classic film stars.



Magic Wheelchair

www.magicwheelchair.org
Booth A118



Lone Mountain Printing

www.lonemountainprinting.com
Booth D88

Long Wise

www.longwiseinc.com
Booth D124

With more than 30 years of experience in licensing

Lupita Tradition

www.tulupita.com
Booth H240

M&M's Retail

www.mymms.com
Booth J80

M&M's Retail brings the best of the



Maison Battat

www.battatco.com
Booth G94

Battat is a family-owned business that is almost 120 years old. It designs and manufactures high-quality toys at affordable prices, keeping in mind that every toy made has to have redeeming values for children using it.

Major League Baseball Players Association

www.mlbplayers.com
Booth B182

The Major League Baseball Players Association is the collective bargaining representative for all professional baseball players of the 30 Major League Baseball teams. The company serves as the exclusive group licensing agent for commercial and licensing activities involving active Major League Baseball players.



Mariana Caltabiano Criacoes

www.marianacaltabianoempresa.com.br
Booth E226

Mariana Caltabiano Criacoes is an animation studio with properties including Zuzubalândia and Gui & Estopa, both on Cartoon Network and Boomerang LA.



Matchmaking Service Lounge

www.licensingexpo.com/matchmaking
Booth N244

Matchmaking Service is the official one-to-one business networking tool for exhibitors and attendees to use at all Global Licensing Group

events. Search for, connect, and secure meetings before the show starts.



Mattel
www.mattel.com
Booth R180

Mattel is a global learning, development and play company that inspires the next generation of kids to shape a brighter tomorrow. Mattel's portfolio includes American Girl, Barbie, Fisher-Price, Hot Wheels and Thomas & Friends. Mattel creates systems of play and experiences that help kids unlock their full potential.



Maui and Sons
www.mauiansons.com
Booth G107

Maui and Sons has diversified and expanded from a small start up company to a global manufacturer and brand licensing company. The company's products are now sold in more than 100 countries around the world. From its headquarters in Malibu, Calif., Maui and Sons appeals to customers worldwide.



Mauricio De Sousa Producoes
www.monicaandfriends.com



MAURICIO DE SOUSA PRODUÇÕES

Booth F226

MSP is the largest comic book producer in Brazil that holds 80 percent of the market share. It is the creator of one of the most famous Brazilian brands, Monica and Friends. The company produces content for digital products, animation, publishing, and live shows and licences more than 3000 consumer products.

Maya Studio
www.mayastudio.es
Booth L236



Mercis
www.miffy.com
Booth M204

Mercis manages the world-wide rights of Miffy & Friends, created by Dick Bruna in 1955, through highly integrated media, publishing and licensing business units. Miffy's 65th anniversary will be celebrated in 2020.



meredith



Meredith Brand Licensing
www.meredith.com
Booth L91

Meredith Corporation is the nation's largest food, lifestyle

and entertainment media company engaging more than 175 million unduplicated consumers monthly. Its portfolio of relevant brands available that will lift sales and attract new consumers include Better Homes & Gardens, Southern Living, Real Simple, Shape, InStyle, EatingWell, Allrecipes, Food+Wine, Coastal Living and Travel+Leisure.



MerryMakers

www.merrymakersinc.com
Booth C203

For more than 25 years MerryMakers is in the field of designing and creating high-quality dolls and toys based on a number of children's books. The company works closely with illustrators to create toys that reflect the personalities of its book-based counterparts.



MGA Entertainment

www.mgae.com
Booth U224

MGA Entertainment, a consumer entertainment products company headquartered in Van Nuys, Calif., creates innovative proprietary and licensed products including toys and games, dolls, consumer electronics, home décor,



stationery and sporting goods. The MGA family includes award-winning brands such as L.O.L. Surprise!, Little Tikes, Num Noms and Poopsie Slime Surprise.



MGL Licensing
www.mglart.com
Booth F85

MGL is one of the world's leading art licensing companies. It represents the work of more than 70 artists and has a archive of more than 30,000 images and branded graphics suitable for a range of products.



Mondo TV
www.mondotvgroup.com
Booth C204

Mondo TV, listed in the Star segment of Borsa Italiana, is a group made up of four companies and is a leader in Italy, ranks among the primary European operators in the production and distribution of cartoons and live action series, and is active in L&M.

Monster City Studios
www.monstercitystudios.com
Booth A116

Monster City Studios creates large scale production and



reproductions of IP, fabrications for pop-ups and marketing activations for theme park use. Fine art, themed environment and character re-creation are its specialties. Fiberglass, foam, polyurea and metals are its main media. Monster City specializes in digital sculpting with ZBrush.



Moose Toys

www.moosetoys.com
Booth D214

Moose Toys exists to make children happy. Moose is featured in categories including collectibles, craft, dolls, games and youth electronics. Brands include Pikmi Pops, Shopkins, Treasure X and Mighty Beanz. The success of the company extends to the development of content, entertainment and global licensing deals and all over the world.



Moxie & Company

www.moxieco.com
Booth D118

Moxie is a full-service licensing, promotion, sponsorship and brand management agency. Moxie manages its clients' intellectual property, maintaining the highest standards of ethics



and sensitivity. Moxie is diligent and tireless in its pursuit of obtaining the best partnerships for its clients. We zig while others zag.

Mr. Puppy
www.mrpuppy.com
Booth B121

Mr Puppy is an apparel, accessories and entertainment brand.



MWE Live
www.mwelive.com
Booth R256



MyMediaBox
www.mymediabox.com
Booth D208

MyMediaBox, a leader in providing 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 more than 125 countries.

NASCAR
www.nascar.com
Booth K84

The National Association for Stock Car Auto Racing is an American auto racing sanctioning and operating

company that is best known for stock-car racing. Its three largest or National series are the Monster Energy NASCAR Cup Series, the Xfinity Series and the Gander Outdoors Truck Series.

National Base For International Cultural Trade
www.culturetrade.com.cn
Booth U232

Authorized by the Ministry of Culture of the People's Republic of China in October 2011, The National Base for International Cultural Trade is established as the country's first base at the national level for international cultural trade.



National Geographic Partners
www.natgeo.com
Tradewinds E

National Geographic Partners, a joint venture between National Geographic Society and 21st Century Fox, combines National Geographic television channels with National Geographic's media and consumer-oriented assets. A portion of the proceeds from Partners is used to fund science, exploration, conservation and

education through ongoing contributions to the National Geographic Society.

NECA/Kidrobot
www.necaonline.com
Booth E208

The NECA family of companies are worldwide leaders in licensed action figures, plush, blind boxes, tabletop gaming, lifestyle apparel, and more. Their A-list licenses cover the spectrum from latest trends to evergreen classics. The group includes NECA, WizKids, Kidrobot and JEI (makers of Chia Pet and other world famous products).



Nelvana Enterprises
www.nelvana.com
Booth A142

Nelvana is a world-leading producer and distributor of children's animated content, with shows seen in more than 160 countries worldwide. Nelvana Enterprises, the global licensing and merchandising arm, manages Nelvana's portfolio of in-house brands (Ranger Rob, Max & Ruby, Mysticons, etc.) in addition to a stellar group of third-party brands.

New Japan Pro-Wrestling
www.njpw1972.com
Booth O254a

New Japan Pro-Wrestling fosters wrestlers with strong bodies and polished skills who possess sensibilities and positive attitudes as members of society. Through its activities, the group aims to contribute to society by establishing and developing professional wrestling as a healthy sport for every citizen.



NexBev
www.nexbevco.com
Booth G93

NexBev provides innovative beverage solutions to the world's best-known companies. The company's patent pending technology focuses on creating an on demand alcoholic beverage experience. Customers can use NexBev's prefilled blended alcoholic pods in existing at-home instant coffee machine to enjoy a hot alcoholic drink of their choice.



NFLPA
www.nflpa.com/players
Booth B170

NFL Players Inc., the licensing and marketing arm of the NFLPA, offers group licensing rights to more than

2,000 active NFL players and connects businesses to NFL players through licensing, marketing strategy and activations. Through REP Worldwide, the NFLPA runs group licensing programs for USWNTPA, WNBPA and USRPA.



NFLPA



Nintendo
www.nintendo.com
Booth A209

Nintendo's merchandise program is guided by a deep respect for the enduring legacy it has cultivated over the decades and the fans who have made it possible. Nintendo believes that consumers who have invited Nintendo into their daily lives by purchasing products deserve no less than the very best.

No Worrys
www.noworrays.com
Booth D80

No Worrays is a lifestyle. Founded in 1998, the company began offering clothing and many items that may inspire anyone to "enjoy the lifestyle" called No Worrays. Life is short so, have fun and



enjoy the ride. As long as there are dreams, there will always be No Worrays!

Noir Caesar
Entertainment
www.noircaesar.com
Booth A126

Noir Caesar is a publishing company dedicated to the creation of diverse characters, stories, and worlds. Started in 2016 by professional basketball player, Johnny O'Bryant, Noir has been one of the fastest rising publishing companies in the industry.



Nominet
www.nominet.uk
Booth B102

Onomojjs
www.pdsequipment.com
Booth S258



Secure · Enhance · Protect
OpSec Security
www.opsecsecurity.com
Booth K226

For more than 35 years, OpSec has tackled the biggest challenges that licensing brands face. OpSec brings a mix of advanced technology and



sector expertise to combat counterfeits, protect royalties, streamline product approvals, manage contracts and assets and more. Visit OpSec to learn why the world's top brands trust OpSec.

Patterson International
www.pattersonlicensing.com
Booth F110

Patterson International represents artist Gary Patterson, the "Creator of Smiles." Patterson is a brand with more than 45 years of sustained retail success and global appeal with thousands of images to complement any product range and help one appreciate and laugh at the lighter side of life.



PBS Kids
www.pbskids.org
D226

PBS Kids, the No.1 educational media brand for kids, offers children ages 2-8 the opportunity to explore new ideas and new worlds through television, digital media and community-based programs. PBS Kids and local stations support the entire ecosystem in which children learn, including their teachers, parents and community.



PDS Equipment
www.mimakiinkjet.com
Booth S253

PDS EQUIPMENT
Mimakiinkjet.com

PDS Equipment is a 33-year-old company that specializes in making customers happy, offering the best UV printing equipment and service in the industry.



Peanuts Worldwide
www.peanuts.com
Banyan C, Banyan D,
Booth G204

Charles M. Schulz first introduced the world to the Peanuts characters in 1950, when the Peanuts comic strip debuted in seven newspapers. Since then, Charlie Brown, Snoopy and the rest of the Peanuts gang have left an indelible mark on popular culture.



Peeko
www.thepeeko.com
Booth H103

Peeko is a creative licensing and branding studio.



Penguin
 Random
 House



Penguin Random House
www.penguin.com
Booth C113

The Penguin Random House licensing team represents a rich portfolio of brands across



adult and children's publishing, including: Mad Libs, Max and the Midnighters, The Little Engine That Could, Go, Dog. Go! , Corduroy, Uni the Unicorn, and Rachel Ignotofsky's Women in Science.

PENNY LANE

FINE ART & LICENSING

Penny Lane Fine Art & Licensing
www.pennylanepublishing.com
Booth F88

Penny Lane Fine Art & Licensing represents the talents of more than 75 artists. It has more than 3,000 high-quality art prints with many new artwork choices for 2019. Penny Lane offers numerous styles to choose from including inspirational, realism, typography, floral, coastal, holiday, country, photography and much more.

Penske Media/Rolling Stone

www.pmc.com **PMC**
Booth C117

Penske Media is a leading media company whose award-winning content attracts a monthly audience of more than 180 million across the fashion, retail, beauty, entertainment and lifestyle sectors. Its brands include Rolling Stone, Variety, WWD, Robb Report and Hollywood Life.

PENTHOUSE®

GLOBAL LICENSING

Penthouse

www.kirkmgmt.com
Booth A131

Penthouse licenses all trademarks and IP related to Penthouse, including media, merchandise, gentlemen's clubs and other consumer products.



Perfetti Van Melle

www.pvmlicensing.com
Booth C128

If you are looking out for a sweet and fresh licensing opportunity check out Perfetti Van Melle's brands: Mentos, Chupa Chups and Airheads. They offer amazing designs great to take to food and beverage or lifestyle categories, and are able to create amazing retail experiences.

PI Creative Art

www.picreativeart.com
Booth H85

PI Creative Art is a publisher and licensor



of art imagery with a creative edge. Their unique artistic creations are utilized on a variety of products including wall décor, dinnerware,

stationary and more. As the exclusive copyright holder of more than 26,000 images, the company offers customization and options.



Ping Solutions

www.pingsolutions.com
Booth E188

Ping is one of the most important specialized companies in the development of promotions for cinemas.



Pink Light Studio

www.pinklightstudio.com
Booth J87

Pink Light Studio is a licensing and designs studio that represents more than 30 artists from around the world with products in retailers including Target, Walmart, TJ Maxx, FiveBelow, Staples, Costco, Pier1 and Michaels, as well as boutique retailers throughout the country.



Planettoon's World

www.preciouscreative.com
Booth B134

Planettoon's World has 21 unique characters with special powers to provide children the endless opportunities to entertain and educate through love, family, and friendship, without exception of our flora and fauna. Planettoon's

World concept offers fun instruction via videos, books, toys, interactive technology, games and more.

pocket watch



Pocket.watch

www.pocket.watch
Booth M226

Pocket.watch is a new studio creating global franchises from the YouTube stars and characters loved by Generation Alpha.



Pokemon Company

www.pokemon.com
Booth G196

The Pokémon Company International manages the property outside of Asia and is responsible for brand management, licensing, marketing, the Pokémon Trading Card Game, the animated TV series, home entertainment, and the official Pokémon website. Launched in 1996, Pokémon is one of the most popular children's entertainment properties in the world.

Princess Sam (Tara Duncan)

www.taraduncan.com
Booth R224

Princess Sam Consumer Products is in charge of

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Bringing Brands and Products Together



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To learn more about global licensing opportunities and resources, visit

www.thegloballicensinggroup.com

or call +1 (310) 857-7560

licensing the Tara Duncan 3D animated series and live-action feature film. The company has achieved sales worldwide with 13 books published to 26 countries in 15 years including a 3D animated series for girls ages 5 to 6 and publishing for girls ages 13 to 14.

PROHBTD

PROHBTD

www.prohbtglobal.com

Booth A133

PROHBTD creates and markets lifestyle and wellness brands to global audiences. Its mission is to lead cannabis from the black market to the supermarket. PROHBTD formed an alliance with Licensing Expo to create an exclusive curated marketplace pavilion hosting hemp and CBD consumer brands. PROHBTD is the global cannabis partner of Advertising Week, Postmedia, and Entrepreneur Magazine. The company is venture backed by \$12 million in funding.

Puppie Love

www.puppielove.com

Booth G96

Puppie Love is an apparel line created in May 2017. Its goal is to facilitate dog adoptions by donating 10 percent of its profits to rescue groups and animal shelters across the U.S. Puppie Love hopes to inspire through its designs to help the puppies and support this

amazing community.

Q Friends

Quan Inc.

Booth T234d



Quan has been bringing content to the world via the internet. Through characters that can communicate beyond a language barrier, Quan manages to deliver its messages to people across the world.

Quinta Rasa

Productions

Booth M239



THE ARTIST OF THE HEARTS

Rafael Barbosa El Artista De Los Corazones

www.barbosapopart.com

Booth K236

Rafael Barbosa El Artista De Los Corazones is dedicated to producing designs for universal licensing to be used in products such as fabrics, notebooks, decorative paintings and more.



Rainbow

www.rbw.it

Booth O192



Rainbow Group was founded in 1995 by Iginio Straffi, president and chief executive officer. The group ranks among the main international companies for the creation,



development and licensing of animated and live action content for TV and cinema productions, operating in more than 100 countries.

Ripley's Believe It or Not!

www.ripleys.com

Booth A136

Ripley's Believe It or Not! is part of the Ripley Entertainment family of worldwide attractions, the global leader in location-based entertainment. More than 14 million people visit its 100-plus attractions in 10 countries each year in addition to its 30 Believe It or Not! Odditoriums.



Rovio

www.rovio.com

Booth C170

Rovio is a global, games-first entertainment company that creates, develops and publishes mobile games. Rovio is best known for the Angry Birds brand and has evolved from games to various entertainment and consumer products in brand licensing.



RoyaltyZone

www.royaltyzone.com

Booth Q257



RSG Media Systems

www.rsgmedia.com

Booth K94

RSG Media is a media tech company that combines both art and science to drive its clients' revenue and profits through its rights, royalties, audience and advertising platforms using deep analytics, AI and expert advisory services. Its customers are TV networks, studios, consumer products and brand licensors located in 170-plus countries.



San Diego Zoo
www.sandiegozoo.org
Booth B113

As a leader in conservation, the work of San Diego Zoo Global includes on-site wildlife conservation efforts (representing both plants and animals) at the San Diego Zoo, San Diego Zoo Safari Park, and San Diego Zoo Institute for Conservation Research, as well as international field programs on six continents.



Sanrio
www.sanrio.com
Booth Q202

Sanrio is the global lifestyle brand best known for Hello Kitty, and home to many

other beloved character brands including Gudetama and Aggretsuko. Sanrio was founded on the “small gift, big smile” philosophy that a small gift can bring happiness and friendship to people of all ages.

San-X
www.san-x.co.jp
Booth A204



San-X creates unique and fun characters that are adored by fans around the world. Based in Tokyo, San-X is one of the largest character manufacturing companies in Japan, specializing in stationary, plush, home goods and accessory goods. (Rilakkuma, Sumikkogurashi, Mamegoma, Afro Ken, Kutusitanyanko, Sentimental Circus and more.)



Scholastic
www.scholastic.com
Booth K92

Scholastic is the world's largest publisher and distributor of children's books and a leading provider of instructional materials and classroom resources, including books and ebooks, print and digital classroom magazines and instructional programs, book clubs and book fairs, which combine to offer schools comprehensive, customized solutions supporting student achievement.



SEGA of America
www.sega.com

SCOTT
BROTHERS
GLOBAL

Scott Brothers Global
www.scottbrothersglobal.com
Booth J110

Entrepreneurs and twin television 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 150 countries.

SeaBelievers
www.seabelievers.com
Booth Q256

The SeaBelievers difference is an emotional one! SeaBelievers redefine the good-vs.-evil stereotype by making its characters informed vs. uninformed. By believing in the basic good found around them, even their DeSEAvers (antagonistic characters in the show) possess the ability to redeem themselves by changing their hearts and their choices.



Booth Q236

SEGA of America is the American arm of Tokyo, Japan-based SEGA Games, a worldwide leader in interactive entertainment both inside and outside the home. The company develops, publishes and distributes interactive entertainment software products for a variety of platforms including PC, wireless devices, and home entertainment consoles.



Seltzer Licensing Group www.seltzerlicensing.com Booth D127

The 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.



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.



Sinigaglia Group www.sinigaglia.eu Booth G228

Sinigaglia is one of today's leading producers of collectible stickers and trading cards in flowpack and mondini pack.



Skybound www.skybound.com Booth B115

Skybound Entertainment is the company behind the long-running comic, The Walking Dead, created by Robert Kirkman. Since the company was founded in 2010, Skybound has developed properties in traditional and new media including comics, gaming, television, film and digital media series.



Smiley World www.smiley.com Booth E214



Smiley is a Top 100 global licensing company, registered in more than 100 countries. Smiley has more than 260 licensees and leading retail partners that have joined its happy revolution, creating a unique collection of Smiley- branded fashion, accessories, home, food, stationery and entertainment items.

SNAPS

Snaps Ventures www.snaps.ltd Booth B99

Snaps Ventures created a new patented accessory that slides onto the plastic strap of a snapback hat. The company can manufacture units made of acrylic, zinc alloy, stainless steel and gold along with any type of fill to create any price and feel for your brand-untouched real estate for branding opportunities.

Solveig Studio Solveigstudio.com Booth A112

Artist and storyteller Kaaren Anderson of Solveig Studio expands beyond her gift, housewares and paper goods line to offer her witty characters, which

help build consumer loyalty by personifying brand authenticity. The Studio further debuts Anderson's collective storytelling adventures featuring sassy females that uphold truth, justice and the American way.



Sony Interactive-PlayStation

www.playstation.com
Booth N214

PlayStation offers rich and powerful entertainment that takes people to unexpected places. It gives players the freedom to express their creativity and share their experiences with the entire world. PlayStation is always evolving, offering depth and choice for all ages and all tastes.

Sony Music

Sony Music Entertainment (Japan) Inc.

www.scp.co.jp
Booth S234

Sony Music Entertainment (Japan) Inc. is a synthetic entertainment company delivering a wide variety of entertainment including music, anime and characters. The group manages various properties (brands) from teenage animations to kids' properties for tiers ranging

from teenagers and adult to kids and preschoolers, which are available worldwide.



Sony Pictures Consumer Products

www.sonypictures.com
Booth N214

Sony Pictures Consumer Products is the licensing and merchandising divisions of Sony Pictures Entertainment. SPE's global operations encompass motion picture production; acquisition and distribution; television production; television networks; digital content creation and distribution; operation of studio facilities and development of new entertainment products, services and technologies



Sophie La Girafe

www.sophielagirafe.fr/en
Booth J226

Made from 100 percent natural rubber and still "traditionally" produced for more than 50 years, Sophie la girafe is baby's first toy. Because we want to cover all of baby's needs and offer him what is better, Sophie la girafe is constantly looking for the best partners to create unique products.



Spear & Jackson

www.spear-and-jackson.com
Booth B104

Spear & Jackson was founded in the city of Sheffield, U.K., which is famous for the production of steel, cutlery and hand tools and continues to be its home more than 250 years later. The company is a manufacturer of hand and garden tools, exporting to more than 100 countries worldwide.



Spin Master

www.spinmaster.com
Booth U242

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



SPLiCE

www.splicelicensing.com
Booth J80



SPLiCE maintains a vision to continually improve brand licensing. SPLiCE is community of licensors who share best practices to protect, promote and enhance brand integrity. SPLiCE benchmarks successful best practices that impact licensing such as anti-counterfeiting, licensing valuation, royalty collections, food licensing, legal, regulatory compliance, social accountability and technology licensing.



Spotlight Licensing and Brand Management
www.spotlightlicensing.com
Booth D134

Spotlight Licensing and Brand Management is a full-service, New York City-based, boutique licensing agency specializing in representation of entertainment, art, fashion and digital properties as well as corporate and character brands.

Stan Lee's POW! Entertainment
therealstanlee.com
Booth B142
 Stan Lee's POW!

Entertainment is a multimedia company founded by iconic comic



book creator Stan Lee to create and license IP for entertainment including film, television, merchandising, branded content and other related markets, as well as to exclusively maintain and protect the ownership of his name, likeness, voice and trademarks.



Striker Entertainment
www.strikerentertainment.com
Booth D196

Striker Entertainment is a full-service global agency dedicated to maximizing licensing opportunities and building brand equity for its clients, which include some of the biggest entertainment and pop-culture franchises. Striker has been awarded several licensing industry excellence awards for its licensing programs, including The Walking Dead, Twilight and Angry Birds.

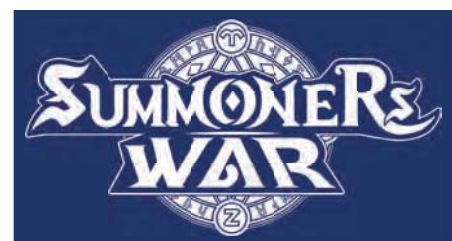
Studio Pets by Myrna
www.studiopets.com
Booth F106

Studio Pets is the ultimate pet imagery brand of fashion photographer Myrna Huijing.

Studio Pets are cute baby animals photographed in adorable settings with stylish props.



Like true supermodels, their images travel around the world with many successful merchandise collections.



Summoners War
www.gamevilcom2us.com
Booth N258

With more than 300 million game downloads and experience publishing hundreds of games on multiple platforms, Gamevil Com2us is one of the most active, innovative mobile game companies in the world. Located in Los Angeles, Tokyo, Beijing and Seoul, Gamevil is an experienced mobile game publisher working with top studios worldwide.



SunDance Licensing
www.sdgraphics.com
Booth G81

SunDance Licensing is a licensing and art publishing company dedicated to offering on-trend art to manufacturers in the home décor and gift industries. SunDance specializes in designing art that can be specifically tailored with attention to detail to each manufacturer's product along with turnaround times unmatched in the industry.



Sunrights
www.sunrights-inc.com
Booth S256

Sunrights is a total rights management company operated by top ad agency Asatsu DK. Located in New York City, Sunrights directly manages the development of properties globally outside of Asia. Sunrights takes full advantage of ADK contacts in developing new sectors of IP business while working to procure new strategic media.



Supa Characters
www.supacharacters.com
Booth O257

Incorporated in 2011 by lawyer and screenwriter Dr Joel Beling, Supa Characters is an Australian-based company specializing in the creation of high concept, marketable characters

for licensing use in film, television, comic books and merchandising. Character images are available upon request.

Survivor Media
www.survivor.com
Booth E94



Surge Licensing
www.surgelicensing.com
Booth K78

Established in 1986, Surge Licensing is an IP incubator, which identifies, nurtures and grows brands into multi-platformed entertainment and product licensing programs. As a pioneer in merchandising and licensing, Surge develops unique multimedia strategies on the basis of its core value, perpetual enhancement of both the fan and user experience.

Swedroe Licensing
www.swedroelicensing.com
Booth H87

Swedroe Licensing represents the collage art by renowned artist and architect Robert M. Swedroe. Swedroe works with individuals, companies, brands and manufacturers



in all product categories who wish to upgrade their products or expand their reach and revenue.

SWISSBRAND 



Swissbrand
www.swissbrandworld.com
Booth G95

Swissbrand is a lifestyle brand created to provide innovative solutions for everyday life. As brand owners, Swissbrand looks for global/local partners to assist with the growth and expansion of the brand..

Synchronicity



Synchronicity
www.synclicensing.com
Booth L194

Featuring Jay@Play's wildly successful Boxy Girls, FlipaZoo, Wish Me and their latest, Boxy Babies; the iconic Tootsie Roll Candy Brands; the adorable and irresistible Mr. Puppy; the ironic and hysterical Museum of Bad Art (MOBA) and Sign of the Apocalypse and the awe-inspiring SupaPop and Super-Pulp Universes by Sean Danconia.

Synthesis Entertainment
www.synthesisentertainment.com



Booth Q259

Film and television producers Kevin Burns and Jon Jashni formed Synthesis Entertainment in order to develop and manage the intellectual properties of legendary producer Irwin Allen (The Poseidon Adventure, Voyage to the Bottom of the Sea, etc.). They are currently producing the second season of “Lost in Space” for Netflix.

Tabasco Brand

www.tabasco.com
Booth J80

Tabasco brand Pepper Sauce was created 150 years ago. The strength of the Tabasco trademark, bottle and white diamond label extends beyond food-related partnerships. Licensing with the Tabasco brand allows companies to benefit from its global recognition and tradition of high quality.



Tasty Peach Studios

www.tastypeachstudios.com
Booth O253

Tasty Peach Studios is a sweet,



unique boutique that specializes in cute merchandise inspired by Japanese minimalism, all drawn and created by Tasty’s sole artist, who loves to bring smiles to the world.



Tate & Co Licensing

www.TateLicensing.com
Booth G82

Tate & Co. Licensing is an art and brand licensing agency specializing in fantasy art, fairies, dragons, mermaids, unicorns, wizards, celtic and more. The company represents Frank Frazetta, Tom Wood, Amy Brown, Nene Thomas, Ruth Thompson and many more amazing artists and brands.



Tatsunoko Production

www.tatsunoko.co.jp
Booth T234c

“Dreams for children of the world” is a quote from founder Tatsuo Yoshida. Based on his philosophy, Tatsunoko Production has produced animation shows for more than 55 years, including Speed Racer and Gatchaman. Tatsunoko provides world-class production services and licensing opportunities for its international clients.

Team Treatz

www.teamtreatz.com
Booth F104

Terrified Sushi

www.inspedia.com
Booth U253

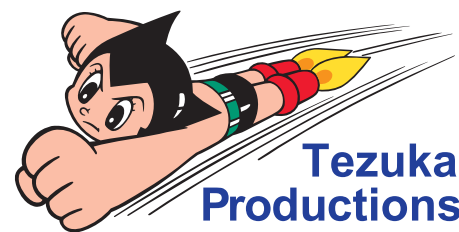


Tetris

www.tetris.com
Booth D204

Tetris is one of the leading and most distinctive video game brands and franchises in the world.

Now celebrating its 35th anniversary year, the brand continues to be loved globally by people of all ages and all cultures.



Tezuka Productions

www.tezuka.co.jp/en
Booth B107

Tezuka Productions manages Osamu Tezuka’s manga and animation works including Astro Boy, Black Jack, Kimba the White Lion, Princess Knight, “The Phoenix” and “Buddha.” Tezuka licenses those characters in the fields of merchandising, film-making and publishing.



The Awkward Yeti
www.theawkwardstore.com
Booth O256

The Awkward Yeti makes web comics and the New York Times best-selling Heart and Brain series. TheAwkwardStore.com carries merchandise based on the characters including games such as OrganATTACK!, plushies, drinkware and other fun stuff. The Awkward Yeti also makes products for Sarah's Scribbles, Fowl Language Comics and Shen Comix.



The Buffalo Works
www.thebuffaloworks.com
Booth F118

The Buffalo Works is a full-service agency representing brands, artists and intellectual property owners globally. The Buffalo Works has executive-level experience on all sides of the industry including retail buying, manufacturing and licensing representation. This 360-degree experience allows TBW to deliver extremely effective results for its clients and brands.



The Coca-Cola Company
www.coca-cola.com
Booth C114

The Coca-Cola Company offers more than 500 brands in more than 200 countries. In addition to some of the world's most valuable beverage brands, the company licenses its trademarks across categories including fashion and accessories, beauty, tech, housewares, home furnishings, stationery, gaming, food, gifts and collectibles.



The Elf on the Shelf
www.elfontheshelf.com
Booth D188

The Elf on the Shelf and Elf Pets create joyful family moments and bring holiday magic to children all over the world. In 14 years, more than 13 million of Santa's official Scout Elves and 2 million Elf Pets have been adopted in nine countries.



The Joester Loria Group
www.joesterloriagroup.com
Booth C154

The Joester Loria Group is a full-service licensing and



brand extension agency, representing Pepsi-Cola North America; Constellation Brands Beer including Corona and Modelo Especial; Kellogg's; Entenmann's; Jack Link's; The World of Eric Carle including The Very Hungry Caterpillar; Waste Management; 1-800-Flowers including Harry & David, Moose Munch.

The Licensing Letter
www.thelicensingletter.com
Booth C103



The Magical Tales
www.themagicaltales.com
Booth C109

The Magical Tales are gift books and products for children that celebrate the "night before" and instill family traditions. Company achievements include "One To Watch" Award finalist (2018 Licensing Expo), Mom's Choice Award and Best New Product (National Stationery Show). The Magical Tales is seeking licensing

partnerships in all areas.



The Traly Group (Pin-Club)

www.pin-club.com
Booth S257

Pin Club is the official company and producer of limited-edition licensed collectible pins and accessories for some of the world's most iconic brands.



The Wildflower Group

www.thewildflowergroup.com
Booth J132

The Wildflower Group is an award-winning, full-service licensing and consulting agency delivering best-in-class product extensions and collaborations for brands and manufacturers. TWG provides strategic partnership planning, licensing sales and marketing, creative, legal and finance support. TWG also offers e-commerce services and solutions through marketing and optimizing branded online stores.



Toei Animation

www.toei-animation-usa.com
Booth F196

Based in Los Angeles, Toei

Animation manages the film distribution of Toei's top properties

including Dragon Ball (all series), Sailor Moon, One Piece, Digimon series, Saint Seiya and many others. Toei Animation further handles all categories of consumer product licensing based on its film and television brands within these territories.



TOEI ANIMATION
Since 1956



Toho

www.toho.website
Booth R234

Toho is a Japanese entertainment studio focused on the development, production, exhibition, and distribution of motion pictures, television and theater. Founded in 1932, it remains a prominent force in bringing brands and original storytelling with versatile talents to audiences worldwide.



TOHO



tokidoki

www.tokidoki.it
Booth M236

Tokidoki, which translates to "sometimes" in Japanese, is an internationally recognized



and iconic lifestyle brand. Since debuting in 2005, Tokidoki has amassed a cult-like following for its larger-than-life characters, eye-popping aesthetic and megawatt partnerships. Tokidoki offers an extensive range of products which include handbags, novelty, apparel, toys and more.



Trademarketing Resources

www.trilicensing.com
Booth D93

Trademarketing Resources is a full-service trademark licensing agency for Polaris, NRA, Mopar, FCA automotive parts and accessories, HillBilly Brand and Graveyard Carz.



TSBA

www.tsbagroup.com
Booth E142

TSBA helps brands to unlock the commercial potential of their intellectual property with brand licensing services covering collaboration, brand extension, licensee acquisition, product design, asset management and style guide creation. It offers advice, account management and brand strategy to ensure the new products/services generated truly carry the brand's DNA.





Tsuburaya Productions

www.en.tsuburaya-prod.co.jp

Booth O258

Tsuburaya Productions is a leading Japanese production company that owns the property Ultraman, which the company has been producing as both live-action and animation entertainment for television and theatrical distribution for the past 50 years.



Booth A122

Nebulous Stars, reaching the stars with positive minds. The Nebulous Stars universe offers a unique environment that combines aesthetics, well-being and positive values. A variety of activities will keep children entertained while encouraging personal development.

Ty

www.ty.com

Booth C214



Booth F170

Universal Brand Development globally drives expansion of the company's intellectual properties, franchises, characters and stories through physical and digital products, content, and consumer experiences. Universal Brand Development's core businesses include Consumer Products and games and digital platforms based on the company's intellectual properties created by Universal Pictures, Illumination and DreamWorks.



tuba



Tuba

www.tubaani.com

Booth D170

Tuba is an animation studio based in Korea that is well known for its in 3D CGI production since 2003. Tuba produces animated series Larva, which has three seasons and has launched in more than 150 countries.



UBISOFT



Ubisoft

www.ubisoft.com

Booth Q214



Ubisoft is a creator, publisher and distributor of interactive entertainment and services, with a portfolio of world-renowned brands, including Assassin's Creed, Just Dance, Tom Clancy's video game series, Rayman, Far Cry and Watch Dogs.

UPS

www.ups.com

Booth F95



Founded in 1907 as a messenger company in the United States, UPS has grown into a multi-billion-dollar corporation by focusing on the goal of enabling commerce around the globe. UPS is a global company with one of the most-recognized and admired brands in the world.



Tween Team

www.nebulousstars.com



Universal Brand Development

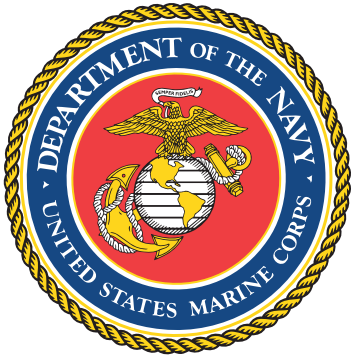
www.universalbranddevelopment.com

Booth F170



USMC-TMLO

www.hqmc.marines.mil/ousmcc/Units/



Marine-Corps-Trademark-Licensing-Program/

Booth J80

The USMC Trademark Licensing Program 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.



Van Gogh Museum www.vangoghmuseum.com Booth D123

Van Gogh Museum Enterprises is the museum's commercial subsidiary

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



Viacom/ Nickelodeon Consumer Products www.viacom.com Booth O180

Viacom Nickelodeon Consumer Products oversees merchandising and retail operations for Viacom one of the world's leading multimedia entertainment companies and home to such powerhouse brands as Nickelodeon, MTV, Paramount Network, Paramount Pictures and Comedy Central.



Bold Vision. Brilliant Execution.®



Vistex www.vistex.com Booth H108

Vistex GTMS solution is an end-to-end software solution that facilitates all aspects of running a



VIZ Media www.viz.com Booth R202

For more than 30 years, VIZ Media has pioneered new paths in publishing, animation, gaming and entertainment licensing. Blockbuster properties including Boruto: Naruto Next Generations, One-Punch Man, Megalobox, JoJo's Bizarre Adventure and more are available as a variety of consumer products for audiences of all ages.



Vooz www.vooz.co.kr Booth R212

Vooz is a design and content business group in South Korea. Vooz has more than 20 years of business history. UCCA, Adoonga, CanimaL are its main IP, and Pucca is a global IP. Vooz is specialized in character content development and related business.

Warner Bros. Consumer Products and Cartoon Network

www.warnerbros.com
Booth N180

WBCP extends WB's portfolio of entertainment brands into fans lives around the world with innovative global licensing and merchandising programs, retail initiatives, promotional partnerships and themed experiences. WBCP partners with licensees globally on award-winning ranges of toys, fashion, home and publishing inspired by DC, Wizarding World, Looney Tunes and Hanna-Barbera.



WARNER MUSIC | ARTIST SERVICES

Warner-Elektra-Atlantic Corp.

www.elektramusigroup.com
Booth A197

Create a physical touchpoint where artists and their fans meet. Warner-Elektra-Atlantic Corp.'s global grand licensing team offers partnerships that create tangible, enticing products. Opportunities are built around each artist through close collaboration. Fans want to participate in the artist culture, and licensing grows that culture's footprint.

White Space Entertainment

www.

whitespaceentertainment.com Booth L218

White Space is an entertainment company based in Los Angeles that helps entertainment brands unleash the full potential of their properties in value creation and revenue development. White Space does this by providing insight and experience in the areas of licensing, digital gaming, retail, strategic alliances and franchise management.



WILD APPLE



Wild Apple Licensing

www.wildapple.com
Booth J85

Leading manufacturers, retailers and style influencers use Wild Apple's art to add the latest looks in art and design to their products. Looking for florals? Wild Apple has those. Wild Apple has step-and-repeat images in today's most popular designs.

Wiz King Booth D82



WOMEN IN TOYS
TOYS • LICENSING • ENTERTAINMENT



Women in Toys, Licensing & Entertainment.

www.womenintoys.com
Booth E81

Women in Toys, Licensing & Entertainment is a global community that champions the advancement of women through leadership, networking and educational opportunities. WIT is a 501(c) (3) non-profit organization, and the leading networking community for professional women working in the toy, licensing and entertainment industries.

world art group

CREATIVE FREEDOM

World Art Group

www.theworldartgroup.com
Booth F86

World Art Group is a worldwide leader in art design and licensing. Its in-house team of more than 20 artists creates more than 150 new images every week. The artwork spans every category and style, from traditional to contemporary, to holiday and seasonal. World Art Group offers customers creative freedom.



WWE
www.wwe.com
Booth H214

WWE is a sports entertainment company that delivers original content 52 weeks a year to a global audience. WWE is committed to family-friendly entertainment via its television programming, pay-per-view, digital media and publishing. WWE programming reaches more than 800 million homes worldwide in 25 languages.



Yale University
www.yale.edu/licensing
Booth H109

Yale University is a world renowned Ivy League university looking to expand its brand presence in both the domestic and international markets.

YTC Summit International
www.myfurrybones.com
Booth N255

YTC Summit International is a leading source of award-winning innovative houseware, home décor and historical replicas. The

Summit Collection also carries one of the largest fantasy collections available.



Zag America
www.zag-inc.com
Booth A175

ZAG America is a global independent entertainment studio specializing in world-class storytelling across platforms. ZAG is rooted in compelling characters, limitless imagination and masterful storytelling infused with original music. ZAG is home to world-class entertainment properties under the Zag Heroez label including Miraculous: Tales of Ladybug & Cat Noir, Power Players and Ghost Force.



zenescope
WWW.ZENESCOPE.COM

Zenescope Entertainment
zenescope.com
Booth Q258

Zenescope is one of the top comic book publisher and content creation company known for its edgy sci-fi, fantasy and horror titles. Zenescope's Grimm Fairy Tales and subsequent spin-

off series, such as Van Helsing, Wonderland and Robyn Hood, reimagine classic fables and are some of the best-selling comics on shelves today.



Z O L A N
 LICENSING AGENCY

LICENSED TO CREATE



Zolan Licensing Agency
www.zolanagency.com
Booth G127

Zolan Agency is a boutique agency with 30 years of experience in licensing and co-branding. Zolan represents internationally acclaimed artists, designers and heritage brands inspiring beauty through art. Zolan's passion is to bring original and imaginative art and products that awaken the soul with happiness and a feeling of well-being.



Zoonicorn
www.zoonicorn.com
Booth A134

Zoonicorn is the developer of the Zoonicorn brand. In the dreamland Zooniverse, four magical Zoonicorns take their newfound friends on imaginative adventures where they learn how to access their inner powers. For licensing opportunities, email jnet@zoonicorn.com.



LONDON BRAND LICENSING EUROPE 2019
 1-3 OCTOBER



Europe's leading licensing event

Showcase your brand to 7,800+ retailers and manufacturers at Brand Licensing Europe, the only European event dedicated to licensing and brand extension. Generate new revenue streams and boost your brand's global exposure by securing new licensing agreements.

2,500+

Properties showcased

270+

Brand owners

82

Countries in attendance

**FIND OUT MORE ABOUT THE BENEFITS OF EXHIBITING AT
 WWW.BRANDLICENSING.EU**

Part of the Global Licensing Group



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Licensing University



Typically, June marks the end of the school year. But at Licensing Expo, the learning will just be beginning. This year's Licensing University, organized by the International Licensing Industry Merchandisers' Association, will be held at the Licensing University Theater at booth B79.

Tuesday, June 4

Basics of Licensing

9:30-11 a.m.

Speakers: Neil Hoynes, chief executive officer, Ripple Junction Design Co.; Julie McCleave, global licensing director Unilever; and Stuart Seltzer, president, Seltzer Licensing Group

Sustainability as Theme and Practice

12:30-1:30 p.m.

Speaker: Debra Joester, president and chief executive officer, Joester Loria Group

Evaluating Potential Partners

12:30-1:30 p.m.

Speakers: Warren Schorr, vice president, business development and global licensing, Crayola; Andy Topkins, partner, Brandgenuity; Russell Brown, president, consumer products, promotions and ad sales, Valiant Entertainment, and Andrea Greene, Globally Greene

Case Study: Coca-Cola Lifestyle Program in Brazil

2-2:30 p.m.

Speaker: David Diesendruck, owner, Redibra

A Manufacturer's Perspective on Using Licenses to Grow the Business

2-2:30 p.m.

Speaker: David Levich, creative director, product development and IP management, H2W

User-Generated Products: How Brand Loyalists Inform Product Development

3-3:30 p.m.

Speaker: Sondra Newkirk, executive director, brand licensing, Meredith

Shopping at the Speed of Culture

3-3:30 p.m.

Speaker: Aaron Levant, chief executive officer, NTRWK

Using Crowdfunding for Products and Properties

4-5 p.m.

Speakers: Karen Raugust, founder and president, Raugust Communications; Abigail Edgecliffe-Johnson, founder, RaceYa; Jerry Bennington, vice president, new product development, Idea and Design Works (IDW Publishing)

Negotiating Strategies for Licensees and Licensors

4-5 p.m.

Speakers: Alita Friedman, chief executive officer, Alita's Brand Bar, and Steven Heller, president, The Brand Liaison

Wednesday, June 5

Agility at Scale: Rachel Shechtman Shares Insights from the Launch of Story at Macy's

9:15-10:15 a.m.

In the keynote, Shechtman will explore how the Story retail model will come to life at Macy's and address the fabled retailer's response to evolving consumer expectations while driving foot traffic.

Licensing and the Law: Top 10 Things You Should Know

10:30 a.m.-12 p.m.

Moderator: Louis Drogin, founding partner, Brandgenuity. Panelists: Matthew Miller, consultant, business and legal affairs consultant, MGM and Tammy Talerico, director, licensing, Church & Dwight.

Basics of Art Licensing

12:30-1:30 p.m.

Speakers: Jason Aquilino, owner, Aquilino Law, and Julie Newman, chief executive officer and founder,

Jewel Branding and Licensing

The State of Cannabis and Hemp, the Emerging Brand Wars and the Global Licensing Opportunity

12:30-1:30 p.m.

Speakers: Allison Ames, president and chief executive officer, Beanstalk; Craig Binkley, president, PRØworks; and Drake Sutton-Shearer, founder and chief executive officer, PRØHBTD

Licensing IP for Advertising-The Benefits and Challenges

2-2:30 p.m.

Speaker: David Born, owner and founder, Born Licensing

Amazon Tips from an 8-Figure Seller

2-2:30 p.m.

Speaker: Trevor George, president, Trevco

Creating Effective Collaborations

3-4 p.m.

Speakers: Patricia Mercer, director, licensing, CAA-GBG, and Warren Schorr, vice president, business development and global licensing, Crayola

The Rise of Esports and its Potential in Consumer Products

3-4 p.m.

Speaker: Dan Amos, head, Tinderbox at Beanstalk

Controlling the Brand Message: A Legal Roadmap for Licensors and Licensees

4:30-5:30 p.m.

Speakers: Pamela Deese, partner, Arent Fox and Maeve Rothman, staff attorney, BIC Corporation

Basics of International Licensing

4:30-5:30 p.m.

Speakers: Jiggy George, founder, Dream Theatre Group; Ted Larkins, president, Get To and Jonathan Symington, founder and chief executive officer, The Lantic Group

Thursday, June 6

Creating (and Using) an Effective Brand Guide

9-10 a.m.

Speakers: Alaina Caldwell, partner and creative director, Styleworks Creative, and D. Thomas Froberg, partner and creative director, Styleworks Creative

What You Need to Know About Royalty Rates

9-10 a.m.

Speakers: Carolann Dunn, vice president, consumer products, Discovery; Allison Lort, vice president, business development Brandgenuity; and Steven Scabelo, vice president, licensing and business development, NFL Players Inc.

Anti-Counterfeiting Resources, Strategies and Tactics

10:30-11:30 a.m.

Speakers: Bill Patterson, vice president, corporate marketing, OpSec Security; Pamela Deese, partner, Arent Fox, and Sophie Gage, counsel, business and legal affairs, NFL Players Inc.

Visual Display Can Make the Difference

10:30-11 a.m.

Speaker: Leigh Ann Schwarzkopf, principal, Project Partners Network



2019 Leading Licensees

Licensees are an essential part of any retail program. They're the companies that handle design, distribution and manufacturing and make sure licensors' product are on display at retailers across the world.

This list-tallied by *License Global* features 150 leading licensees across all categories. Find out more about the world-class licensees in the business, from plush and toys to apparel and beauty (and everything in between).



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Licensing Expo exhibitors, read on to connect with attending Leading Licensees!

*The 150 Leading Licensees report is compiled from reader surveys, *License Global* industry intelligence and covers all major categories. It is not intended to be a comprehensive industry survey. **Boxed listings are compiled from advertorial content.

ABG Accessories

www.abgnyc.com

Categories: Headwear

Exhibiting at Licensing Expo? Connect through the Matchmaking Service

Accessory Innovations

www.accessory-innovations.com

Categories: Accessories

Exhibiting at Licensing Expo? Connect through the Matchmaking Service

Accutime Watch Corp.

www.accutimewatch.com

Categories: Watches

Exhibiting at Licensing Expo? Connect through the Matchmaking Service

Activision

www.activision.com

Categories: Video games

Exhibiting at Licensing Expo? Connect through the Matchmaking Service

Aero Opco

www.aeropostale.com

Categories: Apparel and accessories

Aykroyd & Sons

www.aykroyds.co.uk

Categories: Apparel

Exhibiting at Licensing Expo? Connect through the Matchmaking Service

Alex and Ani

www.alexandani.com

Categories: Jewelry and accessories

Amscan International

www.amscan.co.uk

Categories: Party products

Exhibiting at Licensing Expo? Connect through the Matchmaking Service

Arabia

(Fiskars Group)

www.arabia.fi

Categories: Dinnerware

Avec U.K.

www.avecuk.com

Categories: Homewares, arts and crafts, gifts, stationery, partyware, health and beauty and textiles

BBC International

www.bbcint.com

Categories: Footwear

Exhibiting at Licensing Expo? Connect through the Matchmaking Service

Beams International

www.beamsinternational.com

Categories: Food and beverage

Bendon Publishing

www.bendonpub.com

Categories: Publishing

Exhibiting at Licensing Expo? Connect through the Matchmaking Service

The Bentex Group

www.bentex.com

Categories: Apparel, home

Bandai

Bandai.com

Tatsuro Komiya, licensing manager
E: t-komiya@bandai.co.jp

Categories: Toys and interactive entertainment

Bandai is a leader in developing engaging, quality toys designed to capture children's imaginative spirit. The company strives to inspire kids of all ages around the world with its product offerings.

Bandai America Incorporated is the master toy licensee and manufacturer for some of the most popular brands in children's toys and interactive entertainment. The Bandai America brand family spans massive brands including "Dragon Ball," "Miraculous," Pretty Pixels, *Godzilla*, "Pac-Man," Hyper Cluster, Disney's *Ralph Breaks the Internet* and Tamagotchi, among a host of other boys, girls, preschool and hobby product lines. Notable partners include Zag Animation,



Disney Consumer Products, Toei Animation and Toho.

Bandai America Incorporated is a subsidiary of Bandai Namco Holdings USA. The company's global interests cover toys and hobby, video games, online entertainment, film and music.

Bandai products are available globally at an array of mass retailers, specialty shops, hobby stores, club stores, drug stores and grocery chains nationwide.

Exhibiting at Licensing Expo? Connect through the Matchmaking Service

décor, electronics and pet products

Exhibiting at Licensing Expo? Connect through the Matchmaking Service

Berkshire Fashions
www.berkshireinc.com

Categories: Accessories and intimate apparel

Exhibiting at Licensing Expo? Connect through the Matchmaking Service

Bioworld Merchandising
www.bioworldcorp.com

Categories: Men's, junior's and youth apparel; headwear; sleepwear; small accessories; socks; bags; technology; jewelry; and casual footwear

Exhibiting at Licensing Expo? Connect through the Matchmaking Service

Blueprint Collections
www.blueprintcollections.co.uk

Categories: Stationery and drinkware

Exhibiting at Licensing Expo? Connect through the Matchmaking Service

Caleres
www.caleres.com

Categories: Footwear

CandyRific
www.candyrific.com

Categories: Toys and games, novelties and confectionery

The Carat Shop
www.thecaratshop.co.uk
Categories: Jewelry and

accessories

Exhibiting at Licensing Expo? Connect through the Matchmaking Service

Changes
www.changesonline.com

Categories: Apparel

Exhibiting at Licensing Expo? Connect through the Matchmaking Service

Character.com
www.character.com

Categories: Apparel

Character Options
www.character-online.com

Categories: Toys and collectibles

Character World
www.characterworld.com
Categories: Home textiles and bedding

Children's Apparel Network
www.childrensapparelnetwork.com

Categories: Children's and infant apparel

Exhibiting at Licensing Expo? Connect through the Matchmaking Service

Cloudco
www.americangreetings.com
Categories: Stationery, gift wrap and party supplies

Exhibiting at Licensing Expo? Connect through the Matchmaking Service

Concept One Accessories
www.concept1.com

Categories: Accessories including headwear, cold weather accessories, luggage, bags, belts, wallets, pins, patches, buttons and lanyards

Exhibiting at Licensing Expo? Connect through the Matchmaking Service

Cooneen by Design
www.cooneenbydesign.com

Categories: Nightwear and underwear

Exhibiting at Licensing Expo? Connect through the Matchmaking Service

Corsair International
www.corsair.co.uk

Categories: Health and beauty

Coty
www.coty.com
Categories: Health and beauty

Crocs
www.crocs.com
Categories: Footwear

Exhibiting at Licensing Expo? Connect through the Matchmaking Service

Cudlie Accessories
www.cudlieny.com
Categories: Infant and toddler apparel, accessories, hard and soft goods

Exhibiting at Licensing Expo? Connect through the Matchmaking Service

Crayola
www.crayola.com
Categories: arts and crafts, apparel, coloring books, health

and beauty

Exhibiting at Licensing Expo? Connect through the Matchmaking Service

Cryptozoic Entertainment

www.cryptozoic.com

Categories: Games, collectibles and novelties

Exhibiting at Licensing Expo? Connect through the Matchmaking Service

Danilo Promotions

www.danilo.com

Categories: Greeting cards and calendars

Exhibiting at Licensing Expo? Connect through the Matchmaking Service

Dark Horse Comics

www.darkhorse.com

Categories: Publishing

Exhibiting at Licensing Expo? Connect through the Matchmaking Service

DecoPac

www.decopac.com

Categories: Confectionery

décor

Exhibiting at Licensing Expo? Connect through the Matchmaking Service

De Agostini Publishing

www.deagostini.com

Categories: Publishing

Exhibiting at Licensing Expo? Connect through the Matchmaking Service

Delta Children's Products

www.deltachildren.com

Forever Beauty NY

foreverbeautyny.com

Elie Levy, chief executive officer

E: el@foreverbeautyny.com

Brad Anzaroot, president

P: 212.268.8230

E: brad@foreverbeautyny.com

Categories: Beauty and color cosmetics, brushes and lotions

Founded in New York City by industry veterans, Forever Beauty New York manufactures specialty beauty products including color cosmetics, makeup, brushes, lip products, nail products, eye products, skincare products and cosmetic storage containers.

FB:NY distinguishes itself from other licensees in the beauty and makeup space by offering an expansive line of products that are available in an array of options.

“We have focused on making a wide collection of products, and we travel the world to find unique styles, products and packaging,” says Elie Levy, chief executive officer, Forever Beauty New York. “We have been willing to go the extra mile to offer extended products lines, colors, product ideas, storage space and makeup applications.”

Categories: Furniture and baby gear

Exhibiting at Licensing Expo? Connect through the Matchmaking Service

Difuzed

www.difuzed.com

Categories: Apparel and accessories

Exhibiting at Licensing Expo? Connect through the Matchmaking Service



FB:NY prides itself in developing top-tier product, one of the reasons the company has invested in its research and development team.

“As the company grew, we invested in our research and development team to ensure we offer cutting-edge product,” says Levy. “Our customers took notice, and our brands have become known in the cosmetic aisles and counters in major department stores around the country under such brands as The Beauty Shop, Totally Girlz, Forever Beauty and licensed brands such as Pink Label, Donna Lóren and XoXo.”

Dreamtex

www.dreamtexltd.com

Categories: Children's bedding

Ecell Global

www.ecellglobal.com

Categories: Smartphone accessories and speakers

Exhibiting at Licensing Expo? Connect through the Matchmaking Service

Egmont U.K.

www.egmont.co.uk

Categories: Publishing

Exhibiting at Licensing Expo? Connect through the Matchmaking Service

Elope

www.elope.com

Categories: Apparel, accessories and costumes

Exhibiting at Licensing Expo? Connect through the Matchmaking Service

Enesco

www.enesco.com

Categories: gift, seasonal decor, collectibles and collector vinyl

Exhibiting at Licensing Expo? Connect through the Matchmaking Service

Epoca

www.epoca.com

Categories: homewares

FAB Starpoint

www.fabny.com

Categories: Handbags, backpacks, luggage, stationery, gifting, homewares and cold weather accessories

Fanjoy

www.fanjoy.co

Categories: Apparel and accessories

Exhibiting at Licensing Expo? Connect through the Matchmaking Service

Fathom Events

www.fathomevents.com

Categories: Live entertainment and events

Exhibiting at Licensing Expo? Connect through the Matchmaking Service

Feld Entertainment

www.feldentertainment.com

Categories: Live entertainment and events

Exhibiting at Licensing Expo? Connect through the Matchmaking Service

Fifth Sun

www.fifthsun.com

Categories: Apparel

Exhibiting at Licensing Expo? Connect through the Matchmaking Service

Fisher-Price

www.fisher-price.com

Categories: Baby gear, toys and games

Franco

Manufacturing

www.franco-mfg.com

Categories: Homewares and bedding

Exhibiting at Licensing Expo? Connect through the Matchmaking Service

Funko

www.funko.com

Categories: Collectibles, novelties and apparel

Exhibiting at Licensing Expo? Connect through the Matchmaking Service

Jazwares

www.jazwares.com

Sam Ferguson, vice president, global licensing
E: sferguson@jazwares.com

Categories: Toys

Jazwares is a global leader in consumer products including toys, plush, collectibles, musical instruments and consumer electronics.

With more than 20 years of design, development and manufacturing expertise, Jazwares is an award-winning company with a progressive focus on

identifying new trends and transforming them into high-quality products for consumers of all ages.

Jazwares, which is headquartered in Sunrise, Fla., has offices around the world and sells in more than 100 countries. Jazwares' mission is to entertain through the creation of innovative product.

The company's portfolio features a variety of dynamic, wholly-owned brands along with leading global licenses, and



includes acquisitions First Act, Russ Berrie, Applause and Zag Toys.

Exhibiting at Licensing Expo? Connect through the Matchmaking Service

GB Eye

www.gbeye.com

Categories: Posters and gifting

Exhibiting at Licensing Expo? Connect through the Matchmaking Service

Giochi Preziosi

www.giochipreziosi.it

Categories: Toys and games

Global Brands Group

www.globalbrandsgroup.com

Categories: Apparel, accessories, footwear, health and beauty and more

Exhibiting at Licensing Expo? Connect through the Matchmaking Service

Golden West Food Group

www.gwfg.com

Categories: Food and beverage

good2grow

www.good2grow.com

Categories: Beverages

Exhibiting at Licensing Expo? Connect through the Matchmaking Service

Ground Up International

www.groundupintl.com

Categories: Footwear

Exhibiting at Licensing Expo? Connect through the Matchmaking Service

Grosvenor Consumer Products

www.grosvenor.eu.com

Categories: Health and beauty

H3

www.h3sportgear.com

Categories: Apparel and accessories

Exhibiting at Licensing Expo? Connect through the Matchmaking Service

Haddad Brands

www.haddad.com

Categories: Apparel

Hallmark

www.hallmark.com

Categories: Gifting, homewares, special occasion and stationery

Exhibiting at Licensing Expo? Connect through the Matchmaking Service

Just Funky

www.justfunky.com

Raj Arora, chief visionary

P: 234.249.0145

E: raj@justfunky.com

Categories: Pop culture lifestyle merchandise that includes home décor, kitchenware, apparel, impulse and more

“For fans, by fans” captures the very essence of everything that makes Just Funky unique and a preferred choice of fans and a cut above the rest.

“Every member of the Just Funky family is passionate about the licenses we are privileged to represent,” says Arora. “As fans themselves of these iconic brands, we strive to create the most creative and high-quality products on the market to provide the fans an experience unlike any other.

“Our success is possible thanks to a in-house design team of talented artists, a passionate management team that is always envisioning new fan-driven products and a long-term partnership plan to be the best brand ambassadors as we advocate for creating exciting new products that create experiences that enhance the connection fanbases have to their favorite brands,” continues Arora.

As pioneers of pop culture lifestyle merchandise, the company combines talent, experience, obsession with quality



and cutting-edge techniques that only Just Funky is capable of creating the most exciting lifestyle products on the market.

Just Funky offers licensors an opportunity for its brands to transcend from fantasy to reality as its team creates tailor-made experiences that defy imaginations.

“What we provide is beyond innovation—it’s a lifestyle,” says Arora. “We pride ourselves as visionaries who bring licenses to life with merchandise that allow fans to have immersive experiences from iconic brands.

“A major initiative in 2019 and beyond is expanding the storytelling of the very brands we are privileged to represent,” continues Arora. “Our goal is to create experiences that allow fans to relive their memories whenever they please.”

Exhibiting at Licensing Expo? Connect through the Matchmaking Service

Handcraft Manufacturing Corp.

www.handcraftmfg.com

Categories: Children's underwear, training pants and socks

Exhibiting at Licensing Expo? Connect through the Matchmaking Service

Happy Socks

www.happysocks.com

Categories: Socks

Exhibiting at Licensing Expo? Connect through the Matchmaking Service

Hasbro

www.hasbro.com

Categories: Toys and games

Exhibiting at Licensing Expo? Connect through the Matchmaking Service

HER Accessories

www.heracc.com

Categories: Watches, cosmetics, jewelry and hair accessories

Exhibiting at Licensing Expo? Connect through the Matchmaking Service

Her Universe

www.heruniverse.com

Categories: Apparel, accessories and homewares

High IntenCity

www.highintencity.com

Categories: Accessories

Huffy

www.huffybikes.com

Categories: Bicycles

Exhibiting at Licensing Expo? Connect through the Matchmaking Service

Hybrid

www.hybridapparel.com

Categories: Apparel and accessories

Exhibiting at Licensing Expo? Connect through the Matchmaking Service

Hyp

www.hyponline.com

Categories: Hosiery

Exhibiting at Licensing Expo? Connect through the Matchmaking Service

IDW Publishing

www.idwpublishing.com

Categories: Publishing

Exhibiting at Licensing Expo? Connect through the Matchmaking Service

Innovative Designs

www.innovativenyc.com

Categories: Stationery and arts and crafts

Exhibiting at Licensing Expo? Connect through the Matchmaking Service

Isaac Morris Limited

www.isaacmorris.com

Categories: Apparel and accessories

Exhibiting at Licensing Expo? Connect through the Matchmaking Service

Jakks Pacific/Disguise

www.jakks.com

Categories: Toys and games

Phoenix International Publications

www.pikidsmedia.com

Vince Douglas, chief executive officer

P: 312.739.4400

E: marketing@pikidsmedia.com

Categories: Publishing, children's books, puzzles, toys and collectibles

Phoenix International Publications creates original and licensed sound books, song books, picture books, board books, apps, activity books and toys—all of which encourage a lifelong love of story time and imaginative play. PIP makes a commitment to crafting engaging, educational and entertaining books and toys for children and diligently work to lead digital innovation in storytelling.

Headquartered in Chicago, Ill., and with offices around the world, PIP is truly global. PIP's strength is in its award-winning storytelling and on-trend digital innovation across multiple



channels, categories and languages which allow them to fuel young readers' imaginations while enhancing their awareness of the wider world.

This year, PIP will announce a host of collaborations with established and new licensing partners in 2019 and 2020, including Precious Moments, Nickelodeon's JoJo Siwa and Ugly Dolls.

PIP is comprised of book imprints PI Kids, Sequoia Children's Books and Cardinal Media, as well as new toy business PI Fun Worx.

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Jay Franco and Sons

www.jfranco.com

Categories: Homewares and bedding

Exhibiting at Licensing Expo? Connect through the Matchmaking Service

Jelsert

www.jelsert.com

Categories: Food and beverage

Exhibiting at Licensing Expo? Connect through the Matchmaking Service

Jinx

www.jinx.com

Categories: Apparel and accessories

Exhibiting at Licensing Expo? Connect through the Matchmaking Service

Kids 2

www.kids2.com

Categories: Baby gear and toys

KidRobot

www.kidrobot.com

Categories: Collectibles

Exhibiting at Licensing Expo? Connect through the Matchmaking Service

KIDdesigns

www.kiddesigns.com

Categories: Electronics

Exhibiting at Licensing Expo? Connect through the Matchmaking Service

Kinnerton Confectionery

www.kinnerton.com

Categories: Confectionery

Sakar

www.sakar.com

Liza Abrams, senior vice president, global licensing and marketing
P: 732.248.1306

E: labrams@sakar.com

Categories: Youth electronics, STEAM toys, RC/robotics, wheeled goods, audio and mobile accessories, health/wellness/fitness and grooming

Sakar's strength resides in its inventory power, global reach, deep distribution networks, brand portfolio and category assortment. The company also takes pride in its award-winning packaging and display innovations. Sakar is known for being nimble, its speed-to-market and providing value and great quality to its customers.

All of Sakar's product managers and key creatives travel constantly, attending trade shows, shopping retailers around the world and following fashions to ensure products, packaging and displays are on-trend.

Additionally, Sakar stays on top of new technologies, whether in its categories or others, so that it can incorporate those into products at all levels of pricing and distribution.

Sakar's key initiatives for short and long term include broadening its category base, aligning itself with key licensing partners and finding new and creative ways to

expand business in the face of fast-changing global economics and retail.

Since 1977, Sakar licenses more than 40 major entertainment and corporate brands.

It has maintained a diverse portfolio of product offerings, including wheeled goods, youth electronics, digital and action cameras, audio and mobile accessories, karaoke machines, musical instruments and health, wellness and grooming accessories.

Sakar is the parent company to Vivitar, a consumer tech company specializing in the production of cameras, camcorders, mobile accessories and health and wellness products. Sakar is headquartered in Edison, NJ, with additional offices in Canada, Latin America, Australia, Hong Kong and China.



Exhibiting at Licensing Expo? Connect through the Matchmaking Service

Exhibiting at Licensing Expo? Connect through the Matchmaking Service

Komar

www.komarbrands.com

Categories: Nightwear and underwear

Exhibiting at Licensing Expo? Connect through the Matchmaking Service

Kurt S. Adler

www.kurtadler.com

Categories: Holiday décor

Exhibiting at Licensing Expo? Connect through the Matchmaking Service

LEGO

www.lego.com

Categories: Toys and games

Exhibiting at Licensing Expo? Connect through the Matchmaking Service

Leomil Group

www.leomilgroup.com

Categories: Footwear

Exhibiting at Licensing Expo? Connect through the Matchmaking Service

Mad Engine

www.madengine.com

Categories: Men’s, junior’s, boys, girls, toddler and infant accessories, loungewear and licensed and private label apparel

Exhibiting at Licensing Expo? Connect through the Matchmaking Service

Mattel

www.playmattel.com

Categories: Toys and games

Exhibiting at Licensing Expo? Connect through the Matchmaking Service

McFarlane Toys

www.mcfarlane.com

Categories: Collectibles, novelties, toys and publishing

Exhibiting at Licensing Expo? Connect through the Matchmaking Service

Merlin Entertainments

www.merlinentertainments.biz

Categories: Live entertainment and theme parks

Mezco

www.mezcotoyz.com

Categories: Collectibles and novelties

Misirli

www.misirli.co.uk

Categories: Nightwear, underwear, socks and hosiery

Moose Toys

www.moosetoys.com

Categories: Toys

Exhibiting at Licensing Expo? Connect through the Matchmaking Service

Moret Group

www.moret.com

Categories: Apparel

Exhibiting at Licensing Expo? Connect through the Matchmaking Service

Museums and Galleries Collection

www.museumsgalleries.co.uk

Categories: Greetings cards and

SportLife Brands

www.sportlifebrands.com

Elie Levy, chief executive officer

P: 212.268.8230

E: el@sportlifebrands.com

Eddie Dayan, chief merchandising officer

E: ed@sportlifebrands.com

Categories: Men’s, ladies and children’s underwear, intimates, sleepwear and loungewear

SportLife Brands is a premier apparel manufacturer specializing in underwear, sleepwear and loungewear for major retailers in North America, Asia and Europe.

Established in 1967 and owned and managed by executives who have a long history of building successful businesses,



SportLife Brands has established many valuable relationships with factories over the company’s more than four decades in business, which gives the company the flexibility to make a quality product, introduce new fabrics, offer good prices and provide quick turnaround time on delivery.

Disney, Marvel and *Elle* are just a few of the brands SportLife Brands serves.

SportLife’s partners include retail heavyweights Macy’s, Bloomingdales and Nordstrom. The company has secured eight new licenses and has moved into a new showroom and a larger warehouse.

“We are a very focused company,” says Elie Levy, chief executive officer, SportLife Brands. “We only develop our core products, and this has made us the go-to company for many customers and licensors. We are creating great products in new fabrics and yarns, and we are very focused on packaging. We have many licenses now, and we are working on more, but even as we grow, we will remain nimble and focused on our core customer needs.”

For the remainder of 2019, SportLife Brands plans to build its current brands and licenses and add to its holiday collections with gift boxes and add-on items.

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NECA

www.necaonline.com

Categories: Toys and games and novelties

Exhibiting at Licensing Expo? Connect through the Matchmaking Service

New Era Cap

www.neweracap.com

Categories: Accessories and hats

Exhibiting at Licensing Expo? Connect through the Matchmaking Service

Open Road Brands

www.openroadbrands.com

Categories: Home décor

Exhibiting at Licensing Expo? Connect through the Matchmaking Service

Paladone

www.paladone.com

Categories: Accessories, home décor and glassware

Exhibiting at Licensing Expo? Connect through the Matchmaking Service

Penguin Random House

www.penguinrandomhouse.com

Categories: Publishing

Exhibiting at Licensing Expo? Connect through the Matchmaking Service

Ping Solutions

www.pingsolutions.com

Categories: Food and beverage

Exhibiting at Licensing Expo? Connect through the Matchmaking Service

Taste Beauty

www.taste-beauty.com

Alex Fogelson, co-founder and chief executive officer

P: 914.263.8670

E: alex@taste-beauty.com

Categories: Beauty and personal care

Taste Beauty is focused on creating the most innovative, high-quality beauty and personal care products for all retail channels. The company puts an emphasis on product quality and has been able to generate significant media buzz around many of its exciting brand partnerships.

Taste Beauty can leverage 3D printing to create new custom packaging and componentry, and integrate the highest-quality flavors and fragrances into its products for licensors.

The company is accelerating the



expansion of its iconic pop culture partnerships to drive excitement for brands, retailers and consumers this year.

Founded in 2015, Taste Beauty is a leading manufacturer and marketer of fun, safe and high-quality beauty products, which are sold in more than 50,000 retail doors and also via e-commerce.

Exhibiting at Licensing Expo? Connect through the Matchmaking Service

Playmates Toys

www.playmatestoys.com

Categories: Toys

Exhibiting at Licensing Expo? Connect through the Matchmaking Service

Posh Paws

www.iworldnyc.com/poshpaws

Categories: Pet accessories

Exhibiting at Licensing Expo? Connect through the Matchmaking Service

PUMA

www.puma.com

Categories: Apparel and accessories

Pyramid International

www.pyramidinternational.com

Categories: Posters, drinkware and home décor

Exhibiting at Licensing Expo? Connect through the Matchmaking Service

Randa

Accessories

www.randa.net

Categories: Men's apparel and accessories

Exhibiting at Licensing Expo? Connect through the Matchmaking Service

Ravensburger

www.ravensburger.us

Categories: Puzzles, games and arts and crafts

Exhibiting at Licensing Expo? Connect through the Matchmaking Service

Ripple Junction

www.ripplejunction.com

Categories: Men's and junior's t-shirts, fleece, cut-and-sew apparel, headwear, socks, bags and small accessories

Exhibiting at Licensing Expo? Connect through the Matchmaking Service

Roy Lowe & Sons

www.roylowe.co.uk

Categories: Apparel

Exhibiting at Licensing Expo? Connect through the Matchmaking Service

Rubie's Costume Co.

www.rubies.com

Categories: Costumes and accessories

Exhibiting at Licensing Expo? Connect through the Matchmaking Service

Safilo

www.safilogroup.com

Categories: Eyewear

Sambro

www.sambro.co.uk

Categories: Toys, arts and crafts, stationery, bags and novelty

Exhibiting at Licensing Expo? Connect through the Matchmaking Service

Scholastic

www.scholastic.com

Categories: Publishing

Exhibiting at Licensing Expo? Connect through the Matchmaking Service

SG Companies

www.thesgcompanies.com

Categories: Apparel and

footwear

Exhibiting at Licensing Expo? Connect through the Matchmaking Service

SHR Jewelry Group

www.shrjewelrygroup.com

Categories: Accessories

Sideshow Collectibles

www.sideshowtoy.com

Categories: Collectibles and novelties

Signal Brands

www.signalbrands.com

Categories: Handbags

Silver Buffalo

www.silver-buffalo.com

Categories: Drinkware, hydration,

United Legwear & Apparel Co.

www.unitedlegwear.com

Isaac E. Ash, founder, president and chief executive officer

P: 212.391.4143

Categories: Legwear, bodywear, loungewear, kids' apparel, bags, backpacks, hats, belts, wallets and cold-weather accessories

Founded in 1998 by Isaac E. Ash, United Legwear & Apparel Co. is a New York-based global design/manufacturing, marketing, sales and distribution company specializing in legwear, bodywear, apparel and accessories for men, women and children.

For 20 years, ULAC has manufactured and distributed high-quality product for licensors. The company takes great care to translate each brand's unique DNA into

product that seamlessly integrates into the licensor's product assortment and appeals to its core consumers.

ULAC products can be found at Neiman Marcus, Nordstrom, Bloomingdale's, Macy's, Foot Locker and Foot Action, among many other retailers.

ULAC's designers and product development teams stay ahead of market trends across all categories to make products that are compelling and exceed consumer expectations and demand.

Legwear has been the cornerstone of ULAC's business for 20 years, offering high-quality socks for sport, leisure, fashion and work. ULAC offers innova-



tive knitting techniques and responds to trends and lifestyle changes to create the most relevant legwear products.

Over the last few years, ULAC has grown its product assortment and offering and has increased the number of brands it works with. ULAC is a joint-venture partner of PUMA North America and has licensing agreements with Skechers, Champion, "Fortnite" and Weatherproof. ULAC is also master licensee for Pro Player.

For the remainder of 2019, ULAC looks to expand into new product categories and continue nurturing its strong partnerships.

tabletop dinnerware, barware, sports bottles, coffee accessories, melamine, throws, canvas wall art, wood wall art, metal and tin wall art, wall wobblers, key rings, lanyards, buttons, magnets, journals, notebooks and note pads

Exhibiting at Licensing Expo? Connect through the Matchmaking Service

Simba Dickie Group
www.simba-dickie-group.de
Categories: Toys and games

Exhibiting at Licensing Expo? Connect through the Matchmaking Service

Spray Ground
www.sprayground.com
Categories: Accessories

Exhibiting at Licensing Expo? Connect through the Matchmaking Service

The Cookie Company
www.cookiecompany.nl
Categories: Children's apparel

Exhibiting at Licensing Expo? Connect through the Matchmaking Service

The Wand Company
www.thewandcompany.com
Categories: Electronics

Thermos
www.thermos.com
Categories: Homewares

Exhibiting at Licensing Expo? Connect through the Matchmaking Service

Titan Books
www.titanbooks.com
Categories: Publishing

Exhibiting at Licensing Expo? Connect through the Matchmaking Service

Tomy
www.tomy.com
Categories: Toys

Exhibiting at Licensing Expo? Connect through the Matchmaking Service

The Topps Company
www.topps.com
Categories: Collectibles

Trau & Loevner
www.trau-loevner.com
Categories: Apparel

Exhibiting at Licensing Expo? Connect through the Matchmaking Service

Trevco
www.trevcoinc.com
Categories: Apparel, homewares, wall art and accessories

Exhibiting at Licensing Expo? Connect through the Matchmaking Service

Ty
www.ty.com
Categories: Toys and collectibles

Exhibiting at Licensing Expo? Connect through the Matchmaking Service

Upper Deck
www.upperdeck.com
Categories: Collectibles

Exhibiting at Licensing Expo? Connect through the Matchmaking Service

Vans
www.vans.com
Categories: Apparel and footwear

Vandor
www.vandorproducts.com

Categories: Homewares

Exhibiting at Licensing Expo? Connect through the Matchmaking Service

White Coffee Corp.
www.whitecoffee.com
Categories: Food and beverage

Wicked Cool Toys
www.wickedcooltoys.com
Categories: Toys

Exhibiting at Licensing Expo? Connect through the Matchmaking Service

Wow! Stuff
www.wowstuff.com
Categories: Toys and gifts

Exhibiting at Licensing Expo? Connect through the Matchmaking Service

WowWee
www.wowwee.com
Categories: Toys

Exhibiting at Licensing Expo? Connect through the Matchmaking Service

YOTTOY
www.yottoy.com
Categories: Toys

Exhibiting at Licensing Expo? Connect through the Matchmaking Service

ZAK
www.zak.com
Categories: Homewares, children's dinnerware

Exhibiting at Licensing Expo? Connect through the Matchmaking Service

47 Brand
www.47brand.com
Categories: Apparel and accessories