

GLOBAL License!

LICENSEMAG.COM THE SOURCE FOR LICENSING & RETAIL INTELLIGENCE

June 22, 2016 | Day 2

LAS VEGAS

**LICENSING
EXPO 2016**


Simon Waters, general manager and senior vice president, entertainment and consumer products, Hasbro; Susie Lecker, chief brands officer, Toy Box division, Mattel; and Laura Zebersky, chief commercial officer, Jazwares

Toy Talk Keynotes Show

The annual keynote set Licensing Expo 2016 in motion Tuesday morning with a panel conversation titled "Toys to Content: Where Do We Go From Here?"

Some of the toy industry's top minds participated in the conversation and included Simon Waters, general manager and senior

vice president, entertainment and consumer products, Hasbro; Laura Zebersky, chief commercial officer, Jazwares; and Susie Lecker, chief brands officer, Toy Box division, Mattel. Marty Brochstein, senior vice president, International Licensing Industry Merchandisers' Association, moderated.

China Opens Expo to World

As a kick-off to Licensing Expo, China-ACG Group hosted a ribbon cutting ceremony that opened the China Pavilion to attendees, licensees and licensors.



Sun Ho, vice general manager, China-ACG Group; Charles Riotto, president, LIMA; Jessica Blue, senior vice president, licensing, UBM Americas; with Xiao Xiyang, culture counselor, and Wang Shuyu, consul, Consulate General of the People's Republic of China

Licensing Heads to Japan

UBM, organizers of Licensing Expo and Brand Licensing Europe, and the International Licensing Industry Merchandisers' Association are partnering to bring a licensing and brand extension networking and education event to Tokyo, Japan, in 2017.

"Our long-standing successful partnership with LIMA will enable us to deliver an event that meets the needs of the market in Japan as no one else truly can," says Jessica Blue, senior vice president, licensing, UBM Americas.

More details about the event will follow in the coming weeks.



UBM America's Howard Gelb, global sales director; Jessica Blue, senior vice president, licensing; and Sarala Govindan, sales director; with Charles Riotto, president, LIMA; Yukari Takeuchi, chief executive officer, Seven Seas; David Buckley, president, Copyrights Asia; Nobuaki Nito, general manager, UBM Japan; and Kaori Taniguchi, general manager, LIMA Japan

JLG Steers *Car and Driver* to HSN

Joester Loria Group has brokered a deal for Hearst Brand Development's *Car and Driver* magazine property that will bring product exclusively to Home Shopping Network.

Licensee Mobile Power will create a line of Car and Driver-branded automotive power products and multi-functional work lights that includes a rechargeable, waterproof work light system for garages, homes, boats and more.

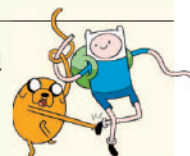
The line will launch in September on HSN.

CN Builds with LEGO

Cartoon Network has partnered with the LEGO Group to launch a new construction set based on the animated series "Adventure Time."

The new "Adventure Time" LEGO set will include new brick-built figures and will feature concepts generated by the fan-fueled LEGO Ideas crowd sourcing platform.

The "Adventure Time" LEGO set will be available in early 2017.



Events

- 10 a.m.-4 p.m. — Miss Universe and Miss USA (booth #G114)
- 11:45 a.m. and 2:45 p.m. — JoJo Siwa (booth #B214)
- 3 p.m. — Sonic The Hedgehog turns 25 (booth #F188)



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Designers Stephen Joseph, Debra Valencia Expand Programs

The Brand Liaison has been named to lead Stephen Joseph licensing, the licensing arm of children's gift and accessory company Stephen Joseph, known for its bright and colorful artwork featured on an expansive collection of close to 1,000 SKU's.

For more than 30 years, Stephen Joseph products have been available at specialty and better department stores. Now the Stephen Joseph brand and artwork are available for licensing on a variety of products including apparel, sleepwear, outerwear and accessories, home goods and home décor for infants through children, ages 2 to 10.

"We have built a very strong brand in children's products over the past 35 years," says Alix Buckley, founder, Stephen Joseph. "We are proud to be able to now expand our brand and product offerings through licensing, while staying true to the core values on which the company was founded: focusing on details, producing the highest quality products and making our customers happy."

"The brand has demonstrated success with its bright colors and custom designs on their own products that we know will translate into successful licensing efforts," says Steven Heller, president, The Brand Liaison.

The Brand Liaison will also debut new collections by designer Debra Valencia at Licensing Expo. New designs include floral, geometric, animal, coastal and ethnic themes for dinnerware, home textiles and accents, wall décor, social stationery, paper goods, craft, apparel, fashion accessories, beauty products and more. Debra Valencia's newest endeavor is in the art of Shibori designs, which combine traditional Japanese techniques with a modern twist.

The Debra Valencia brand is successful in the adult crafts and coloring book categories. In 2015, Fox Chapel Publishing released Debra Valencia's crafting book entitled *Sewing Pretty Bags*, which features a dozen DIY accessory projects, followed by four Debra Valencia coloring books, which were



featured as an endcap program at Michaels craft stores. The designer's desk pad calendars and planners from licensee Plan Ahead will be featured at Walmart and other retail outlets. Licensee Norcard is producing complete Debra Valencia coloring kits in a custom tin with colored pencils at Costco and Calendar Club stores both in the U.S. and internationally.

New products hitting retail shelves include quilt and sham sets from Duke Imports; eyewear from Nouveau Eyewear; cell phone cases from Winner Wireless; over-the-counter fabrics from Fabric Editions; and an expanded holiday collection of bath and body lotions designed by Valencia exclusively for Aromance that has been a staple for holiday shoppers at Walmart for four consecutive years.

Building on the success of Debra Valencia licenses in stationery, fabric, cosmetics, bath/body products and home accents and personal accessories, The Brand Liaison is working with major manufacturers and direct retailers on unique collaborations and will forge new partnerships at Licensing Expo across all categories.

'Thunderbirds' are a Go for ITV Studios

ITV Studios Global Entertainment is expanding its efforts for the kids' television series "Thunderbirds Are Go."

The company has sold the show to more than 40 markets including the U.S., Canada, Europe, Australia, New Zealand, Japan, Brazil and the Middle East. They are supporting the series with a comprehensive global licensing program that now includes 75 licensees across all key categories and are gearing up for the launch of the second season in late 2016, with a third season to follow.

In addition, ITVS GE is working hard on its other properties including launching a toy line for the Playmobil "Super 4" series and signing a number of soon to-be-announced partners for kids' comedy series "Oddbods."

The company is also presenting its Classic Thunderbirds brand, 1970s music group the Village People and British period drama "Poldark" for opportunities.

