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## Licensing News: November 5, 2013

*GDA Staff, Staff Staff -- Gifts & Dec, November 5, 2013*

**Isaac Mizrahi/Madame Alexander Doll Co.**  
**Excel Brands** has signed a licensing agreement with the **Madame Alexander Doll Co.** to develop a collection of dolls, doll apparel and accessories under the **Isaac Mizrahi New York** label.



Madame Alexander's Isaac Mizrahi doll

The collection will include collectible and play dolls, including the iconic, 21-inch Cissy, a 16-inch contemporary fashion doll, and an 18-inch play doll. All will launch at the **American International Toy Fair** in New York, February 16-19, 2014. The collection will be sold at specialty and department stores as well as select online merchants and on [madamealexand](#)

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Becky Fletcher lamps, shades

er.com.  
**Laura Ashley/Firefly**  
 English lifestyle brand, **Laura Ashley**, has added Firefly Brand Management as one of its Licensing Agent.

Laura Ashley will look to Firefly and its other licensing agents to leverage the brand's success into new product categories.

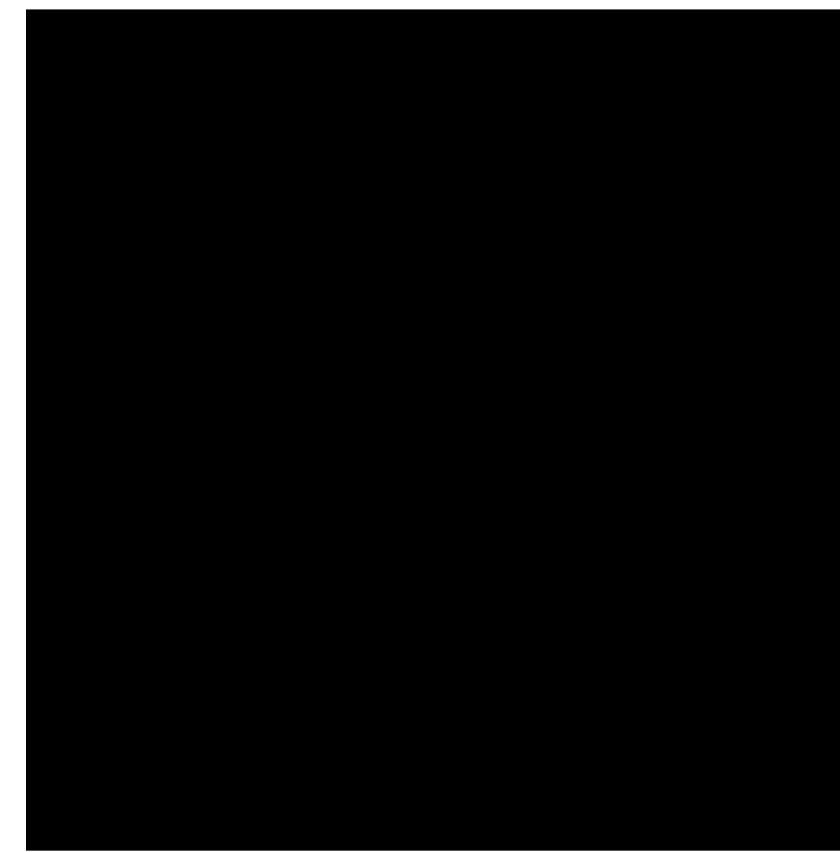
**IMAX Worldwide/Becky Fletcher**  
 Becky Fletcher will design product for **Imax Worldwide Home** under a new licensing agreement.

Her collection will feature unique, fashion-forward lighting and shades. Fletcher draws inspiration from fashion—everything from vintage jewelry, shoes, fabric, and trims—and incorporates these elements into her art. "Customers are not just

buying lamps for reading anymore," said Fletcher. "Lamps have become a piece of art and a focal point in a room."

**Lizzie McGraw's Tumbleweed & Dandelion**  
**Global Pursuit Co. Ltd.** has been appointed the global licensing agent for designer Lizzie McGraw's **Tumbleweed & Dandelion** lifestyle brand.

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Global Pursuit will be responsible for developing a worldwide licensing and merchandising campaign for the designer's Tumbleweed & Dandelion brand, focusing on key lifestyle categories, including home décor, furniture, home office, candles and other accessories. Global Pursuit anticipates products to begin rolling out at retail in late 2014.

Lizzie McGraw is well-known from her appearances on the U.S. television series *Operation Style* and *Move Over Martha*, and as a DIY (Do-It-Yourself) Network's featured design expert. Her signature "urban farmhouse" style blends repurposed everyday items with distinct fabric and furniture designs. She is also committed to environmental concerns and discovering ways to "reclaim the past to enjoy the future."



**Lizzie McGraw**

**Woo Hoo Design Studio**

Surface designer and illustrator,

**Teresa Woo-Murray** has joined forces with her fellow LA artists. She has licensed artwork on a range of products, including fabric, rugs, greeting cards, gift bags and wrap.

Her **Woo Hoo Design Studio** recently signed a licensing



**Sara Berrenson**

contract with Oklahoma Embroidery Supply and Design (OESD) for her Cupid and Floral Collection, a grouping of 25 designs for machine embroidery for release in January 2014.

**LuAnn Roberto's Deep in the Forest** Monoprinter and graphic designer **LuAnn Roberto** has created a new collection titled Deep in the Forest. The collection includes wooded paths, autumn themed foliage and woodland creatures. These pieces were created using tree bark, twigs and other organic materials on the press with digital, hand-drawn and hand-painted enhancements.

LuAnn has signed two licensing deals and has a wall art license pending.

**Jeanetta Gonzales**

**Jeanetta Gonzales** has signed her first licensing deal with online check retailer, **Check Advantage**.

Her five collections include various themes like coffee and tea, florals, Paris and hearts and love.

**Sara Berrenson/Uncommon**

Artist **Sara Berrenson** has partnered with Uncommon to develop iPhone, iPad, and iPod cases using her collection of six

designs ranging from florals to geometrics, all painted in her signature, colorful watercolor style.

**Sara Swans' s Women You Know**

**Ginger17** artist **Sara Swan** is developing her own line of cards titled Women You Know. The series features a broad range of illustrations of women of all ages, backgrounds and styles. Cards for holidays, birthdays, friendship and more are included in this colorful series.

Sara is also in the early planning

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stages of two more greeting card lines, which will feature her cats and owls, and other birds and animals.

#### **Debra Valencia**

**Debra Valencia** is launching her new line of personal checks licensed with Check Advantage. Her six collections include multi-color designs in each set with matching address labels and check covers.

Designs featured include her most popular feminine prints: Bloom, Boho Girl, Kyoto, Leopard, Mia and Prima Flourish.

#### **Angelcare**

**Angelcare**, manufacturers of baby monitors and infant bath products, is expanding its product line through a new manufacturing, distribution and licensing agreement of the journeyBee playard in the U.S. and **MagicBed** in the rest of the world. The agreement grants Angelcare exclusive worldwide distribut



**Sara Swan**



**Mary Urban**

ion rights.

The journeyBee (in U.S.) is a playard that provides a secure, comfortable place for babies to rest and play.

#### **Mary Urban/Wild Apple**

**Wild Apple** has signed American artist Mary Urban.

Urban is known for working in a variety of media and styles from illustrative to classic and more.

The artist grew up in the Vermont countryside and moved to Boston to study graphic design at the Massachusetts College of Art. Her art is inspired by organic coffee and tea. This love of coffee, community and art can be seen in her first Wild Apple collection, a chalkboard-inspired black and white typography series of four prints.

#### **Debra Valencia/Landy International**

Landy International has expanded its line of **Debra Valencia** brand products to include home décor collections as well as women's personal accessories featuring the unique surface designs, color and artistry of Debra Valencia.

Landy International has now been granted the worldwide rights to manufacture and distribute pillows, rugs and decorative accents, home storage, as well as tabletop, kitchen textiles and personal accessories such as scarves, umbrellas, fabric tech cases, wallets and totebags. The Brand Liaison, the U.S. licensing agent

for Debra Valencia, completed the deal on her behalf and is currently working with other major manufacturers on additional license agreements and unique collaborations.

#### **Dr. Seuss**

Global Pursuit Co. Ltd. has concluded negotiations with **Dr. Seuss Enterprises L.P.** to serve as the exclusive licensing agent across the majority of key categories for the Dr. Seuss brand throughout Asia, including India.

Global Pursuit will work with its extensive network of licensees, retailers and promotional partners throughout Asia to grow the Dr. Seuss brand and characters.

The Company will develop a comprehensive licensing and merchandising program for the brand across key categories, including toys, video games, apparel, accessories, stationery, housewares and food and beverage (excludes publishing), as

well as create promotional campaigns in conjunction with the brand expansion.

### Cuipo

Global Pursuit was also named as the exclusive licensing agent for **Cuipo**, the international lifestyle brand and initiative dedicated to preserving prime rainforest around the globe. Global Pursuit will represent the brand in the United States and key territories throughout Asia, including Greater China, South Korea, Southeast Asia and India.

Committed to saving the rainforest, for every Cuipo product purchased at retail or online, consumers can enter a produce code at the company's website, which is redeemed toward the preservation of a meter of rainforest.

Cuipo currently encompasses three distinct sub-brands: Cuipo Roots, a boutique apparel and accessories line; Cuipo Kids, a premium children's apparel and accessories line featuring a variety of playful and educational characters in a



Cuipo's Cezar the Tamarin Monkey Sigg water bottle

rainforest setting; and Cuipo Water, is a

premium **Dr. Seuss** bottled water brand using 100 percent recycled plastic bottles distributed regionally throughout the Western United States.

To date, Cuipo has developed more than 70 licensed categories ranging from Sprout biodegradable watches and SIGG reusable bottles to Gund plush toys and Enesco giftware and home décor items. The company has also collaborated with the Surfrider Foundation, INT Surfboards, Panda Bamboo Bicycles, Prints on Wood, Ubiquity Records, Nirve Bicycles and others on the development of unique and dynamic co-branded apparel and goods that appeal to customers and partners alike.



Additionally, Cuipo has also partnered with the indigenous Kuna of Panama to create an assortment of handmade goods using artful techniques specific to ancient Kuna culture. Through Project Good Hands, the Kuna of Ubkikusun are able to provide income for their families by making handmade Cuipo beaded bracelets. The bracelets can be purchased on the Cuipo site and again, every bracelet sold saves one square meter of rainforest and also directly benefits the Kuna.

### French Bull/Bardwil

**French Bull**, the fashion lifestyle brand has entered into a licensing collaboration with **Bardwil Linens** on Table Linens, Kitchen Textiles and a Bath Collection.

The new product line will include collections across bath, table linens and kitchen textiles. Each category will include a variety of specialty merchandise including embellished bath towels, bath rugs, beach towels, table linens: tablecloths, placemats, kitchen towels, dish cloths with each product category offering accessories Collections will be available in retail late Spring 2014.

Fashion-focused retail channels are the intended distribution for the new collection, which joins other popular French Bull licensed categories, such as lap top covers, lunch bags, beverage carriers, gift bags, greeting cards, and stationery.



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