

# Are You on the List?

**Most leading licensors**

**remained flat 2004 over 2003.**

**By Dawn Wilensky**

2004 was a tough retail year...2005 will be similar with the ongoing consolidation of retail doors and retail acquisitions and mergers. While most of the leading licensors on our annual list remained flat in 2004 worldwide retail sales of licensed merchandise compared with 2003, there was some significant moves up on the list, most notably Marvel Enterprises, rising to the No. 4 spot this year with \$4 billion from \$189 million (No. 69) last year. Indeed, *Spider-Man* did cast a web on the retail and consumer communities.

Disney Consumer Products and Warner Bros. Consumer Products continue to stake their claims to the Nos. 1 and 2 spots, respectively, and this year, the now-combined Nickelodeon and Viacom Consumer Products business climbed to the No. 3 spot with \$4.75 billion. (Nickelodeon held the No. 10 spot last year with \$3 billion; Viacom Consumer Products was No. 28 with \$1.2 billion.) Also in the entertainment arena, New Line Cinema moved up from the No. 51 spot last year (\$480 million) to the No. 34 spot with \$800 million thanks to the *Lord of the Rings* trilogy, as did DIC

Entertainment and its Strawberry Shortcake success (\$600 million this year compared with \$300 million last year). In the brands arena, General Mills Trademark Licensing made some significant and interesting food licensing partnerships to grow \$500 million. This year, General Mills claims the No. 39 spot with \$675 million, up from the No. 71 spot last year and \$175 million.

As our criteria remain stringent to be included on our Leading Licensors list, there were some companies that opted not to be listed this year for reasons ranging from not focusing on brand extension but on core business, declines in sales, and brands no longer existing (Bugle Boy, for example). Some 16 companies were eliminated this year. However, there's always room for newcomers. This year, we welcome to our list of 93 Leading Licensors: MGA Entertainment (No. 29), Players Inc (No. 37), Phat Fashions (No. 41), FremantleMedia (No. 56), Michelin (No. 60), The Baby Einstein Co. (No. 66), National Trust for Historic Preservation (No. 68), Invista (No. 82), Cadbury Schweppes Americas

Beverages Trademark Licensing (No. 87), and The Goodyear Tire & Rubber Co. (No. 93).

Companies with less than \$25 million in worldwide retail sales were not listed (new criteria for the list) but nonetheless noteworthy: *LIFE* with \$22 million (would have claimed the No. 94 spot), Jetix Europe Consumer Products with \$13.3 million (would have claimed the No. 95 spot), and Cristina Ferrare Home Collection with \$6 million (would have claimed the No. 96 spot).

Although there are a total of 93 Leading Licensors listed alphabetically, some licensors share the same retail sales figure. For example, Marvel Enterprises (No. 4) and Sanrio (No. 5) should both be ranked as No. 4 on our list. Like last year, *License!* opted to list each company alphabetically with a respective number from 1 to 93. In addition, indicators for public, private, and nonprofit companies are listed. A symbol legend is provided on each page of our Leading Licensors report. Growth strategies and future licensing initiatives for each company are provided for 2004 and beyond. ©

**LICENSORS/LICENSING AGENTS in the top 50 that had significant sales increases over 2003 include:**

- Marvel Enterprises, from \$189 M to \$4 B
- Cherokee Group, from \$2.7 B to \$3.5 B
- Major League Baseball, from \$3 B to \$3.5 B
- National Football League, from \$3.2 B to \$3.4 B
- General Motors, from \$2.7 B to \$2.9 B
- The Collegiate Licensing Company, from \$2.6 B to \$2.8 B
- United Media, from \$2.2 B to \$2.4 B
- 20th Century Fox Licensing & Merchandising, from \$1.2 B to \$1.4 B
- Lucas Licensing, from \$1 B to \$1.2 B
- Sesame Workshop, from \$1.1 B to \$1.2 B
- The mary-kateandashley Brand, from \$1 B to \$1.2 B
- The Copyrights Group, from \$1.11 B to \$1.16 B
- New Line Cinema, from \$480 M to \$800 M
- The Coleman Co., from \$769 M to \$782 M
- Beverly Hills Polo Club, from \$626 M to \$685 M
- General Mills Trademark Licensing, from \$175 M to \$675 M
- DIC Entertainment, from \$300 M to \$600 M
- Everlast Worldwide, from \$500 M to \$600 M
- Nelvana, from \$500 M to \$550 M
- Hearst Magazines, from \$480 M to \$530 M
- Maytag, from \$400 M to \$525 M

- Playboy Enterprises, from \$350 M to \$500 M
- Thomas Kinkade, from \$400 M to \$500 M
- MGM Consumer Products and Interactive, from \$300 M to \$450 M

**OTHER LICENSORS/LICENSING AGENTS that experienced sales gains in 2004 include:**

- Discovery Commerce, from \$211 M to \$400 M
- The Stanley Works, from \$250 M to \$300 M
- Classic Media, from \$220 M to \$250 M
- John Deere, from \$220 M to \$250 M
- Eastman Kodak, from \$140 M to \$200 M
- The LEGO Company, from \$170 M to \$200 M
- Masterfoods USA, from \$170 M to \$171.5 M
- Allied Domecq, from \$150 M to \$165 M
- Signatures Network, from \$128 M to \$145 M
- The Flavia Company, from \$135 M to \$142 M
- Primedia Enterprises, from \$100 M to \$130 M
- Major League Soccer, from \$100 M to \$120 M
- Time Inc. Brand Licensing, from \$75 M to \$95 M
- The Hautman Brothers, from \$56 M to \$58 M
- Paul Brent Designer, from \$48 M to \$57 M
- Challis & Roos, from \$39 M to \$41 M
- Rachael Hale, from \$30 M to \$35 M

# LEADING LICENSORS

## 1 Disney Consumer Products Worldwide ♦ \$15 B Andy Mooney, Chairman (818) 567-5947

Disney Consumer Products (DCP) will further expand programs for core brands Mickey Mouse, Winnie the Pooh, Disney Princess, and *Power Rangers* and introduce new properties *That's So Raven*, *W.I.T.C.H.*, *JoJo's Circus*, and *Baby Einstein*. Efforts to broaden exposure for Mickey Mouse include appearances as the Grand Marshall for the 2005 Tournament of Roses Parade and the Cherry Blossom Parade in Washington, D.C., as well as a new Disney Channel television program targeted at the preschool set planned for 2006. Pooh's *Heffalump* feature film—in theaters February 2005—introduced a new character, Lumpy, to the 100 Acre Wood for the first time in 40 years. Additional Pooh television specials and direct-to-video releases are planned in 2005. Disney Princess will benefit from the platinum-DVD release of *Cinderella*. A new line of *Cinderella* consumer products will launch in 2005 as an incremental Disney Princess program across all major retailers. Other initiatives: refresh and introduce new items to the food and consumer electronics categories while introducing a new infant electronics business. ★

## 2 Warner Bros. Consumer Products ♦ \$6 B Karen McTier, EVP, Domestic Licensing, Global Toys, Publishing, & Themed Entertainment (818) 954-3008; Jordan Sollitto, EVP, Worldwide Marketing and International Licensing (818) 954-7807

Warner Bros. Consumer Products (WBCP) kicks off 2005 with a stable of theatrical and television properties. Delivering more Batman action than ever, WBCP will capture the essence of the Caped Crusader in all his forms with a product line inspired by this summer's theatrical release, *Batman Begins*; Warner Bros. Animation's television series, *The Batman*; and classic Batman, straight from the pages of DC Comics. WBCP will satisfy consumers' sweet tooth with the magical world of *Charlie and the Chocolate Factory*. Merchandise based on *Harry Potter and the Goblet of Fire* is sure to cast a spell on fans. Tim Burton's stop-motion animated fantasy film, *Corpse Bride*, will be supported by a creative product line. Television continues to be a growing, asset-rich part of WBCP's portfolio with such series as *Hi Hi Puffy AmiYumi*, *Justice League*, *Krypto the Superdog*, *Teen Titans*, *Codename: Kids Next Door*, and *Scooby-Doo*. ★

## 3 Nickelodeon & Viacom Consumer Products ♦ \$4.75 B Leigh Anne Brodsky, President (212) 846-7066

Nickelodeon Consumer Products has a new name: Nickelodeon & Viacom Consumer Products, and an expanded roster of responsibilities that include merchandising for Nickelodeon, Paramount movies and TV properties, Spike TV, Comedy Central, and MTV International—all with a greater emphasis on global brand management. New Nick Jr. series *LazyTown* gets support from master toy licensee Fisher-Price with products due for fall '05. Lifestyle 'tween brand everGirl gains shelf presence with dolls and doll accessories from Playmates, activity kits from GiddyUp!, a board game from Cardinal Industries, and exclusive apparel and accessories at Kohl's. As licensing agent for Holly Hobbie, the company plans to reintroduce adult-based products for spring '05 for specialty stores. New kid-targeted brand Holly Hobbie and Friends launches as an entertainment and merchandising property in 2006. New venture Nickelodeon Records expands the line with a Kids Choice compilation and sound track for *Drake & Josh*. The first-ever Nickelodeon Family Suites by Holiday Inn opens Memorial Day in Orlando, FL. Upcoming movies: *Charlotte's Web* and *Barnyard* for Nickelodeon Movies; *War of the Worlds* for Paramount Pictures. Also from Paramount: a new line of licensed merchandise based on *The Godfather* franchise led by a new *Godfather* video game from EA Games. ★

## 4 Marvel Enterprises ♦ \$4 B Tim Rothwell, President, Marvel Worldwide Consumer Products Media Group (310) 234-8171; Bruno Maglione, President, Marvel International +44 207 025 8401

From a theatrical standpoint, integrated licensing programs are being built around such properties as *Fantastic Four* (Fox) in summer 2005; *X-Men 3* (Fox), *Iron-Man* (New Line), and *Ghost Rider* (Sony), all scheduled for 2006; and *Spider-Man 3* (Sony) and *Sub-mariner* in 2007. The company also is focused on continuing to leverage its classic character licensing business and supporting multi-character sub-brands it has developed including Marvel Heroes, the preschool-targeted *Spider-Man and Friends*, and the infant-geared Marvel Babies. A core overall strategy will be to continue to consolidate license subcategories with category leaders that can help maximize awareness, distribution, and retail support for the Marvel brand. On the international front, Marvel will look to expand its presence in Latin America, South Korea, Malaysia, and India. ★

## 5 Sanrio ♦ \$4 B (est.) Bruce Giuliano, SVP, Licensing (310) 523-1705

A few of Hello Kitty's friends will join her on licensed product including mischievous penguin Badtz Maru (1993),

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scatter-brained Chococat (1996), cheerful fawn Deery Lou (2002), and longtime favorite My Melody (1976). The initial offering will consist of T-shirts, underwear, and accessories, followed by other soft and hard goods. Hello Kitty will enter the luxe market with co-branded partners such as Judith Leiber with signature pieces including a minaudiere and other small accessories. The newest partner is Kimora Lee Simmons & Simmons Jewelry Co. The "Hello Kitty Collection by Kimora Lee Simmons" is a line of fine jewelry due at upscale department stores for summer 2006. The collection includes earrings, pendants, charm bracelets, and necklaces with diamonds and precious and semi-precious stones. Other co-branded collections include the limited-edition Hello Kitty Nokia phone, launched in January 2005. ★

## 6 Cherokee Group ♦ \$3.5 B (est.) Robert Margolis, Chairman & CEO

(818) 908-9868

The Cherokee brand continues to expand throughout Mexico, Europe, the Eastern Block, and parts of Asia. The Sideout brand expands in China, while Carole Little and St. Tropez West grow in the U.S. The company will continue to expand these brands worldwide as it seeks to further develop All That Jazz and Chorus Line in the U.S. *House Beautiful* and *Latina* will launch in the U.S. Brand representations include Hot Kiss, Garanimals, Steven Cojocarú "Cojo," *Popular Mechanics*, and *Essence*. Cherokee Group continues to explore brand acquisitions and representations. ★

## 7 Major League Baseball ■ \$3.5 B Howard Smith, SVP, Licensing; Steve Armus, VP, Soft Goods; Colin Hagen, VP, Hard Goods

(212) 931-7900

As part of its MLB Authentic Collection, Majestic Athletic becomes the official uniform supplier to all 30 MLB clubs and will introduce a new outerwear program. 2005 also will see the introduction of Nike Pro Performance apparel. MLB will continue to market to core fans, as well as continue to reach casual fans through the Access to the Show marketing program, which last year partnered with Projekt Revolution and the Finish Line to create a national promotional platform. Other goals: continue to focus on the women's and kids' apparel businesses; remain committed to the trading card business and baseball card collecting with a national marketing campaign; introduce a back-to-school product assortment and in-store merchandising while also expanding the memorabilia category through continued growth and awareness of the MLB Authentication program. ★

## 8 National Football League ■ \$3.4 B Mark Holtzman, SVP, Consumer Products (212) 450-2000

NFL Equipment (produced by Reebok) and women's and children's product are expected to drive significant growth in 2005. As part of the 10-year NFL-Reebok partnership, Reebok outfits all 32 NFL clubs with on-field uniforms and sideline apparel. Other apparel partners: G-III, Outerstuff, VF Imagewear, Riddell, and Wilson. Electronic Arts, Microsoft, and Sony fuel video games, while Fler, Fotoball, MBI, The Topps Co., Playoff, and Upper Deck score in trading cards and memorabilia. ★

## 9 4Kids Entertainment (Licensing Agent) ♦ \$3 B\* (est.) Alfred R. Kahn, Chairman & CEO (212) 758-7666

*Yu-Gi-Oh!* maintains a leading position in the ratings and the marketplace with new trading cards, toys, and video games. Since its reintroduction, *Teenage Mutant Ninja Turtles* has gained more than 75 licensees and now is among the top three male action properties at major U.S. retailers. New *TMNT* products will continue to launch this year. The relaunched Cabbage Patch Kids were one of the must-have holiday gifts of 2004. In 2005, CPK "babies" and lifestyle merchandise begin rolling out. Girls are a focus with support for *Mew Mew Power* and *Winx Club*. A new trading card game is on tap for *Winx Club* in the first half of '05. *Magical Do Re Mi*, another action-adventure show for girls, is expected to join the 4Kids TV lineup in 2005. Pokémon FireRed/Pokémon LeafGreen were among the top-selling video games of 2004. New Pokémon toys and softlines are due in spring and fall '05. Nintendo classic characters are a hit in softlines and accessories. *One Piece* merchandise is due to launch in fall 2005/spring 2006. ★

\*Estimated worldwide sales for brands including product categories not represented by 4Kids Entertainment.

## 10 National Basketball Association ■ \$3 B Sal LaRocca, SVP, Global Merchandising Group (212) 407-8000

The NBA's merchandise business remains strong despite the decline in popularity of retro apparel. The league reached a \$125 million agreement with Spalding for the largest equipment deal in sports history and announced a comprehensive electronic games strategy. The NBA was the first sports league to develop mass-market programs with Wal-Mart and Target, and initial sales indications are positive. With the growing global popularity of the NBA and the increase of foreign-born players on current team rosters, the percentage of business outside the U.S. has risen to 25 percent of total sales. The NBA has seen strong sales

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increases in Europe with Champion, New Era, and Unk; in Asia with Reebok apparel; and in Latin America with new non-apparel licensees. The NBAStore.com launched three new foreign language online stores in two versions of Chinese, Japanese, and Spanish. In December 2004, the NBA Store achieved records in daily, weekly, and monthly sales; units sold; and number of visitors. Key business drivers include the continued popularity of the game as All-Stars such as Shaquille O'Neal, Tracy McGrady, and Vince Carter changed teams; the emergence of young players such as LeBron James, Dwyane Wade, and Amare Stoudemire; and the play of new teams such as the Phoenix Suns, Seattle SuperSonics, and Washington Wizards. ★

## 11 General Motors ◆ \$2.9 B Gene Reamer, Manager, Trademark Licensing (313) 667-8545

The company will focus on international licensing opportunities with expansion into Europe for Chevrolet, Corvette, Cadillac, and Hummer, and into China with Buick, Cadillac, Chevrolet, and Hummer. Hummer will continue to build on its growth through the addition of a high-end watch due in spring, and expansion of Hummer electronics and fragrance. Hummer quickly is becoming a global lifestyle brand through demand for merchandise in Europe, Asia, the Middle East, and Latin America. The successful 2004 launch of the all-new Corvette C6 merchandise program will be followed up by the launch of the new Corvette Z06 in early summer 2005 and the launch of the Corvette C6-R race car, which will debut at Sebring in March. Cadillac licensing expands with the introduction of the STS-V and the XLR-V, kicked-up performance versions of the STS and XLR. Also launching this summer will be the Pontiac Solstice two-seat roadster with merchandise planned for video games, apparel, and die-cast and radio-controlled replicas. Important anniversaries include the 50th anniversary of the 1955, '56, and '57 "Tri-Chevys." Video games continue to be a growing segment. ★

## 12 The Collegiate Licensing Company ■ \$2.8 B (est.) Kit Walsh, SVP, Marketing (770) 956-0520

Hot product categories include women's apparel, video games, gifts/novelties, collectibles, and outerwear. The University of Connecticut, a CLC Consortium member, won both the men's and women's basketball championships and accounted for one of the hottest markets in the collegiate industry. CLC International, which represents U.S. colleges and universities in global markets, now boasts 32 clients, including universities such as Notre Dame, North Carolina, and Texas. Licensing Partners International (LPI),

CLC's sister company that manages non-collegiate properties, signed the Indy Racing League. Other LPI clients include the Canadian Football League and PGA Tour. ★

## 13 Mattel Brands Inc. ◆ \$2.4 B Richard Dickson, SVP, Mattel Brands Consumer Products (310) 252-3137; Peter G. Snajczuk II, VP, Strategic Business & Licensing (716) 687-3921

In 2004, with a sassy new style, new storylines, and new entertainment partnerships, Barbie outsold the nearest competitor by three to one all year, a sharp increase over the previous year. The reign as the No. 1 girls' brand globally also has expanded to include the top spot for the girls' licensed brand, as well as a top ranking for the girls' global entertainment property. Hot Wheels consumer products experienced 10 percent sales growth over the last three years and accounts for 20 percent of total Hot Wheels sales. In 2005, continued licensing efforts are on tap for Polly Pocket and My Scene with expanded category offerings. Mattel's Fisher-Price, the No. 1 infant and preschool brand in North America, touches the lives of families worldwide with an expansive licensing program that covers Fisher-Price baby products and the classic Little People playset line. ★

## 14 United Media ◆ \$2.4 B Joshua Kislevitz, SVP, Domestic Licensing (212) 293-8522; Rita Rubin, SVP, International Licensing (212) 293-8521

Multi-tiered licensing initiatives are on tap with Bandai America Inc. and Bandai Entertainment, Inc., for *D.I.C.E.* and Tamagotchi Connection. Initial categories include publishing, gifts and stationery, domestics and housewares, apparel, and promotions. Russ Berrie signed on as master licensee for Raggedy Ann & Andy. Product will begin rolling out to stores this spring, in time for Raggedy Ann's 90th birthday. *Jakers! The Adventures of Piggley Winks* (currently on PBS Kids) continues to strip in key markets across the U.S., including New York, Washington, and Nashville. UM will expand its program for *Arthur* and leverage new *Arthur* spin-off *Postcards from Buster*. Top areas of focus for Peanuts: continuing the launch of Vintage Peanuts—an upscale, retro-chic apparel line for women—retailing at Los Angeles boutique Kitson, Lord & Taylor, and Nordstrom stores, and the introduction of Dog Tagz, an urban clothing line for men ages 16 to 30. ★

## 15 HIT Entertainment ◆ \$2.2 B Jamie Cygielman, SVP, Consumer Products (212) 463-9623

Sunshine Acquisitions, a company set up by private equity firm Apax Partners, purchased HIT in March '05. *Thomas & Friends*

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kicks off its 60th anniversary in '05 highlighted by the property's first-ever promotional partnership with Amtrak, the first underwriter of the *Thomas & Friends* TV series on PBS Kids. In addition to limited-edition products, four new home entertainment releases—including the first full-length feature, *Calling All Engines!*—are on the way. *Bob the Builder* is settling into his new broadcast home on PBS Kids and gearing up for a new series in fall 2005, *Bob the Builder—Project: Build It*. The show's new theme, building a whole new town from the ground up, is accompanied by new toys from RC2 Corp. and LEGO System A/S. Furthermore, HIT Entertainment joins with Comcast, PBS, and Sesame Workshop to create a new 24-hour digital preschool channel set to launch in fall 2005, with video-on-demand commencing in April 2005. ★

## 16 **NASCAR** ■ \$2.1 B (est.) Mark Dyer, VP, Licensing & Consumer Products (704) 348-9600

The Inaugural Chase for the NASCAR NEXTEL Cup made 2004 one of the most exciting and suspenseful NASCAR seasons in history. NASCAR has 75 million fans; more than 13 million people attended NASCAR live events last year. NASCAR continues to invest in the resources and technology to make its brand of racing the most competitive and thrilling worldwide. In addition to focusing on core retail distribution channels, NASCAR also is expanding distribution into department stores, catalogs, and specialty retailers. Key new programs for 2005 include the Official NASCAR Members Club and the launch of both the NASCAR Licensed Ford F-150 and a line of NASCAR Licensed Fleetwood Recreational Vehicles. ★

## 17 **Westinghouse** ◆ \$1.9 B (est.) Allan Feldman, President, LMCA (212) 265-7474

The Westinghouse brand is focused on key consumer and commercial categories that include: LCD TVs, lightbulbs, lighting, solar outdoor lighting, ceiling fans, small kitchen appliances, vacuum cleaners, heating/cooling, garage door openers, intercoms, and electrical accessories. ★

## 18 **Universal Studios Consumer Products** ◆ \$1.7 B Beth Goss, EVP (818) 777-1697; Cynthia Modders, SVP, U.S. Licensing (818) 777-7128; Jeff Neiman, General Manager, Canada (416) 495-3673

The studio will put its support behind licensing programs for 2005 including the upcoming *King Kong*. Universal also will bring its portfolio of classic and retro properties to the table including *Scarface*, *Miami Vice*, *Jaws*, *The Little Engine That*

*Could*, "Curious George" classic, *Where the Wild Things Are*, *The Land Before Time*, and *Universal Studios' Monsters*. Programs are in the beginning stages for 2006 properties including the *Curious George* event film and TV program. ★

## 19 **National Hockey League** ■ \$1.5 B (est.)\* Brian Jennings, Group VP, NHL Consumer Products Marketing (212) 789-2003

Key strategic brands within each core category with a specific point of view will allow the NHL to segment and grow its retail business, including a renewed focus on NHL-controlled distribution (i.e., NHL.com and the NHL catalog). A new partnership with Reebok will provide a product and marketing platform for the authentic "Platinum Shield Collection." New branding initiatives designed to educate and inspire NHL licensees will be unveiled. Video games, collectibles, and home décor are positioned for growth. ★

\*Due to the current labor dispute, the NHL could not provide updated sales numbers.

## 20 **Liz Claiborne** ◆ \$1.4 B (est.) Barbara J. Friedman, President, Licensing (212) 626-3462

The Liz Claiborne brand added seven home licensees, including launches of furniture, home storage, and blankets in '04, and luggage in '05. The Axxess and First Issue brands added numerous categories for licensed products in '04 and several more for '05, including Axxess tailored apparel and footwear for men, and First Issue shoes, suits, and sleepwear for women. New launches to watch include Laundry by Shelli Segal footwear, bridal, and outerwear. After the successful launch of Barbie for '04, Juicy Couture will debut swimwear, footwear, and eyewear in '05. Back on the home front, Sigrid Olsen's new collection for bed, bath, and table will be in stores in '05. Liz Claiborne Inc. licenses more than 32 categories among 13 of its 38 brands. ★

## 21 **20th Century Fox Licensing & Merchandising** ◆ \$1.4 B Peter Byrne, EVP, Licensing & Merchandising (310) 369-1279

20th Century Fox Licensing & Merchandising gets animated this year with comprehensive campaigns lined up for *Family Guy*, *The Simpsons*, *American Dad*, and *Ice Age II: The Meltdown*. With more than 40 licensees on board, *Family Guy* product launches nationwide in time for the new series' debut May 1. *The Simpsons* continues to dominate and will reach into a broad spectrum of categories appealing to every fan imaginable. As the follow-up to *Ice Age*, *Ice Age II: The Meltdown* gets set for release in spring 2006. Various partnerships are underway. Additionally, Fox is launching its Fox Film Icons program that will

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introduce studio icons such as Marilyn Monroe to a new generation in a variety of product categories. ★

## 22 Ford Motor Company ♦ \$1.32 B Scott Rosenzweig, VP, Licensing Sales, The Beanstalk Group (212) 421-6060

With more than 300 licensees across all Ford Motor Co. vehicle brands (including Ford Trucks, Mustang, Thunderbird, and Ford Racing), Ford's licensing agent, The Beanstalk Group, is firing on all cylinders. Efforts over the last two years have focused on leveraging Ford's iconic brands (Mustang, Thunderbird, and Ford Trucks) into lifestyle programs with products such as automotive accessories, toys, die-cast, video games, apparel, fashion accessories, home décor, and collectibles. Additional success has been achieved through leveraging car launches, including that of the 2005 Mustang and the Super Duty truck. Ford's premier brands—Land Rover, Volvo, Aston Martin, and Jaguar—whose programs are managed by The Beanstalk Group UK, also represent a unique brand-building opportunity for licensees to enter the luxury market through four respected auto brands. ★

## 23 BBC Worldwide ♦\* £657 M Anna Hewitt, Head, International Licensing

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BBC Worldwide signed a deal with UK independent producer Tiger Aspect Productions to license its animated children's series, *Charlie and Lola*. The style of Lauren Child's picture books comes to life via 2-D CelAction animation, paper cutout, fabric design, real textures, photomontage, and archive footage. The deal with Tiger Aspect grants BBC Worldwide global licensing and merchandising rights for *Charlie and Lola* across most media, including international TV sales (excluding U.S.), video, toys, magazines, and merchandise. DIC Entertainment appointed BBC Worldwide the UK licensing agent for *Trollz*. ★

\*BBC Worldwide Limited is the commercial consumer arm, and a wholly owned subsidiary, of the British Broadcasting Corporation (BBC).

## 24 Pokémon USA, Inc. ■ \$1.3 B Matthew Uppenbrink, Director, Licensing, North America/Latin America (646) 497-0400 x2050; Laurie Windrow, SVP, Sales/Marketing, 4Kids Entertainment (212) 758-7666

Pokémon celebrates its seventh anniversary in the U.S. this year with new video games, trading card game expansions, animated TV series, movies, and toys. Kids' WB! launched the current season, *Pokémon: Advance Challenge*, in September to double-digit shares and continues to support programming both on and off air

through several promotions. In March, Nintendo released the first Pokémon video game for the Nintendo DS system, Pokémon Dash, and plans more games throughout 2005. The Pokémon Trading Card Game continues to grow with a new series released approximately every three months. *Pokémon: Destiny Deoxys*, the newest movie, premiered in the U.S. with a special broadcast on Kids' WB! in January; the DVD/VHS released in February. A major QSR promotion with Subway Kids' Pak meals rolls out to all U.S. stores in April and May featuring premiums and coupons for *Pokémon: Destiny Deoxys*. Hasbro's toy line will include updated V-Trainers, collectible figures, plush, and more. ★

## 25 Lucas Licensing ■ \$1.2 B Howard Roffman, President (415) 662-1822

Launch of the *Star Wars* Original Trilogy on home video for the first time ever drove record-breaking sales worldwide. Millions of households enjoyed viewing these classics leading to major sales increases in multiple categories, such as toys, video games, and books. *Star Wars*, once again, ranked as a top 10 license in 2004. The momentum clearly is building as the final theatrical release, *Star Wars Episode III: Revenge of the Sith*, approaches in spring 2005. ★

## 26 Sesame Workshop ● \$1.2 B Liz Kalodner, EVP (212) 875-6955

For 2005, Sesame Workshop will focus on several key initiatives: the launch of Sesame Beginnings, a new infant brand designed to enhance parent/child interaction; the premiere of Sesame Street by Nicole Miller, a department store brand combining Miller's sense of style and fashion cachet with *Sesame Street's* fun and whimsy; the expansion of *Sesame Street's* toddler apparel collections across mass and mid-tier channels; and Healthy Habits for Life, Sesame Workshop's companywide campaign featuring on-air segments, PSAs, videos, books, packaged goods, and retail programs. ★

## 27 The mary-kateandashley Brand ■ \$1.2 B Allison Ames, SVP, Retail Management, The Beanstalk Group (212) 421-6060

New initiatives for the global mary-kateandashley fashion and lifestyle brand include the launch of mary-kateandashley Home, spearheaded by a new furniture collection for girls, in the U.S.; the launch of two new fragrances by Coty (Coast to Coast L.A. and Coast to Coast N.Y.); the launch of the fashion and lifestyle brand in Spain at retailer Alcampo; a European tour by Mary-Kate and Ashley to support the brand's retail partners; and in-store promotions at the brand's retail partners worldwide. ★

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## 28 **The Copyrights Group** ■ \$1.16 B Nicholas Durbridge, Chairman & CEO

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Independent licensing agency The Copyrights Group has a diverse portfolio of lifestyle, art, and character properties. The company has its headquarters in the UK and offices in Germany, Japan, and Australia, plus an associated company in the U.S. Key brands such as Paddington Bear, Peter Rabbit, Jacqueline Wilson, and *Marie Claire* have driven another year of growth, and the company continues to expand its lifestyle and art portfolios. The Jacqueline Wilson licensing program, already a success in the UK, will be launched in other territories around the world in 2005. Worldwide retail promotions and exclusives include: Jacqueline Wilson for Sainsbury's (UK) where the Jacqueline Wilson My First Novel Kit was the retailer's biggest selling toy line for Christmas 2004; major product and retail launches for *Marie Claire* in the UK and Australia in 2005; Peter Rabbit promotions and events in Wal-Mart and Federated Department Stores (U.S.), Takashimaya (Japan), C&A (Europe), and Myers (Australia); Maisy for Centerparcs (UK); Paddington Bear for McDonald's (UK) and Big W (Australia). ★

## 29 **MGA Entertainment** ■ \$1.1 B Sid Kaufman, EVP, Worldwide Licensing

(818) 894-2525

Turning 5 in 2005, the Bratz brand currently has more than 300 licensees making more than 1,000 licensed products in 65-plus countries worldwide. Key categories for this lifestyle brand for girls include fashion apparel and accessories, footwear, bedding, publishing, and health and beauty aid products. A new DVD from 20th Century Fox Home Entertainment launches in 2005 with a coordinated music CD from Universal Music Enterprises, as well as interactive video games from THQ, all encompassing the brand's new Rock Angelz theme. Alien Racers, an original sci-fi action property for boys, is a leading initiative for 2005. ★

## 30 **DaimlerChrysler** ◆ \$1 B Brad Horn, VP, Brand Development, Brand Sense Marketing (310) 843-2400; Debra Joester, President, The Joester Loria Group (212) 683-5150

Dodge licensed products continue on the fast track in '05 driven by the success of products inspired by Dodge Hemi, Dodge Magnum, and the relaunch of the Dodge Charger. Continued double-digit growth is expected in 2005 due to an array of new vehicles scheduled to be released throughout the year. The Joester Loria Group expands the range of Jeep products in key segments including lifestyle, outdoor functional, and international markets. Retail initiatives with BRU, QVC, Linens 'N Things, and

international retailers including Takashimaya, Isetan, Argos, and British Home Stores contributed to more than 30 percent growth of the lifestyle program. Continued growth for the Jeep Consumer Products program in 2005 will include retail expansion in Australian and Latin American markets with free-standing stores and shop-in-shops. New product introductions for the Chrysler brand: luggage, sportswear, and accessories. Men's gifts in 2004 generated growth in sales and retail distribution. Chrysler's retro vehicles continue to drive sales, and the Chrysler 300C has become a "gotta have" for key retailers and catalogs. ★

## 31 **MUDD** ■ \$1 B (est.) Steven Seidman, Chairman, Ingroup Licensing (212) 563-6302

MUDD continues to add new licensees and has renewed long-term commitments with Prima Royale (footwear), Cayre Group (sweaters, sleepwear, girls' tops), L'Egent (handbags), Fada Industries (watches), and Amerex (outerwear). ★

## 32 **Sony Pictures Consumer Products** ◆ \$1 B Juli Boylan, SVP (310) 244-4155

SPCP will focus on *Bewitched* (movie and original TV series); *Zathura*; *Memoirs of a Geisha*; *Open Season*; *Surf's Up*; *It's a Big, Big World*; *Boondocks*; *I Dream of Jeannie* (movie and original TV series); *Wheel of Fortune*; and *Jeopardy*. ★

## 33 **The Coca-Cola Co.** ◆ \$1 B (est.) Cindy Birdsong, Director, Worldwide Licensing (404) 676-4056; John Shero, Director, North & Latin America Licensing (404) 676-7078; Neil Punwani, Director, Europe Licensing +44 208 237 3200; Andres Kiger, Director, Asia Licensing +852 2599-1227

The company will continue to focus on core categories that help build brand equity. Look for new innovations in housewares, an expansion of existing food licensing products, and integrated (bundled) programs with the beverage side of the business. ★

## 34 **New Line Cinema** ◆ \$800 M David Imhoff, SEVP, Worldwide Licensing & Merchandising (212) 649-4900

New Line Cinema will continue to focus on *The Lord of the Rings* merchandising program with new toys, video games, and assorted collectibles. The program has brought in \$1.5 billion in retail sales worldwide to date. The studio also introduces New Line's House of Horror, an umbrella moniker for the company's villains, Freddy Krueger, Jason Voorhees, and Leatherface. This year marks the 25th "silver" anniversary of *Friday the 13th*. New Line will launch a

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merchandising program for *George A. Romero's Dawn of the Dead*. New Line also is developing merchandising programs for "The Golden Compass," the first part of the "His Dark Materials" trilogy, and "Inkheart," both based on best-selling books. ★

## 35 **The Coleman Co.** ◆ \$782 M

**John W. Spotts, VP, Licensing (630) 499-6761**

Coleman has more than doubled its worldwide retail sales of licensed products over the last three years, while maintaining the brand integrity, quality, and design consumers expect from the Coleman brand. Strategic areas of growth are: garage/auto, patio/lawn and garden, soft goods/lifestyle products, children's products and toys, boating and marine, hunting and fishing, and international. In addition, some licensees help Coleman to round out its offerings in outdoor recreation products. ★

## 36 **Frigidaire** ◆ \$750 M

**Philip Raia, EVP, LMCA (212) 265-7474**

The company has built its licensee program around key categories such as central heating and air-conditioning (Nordyne). Sales at long-time licensee Nordyne have outpaced the industry tenfold since 1997. ★

## 37 **Players Inc** ■ \$750 M

**Clay Walker, SVP (202) 496-2871**

Players Inc projects the multimedia category to drive business opportunities in 2005. Video game releases soon will top box office releases. Fantasy football soon will draw a seven-figure sponsor. And wireless will expand its mobile content options. Additionally, jerseys of retired players continue to be a leading consumer purchase in the apparel category. ★

## 38 **Beverly Hills Polo Club** ■ \$685 M

**Don Garrison, President; Roger Tomlinson, VP, Marketing; Brenda Jones, Manager, Operations (949) 388-1703**

The upscale brand will continue to open stand-alone and shop-within-a-shop BHPC retail stores internationally, with an emphasis on stores in China, Europe, and the Middle East. ★

## 39 **General Mills Trademark Licensing** ◆ \$675 M (est.) **Galen Hersey, Manager, Trademark Licensing (763) 764-5681**

General Mills' increase in strategic food licensing partnerships is one catalyst for its dramatic change in revenue. Other growth drivers include the continued creation of licensing programs around the company's evergreen brands such as Betty Crocker

and The Pillsbury Doughboy, and the expansion of targeted licensing programs supporting the Cheerios brand. ★

## 40 **AT&T** ◆ \$650 M

**Scott Rosenzweig, VP, Licensing Sales, The Beanstalk Group (212) 421-6060**

The AT&T licensing program leverages the technology and trust that have defined the brand for more than a century. The program's product categories remain close to the core of the brand, strategically complementing its existing telecommunications services. Currently, the program boasts more than 200 skus across corded and cordless telephones, answering machines, telephone accessories, and blank media. AT&T-branded products maintain a uniform industrial design and an integrated packaging system so that the program appears seamless to consumers. AT&T-branded products are sold in nearly 20,000 doors across numerous retail channels. In 2004, AT&T and VTech (the brand's telephony and home networking licensee) received a LIMA Award for Best Corporate Brand Licensee of the Year. ★

## 41 **Phat Fashions** ◆ \$650 M **Bernt Ullmann,**

**President, Phat Farm (212) 798-3101; Marcy Corbett, President, Licensing, Phat Farm (212) 997-3065**

Phat Fashions includes the Baby Phat and Phat Farm brands. Lots of growth is anticipated for the Baby Phat brand with a lingerie collection due in department and specialty stores for fourth quarter 2005. Outerwear presence grows with the addition of two licensees: Free Country and NOHO with product due in third quarter '05. Footwear remains a growth vehicle both in domestic and international markets. ★

## 42 **Caterpillar Inc.** ■ \$600 M (est.)

**Linda Stokes, Marketing & Brand Management Department Trademark Merchandise Licensing (309) 675-4563**

Caterpillar continues to focus on effective distribution and retail growth in 2005. Major initiatives: expansion of the Equipped to PLAY children's marketing program to include battery-operated light and sound and remote- and radio-controlled vehicles; bicycles, tricycles, and wagons; sandbox toys; traditional and interactive books; and role-play toys. Also on tap is the increased distribution and expansion of the Cat apparel line, and continued growth for Cat Footwear. Cat eyewear will be expanded to include industrial eyewear. Team Caliber LLC was granted the license for Cat Racing merchandise for trackside sales in addition to premium collectible die-cast products, soft goods, and miscellaneous racing merchandise. ★

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## 43 **DIC Entertainment** ■ \$600 M (est.) Nancy Fowler, President, Worldwide Consumer Products (818) 955-5400

Trollz.com will launch in spring and will be piggybacked by a back-to-school presence from Warner Home Entertainment, Scholastic, and Hasbro. The bulk of *Trollz* product from more than 40 licensees will be strategically released in spring 2006. The Strawberry Shortcake baby program will offer new moms products including layette, pre-walker shoes, infant toys, and crib bedding. A new Strawberry-themed Princess program is on tap for Strawberry Shortcake in fall with Bandai, Children's Apparel Network, Fox Home Entertainment, and most of the 85 domestic licensees participating. DIC also continues to nurture the Classic Strawberry Shortcake program with new fashion top licensee Mighty Fine on board with scratch 'n' sniff tops available at Fred Segal and department stores. Madeline remains a focus with a new entertainment release planned in 2006. DIC has more than tripled its international licensing business since 2003 and plans to expand even further, utilizing its network of more than 40 agents covering 60-plus countries worldwide. ★

## 44 **Everlast Worldwide** ◆ \$600 M Hal Worsham, SVP, Global Licensing (212) 239-0990

The company plans to grow its licensee base and concentrate on the penetration of regional markets worldwide. A hunt is on for a footwear licensee in Japan and China and a men's outerwear licensee in the U.S. ★

## 45 **Nelvana** ◆ \$550 M Doug Murphy, EVP, Business Development (416) 530-2304

*Beyblade* remains an important business, and Nelvana continues to build *Franklin* throughout Europe with a focus on a UK launch of British-voiced episodes airing on Channel 5 in the Milkshake block. Efforts are underway to launch *Fairly OddParents* in South America, UK, Germany, and Canada. A relaunch is on tap for *Babar* to coincide with the property's 75th anniversary with new CGI episodes and a direct-to-video release schedule supported by a global merchandise rollout in 2006. *Miss Spider's Sunny Patch Friends* will begin broadcasting on TF1 and international Nick Channels; Fisher-Price is the master toy licensee. In partnership with the Weta Workshop, Nelvana will deliver episodes of *Jane and the Dragon*. Other new deliveries to worldwide broadcasters: *Di-Gata Defenders* and *Grossology*. ★

## 46 **Hearst Magazines** ■ \$530 M Glen Ellen Brown, VP, Brand Development (212) 841-8420

*Seventeen* and *CosmoGIRL!* branded programs expand their

successful home business in both hard and soft goods with additional bedding and the launch of bath, home accents, storage, and rugs in fall. Hearst also anticipates a new emphasis in fashion with daywear/sleepwear to launch in spring. Country Living Bedding launches at retail in spring with a range of styles. Country Living III by Lane Home Furnishings launches in October. *Country Living* expansion programs for tabletop, rugs, lighting, and outdoor furniture are in the works for fall. Carpet One doubles its *Good Housekeeping* business with the introduction of 20 new styles in early spring. This summer, *House Beautiful* will be the proprietary home label at May's full-line stores. Additional plans include expanding the *Popular Mechanics for Kids* DVD series (based on the TV program) into new product categories. ★

## 47 **Maytag** ◆ \$525 M Dana Smith, President & COO, Equity Management Inc. (858) 558-2500

The corporate licensing program is poised for expansion through the introduction of new highly strategic, equity-driven brand extension programs. Significant growth in 2004 was achieved as existing licensees continued to expand their businesses in appliances, heating/air-conditioning, and other broad home product portfolios. In addition, new major brand extension programs were introduced including Maytag Sump & Utility Pumps and Amana Outdoor Grills. 2005 sales activity is abundant and will continue across all brands: Maytag, Jenn-Air, Amana, Hoover, Admiral, and Magic Chef. ★

## 48 **Playboy Enterprises, Inc.** ◆ \$500 M Alex Vaickus, President, Global Licensing, & EVP; Aaron Duncan, SVP, Creative Director, Product Marketing; Lorna Donohoe, VP, Public Relations, Global Licensing (212) 261-5000

The company will make licensing deals in the land-based entertainment destination and hospitality arenas (such as the Palms Hotel Resort and Casino deal announced in October 2004). Other goals: grow *Playboy's* licensing business in new territories such as South/Latin America and South Africa; open *Playboy*-branded concept stores in key markets such as Las Vegas and Melbourne, mirroring the success of the Playboy Store, Tokyo; and roll out its successful upscale line of "White Label" lingerie worldwide, including possible lingerie-only retail destinations. ★

## 49 **Thomas Kinkadee** ■ \$500 M Linda Mariano, VP, Marketing & Licensing (408) 201-5210; Ellen Sevin, Director, Licensing Business Development (914) 921-1122

Over the last year, the focus in growing the licensed business

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has been on the development of a Thomas Kinkadee lifestyle brand, moving away from image-based product to more style-based product. New licensed product initiatives for 2005 include an exclusive collection of interior and exterior lighting product fixtures and lightbulbs from Westinghouse Lighting; three Thomas Kinkadee lifestyle-branded fashion bedding collections under the themes of Cabins, Cottages, and Citiscapes from Franco Manufacturing Co. Inc.; and a Thomas Kinkadee by Spode co-branded collection of dinnerware, serveware, and giftware under the same themes to be designed and produced by Spode within the specialty store channels. The Thomas Kinkadee licensing program currently has more than 70 licensees. ★

## 50 **MGM Consumer Products and Interactive** ◆ \$450 M (est.) Travis Rutherford, SVP (310) 449-3295

MGM Consumer Products and Interactive will continue to expand the *Pink Panther* franchise. A studio-wide plan supporting *Stargate SG-1* and *Stargate: Atlantis* will run from June 2005 through year-end. The *Stargate* franchise plan will support DVD, music, video game, publishing, conventions, and licensed product. MGM will launch its extensive library into wireless content programs. The location-based entertainment initiative continues with the opening of MGM Studio Plaza Niagara Falls and the *Stargate SG-3000* ride expansion at Six Flags Parks. The expansion of licensing categories and promotions will continue for third-party properties *Bing and Bong's Tiny Planets* and *Mad Science*. ★

## 51 **WWE** ◆ \$450 M Florence DiGiorgio, Director, Global Licensing (203) 359-5136

International expansion is a priority as WWE has shown strong growth recently with particular success in Italy, South Africa, and Japan, and a resurgence in the UK and Australia. Expansion of the company's e-tailing partnership in Europe includes an Italian language site and the launch of an Australian site in spring '05. The recent TV tapings of WWE shows in the UK and Japan provided additional opportunities for retail-based activity and promotions. WWE also will continue to look for ways to connect with fans via mobile entertainment including video media players (i.e., Mattel Juice Box), as well as offering images, voice tones, ringtones, wallpaper, and music. WWE also looks to maximize the recent launch of WWE Legends, a consumer products initiative that capitalizes on the growing demand for "old-school," retro consumer products. WWE Legends will include some of the most famous and colorful past wrestling superstars. The program will help expand the existing WWE consumer products business, as well as help to reconnect with past wrestling fans and consumers. ★

## 52 **Discovery Commerce** ■ \$400 M (est.) Sharon Markowitz Bennett, SVP, Global Licensing (240) 662-4360

*American Chopper* remains a top-rated series for men ages 18 to 34, and the company continues to expand the property globally into men's and boys' apparel, die-cast collectibles, home entertainment, interactive, greeting cards, publishing, stationery, seasonal gifts, home décor, and kids' and women's categories. The core focus in 2005 is the launch of 'tween series *Darcy's Wild Life* into an extensive fashion-forward licensing program, and the development of a comprehensive *Animal Planet* merchandise initiative expanding beyond toys and pets. New *Monster Garage* creative developed by series star Jesse James is available exclusively at Wal-Mart stores. Entering its sixth season, *Trading Spaces* continues to sell in the house, home, and craft categories. Discovery Commerce seeks partners for key network brands including Discovery Channel, Military Channel, Discovery Health, FitTV, Discovery Kids, and properties such as *Mythbusters*, *Tutenstein*, and *The Save Ums!* Internationally, in 2004 Discovery launched *Discovery* magazine in Brazil with expansion planned for the rest of Latin America, Europe, and Asia. The Discovery Expedition brand premiered in 2004 with apparel and tools targeted at consumers who seek to actively and intellectually explore their world. International Licensing operates in 80 countries and in 28 languages. ★

## 53 **Alexander Julian, Inc.** ■ \$328 M Wallace Palmer, President, Apparel Division (203) 431-3707; Bruce Tilley, President, Home Division (203) 438-3481

License expansion continues with the Alexander Julian "Private Reserve" collection. Growth continues with high-end distribution in men's and women's apparel in addition to the new boys' apparel category. In the Home collection, a new license with American Silk resulted in Julian's new high-end fabric collection. Expansion is on tap in the home division, as the company is exploring categories such as children's home collections with furniture, bedding, rugs, lamps, and mattresses. ★

## 54 **FUBU The Collection** ■ \$325 M Leslie Short, President, Marketing, Advertising, & Public Relations (212) 273-3300

The Longstreet license expanded in several categories such as boys' sportswear (including jeanswear); coordinated swimwear sets for boys; boys' and girls' cold weather accessories (knit hats, gloves, and scarves); men's coordinated swimwear sets; and men's, ladies', boys', girls', newborn, and toddler socks. ★

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**55** **The Stanley Works** ♦ \$300 M  
**Scott Bannell, Director, Corporate Marketing Services (860) 827-5075; Andrew Rosenblatt, Director, Brand Management, The Beanstalk Group (212) 421-6060**

The Stanley Works licensing program has more than 20 licensees in the U.S. and abroad. New for 2005, Stanley will offer a line of safety wear, under license with Bacou-Daloz. Products will include protective equipment, respiratory protection, eyewear protection, face shield, goggles, hard hats, and knee pads, and will be sold at hardware stores; DIY stores; paint, lawn, and garden stores; automotive retailers; sporting goods stores; and via catalog, Internet, and industrial distributors. ★

**56** **FremantleMedia** ■ \$260 M **Olivier Gers, SVP, Licensing, Americas (212) 541-2838**

FremantleMedia Licensing Americas (FMLA), FremantleMedia's U.S. licensing arm, will build upon its successful merchandising formula responsible for top-selling apparel, accessories, candy, and magazine extensions to introduce more consumers to the brand. New agreements with Mobliss, Fluid Audio Network, and Meca will bring *American Idol* into the interactive and wireless arenas. FMLA will seek to exploit its library of classic game shows. With 14 of the "Greatest Game Shows of All-Time" as selected by *TV Guide*, FMLA will enhance merchandising programs for *The Price Is Right*, *Family Feud*, *Match Game*, *Password*, *Card Sharks*, and more. Plans include live shows, more interactive and wireless extensions, slot machines, and DVD games. ★

**57** **Classic Media** ■ \$250 M **Leslie Levine, Worldwide Licensing (310) 659-6004; Brad Fazzari, Domestic Licensing (212) 659-1962**

The *Gerald McBoing Boing* preschool series launches on Cartoon Network in fall 2005. A pat the bunny program is supported by new products from Russ Berrie, Random House, and a home video series. *Santa Claus Is Comin' to Town* celebrates its 35th anniversary with an expanded broadcast partner; collector's edition DVD; and new licensing, promotional, and retail partners. *Casper the Friendly Ghost's* "Be Seen on Halloween" licensing and branding program will be supported by GLOW products from Omni Glow and 20-plus other partners. *Peter Cottontail, The Movie* due in 2006 will be supported by a licensing, marketing, and promotional campaign. A new *Legend of Frosty* DVD movie is on tap. *Underdog* teamed up with Visa check card for a year-long TV ad campaign; a feature film is in development. Lassie will star in her 11th feature film this spring and in GE's ongoing ad campaign; pet products will debut this year. The *Lone Ranger* is

featured in a new Direct TV advertising campaign. *Rocky & Bullwinkle* season 3 DVD is on tap. *VeggieTales* will expand internationally; a 25th direct-to-video will release in spring followed by another in summer. ★

**58** **John Deere** ♦ \$250 M (Public) **Jeff Gredvig, Director, Brand Licensing (919) 804-2725**

The licensing program continues to grow with expanded apparel, toy, and lawn and garden key categories. ★

**59** **Eastman Kodak** ♦ \$200 M (est.)  
**Philip Raia, EVP, LMCA (212) 265-7474; Linda Latiuk, Director, Communications Licensing, Eastman Kodak (585) 724-2490**

Eyeglass lenses from Signet are available in more than 100 countries at professional retail outlets and Kodak Kiosks. The Rose Art program of puzzles and scrapbook materials continues to be a retail success. The company has won numerous awards including the OLA Award of Excellence for "Best in Lens Design" for the Kodak Precise Progressive Lens. ★

**60** **Michelin** ♦ \$200 M (est.)  
**Matthew Logan, Regional Director, The Licensing Company (TLC) (646) 485-4330**

Together with The Licensing Co., Michelin is working to develop its worldwide brand extension program with an initial focus on automotive accessories and footwear. Other areas under development include work, sports and leisure-related apparel, personal accessories and equipment, and gifts and collectibles. In 2004, products developed under license through the Michelin brand extension program were available in more than 15,000 premium retail points of sale in 34-plus countries worldwide. The brand has more than 96 percent consumer awareness worldwide and a world-famous brand icon, "The Michelin Man." ★

**61** **National Geographic** ● \$200 M **John Dumbacher, SVP, Licensing (202) 862-5203**

The company will launch a travel line of apparel, watches, and gear. Also on tap is a home program complemented by art prints. Educational toys, gifts, stationery, and member benefits (credit card) are other areas of concentration. ★

**62** **Ocean Pacific Apparel Corp.** ♦  
**\$200 M (est.) Dick Baker, President (949) 580-1888**

Continued upgrades in value and design quality of core sports-wear categories are driving growth. Op has consolidated its

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focus on the Op brand, further developing its core Young Men's and Juniors' programs for better distribution while solidifying tertiary product categories and brand acquisition or creation. ★

## 63 **The LEGO Company** ■ \$200 M Stephanie Lawrence, Director, Global

**Licensing (860) 763-6894**

The LEGO Group not only is in the construction toy business but also operates a global network of LEGOLAND theme parks and LEGO brand retail stores. The new Knights' Kingdom line recently was awarded a T.O.T.Y. award for Best Boy Toy. Bionicle continues as a strong sub-brand with the third direct-to-video movie debuting in the fall. New partners include Scholastic, Birthday Express, Bakery Craft, Logotel, Dan River, Rubie's, DC Comics, Thinkway Toys, TRIPOD, and Colgate-Palmolive. The company seeks to extend the LEGO brand equity globally across apparel, furniture, electronics, and accessories. ★

## 64 **Tommy Bahama** ◆ \$200 M Chrisann Furciato, Director, Licensing (212) 391-8688

First-quarter goals for Tommy Bahama include: Establish new business partners in footwear, hosiery, belts, and small leather goods; maximize growth and increase distribution within the company's current licensed structure; and new launches in floor and ceiling fans, fragrance, and eyewear (both ophthalmic and sun). ★

## 65 **Masterfoods USA** ■ \$171.5 M Michele Brown, VP, Licensing (908) 852-1000

Masterfoods expands its efforts globally to reach markets in Asia and New Zealand by working with agencies such as Sanrio and Merchantwise, respectively. Within the U.S., sources of growth come from brand expansions and through new product categories. An emphasis has been placed on further penetrating new distribution channels and on developing retail programs to help drive sales of its core products. Key categories include food and beverage, candy, gifts, and collectibles. ★

## 66 **The Baby Einstein Co.** ◆ \$170 M Ellen Portantino, VP, Retail Business Development (818) 549-7448

The company now has products in more than nine categories, including videos, music, books, toys, juvenile products, baby gear, party supplies, bibs, and soft bath items. An apparel and bath toy line is slated for 2005. The company announced a licensing partnership with the Heyman Corp. to help launch a new line of infant apparel. The layette collection incorporates a unique blend of textures, characters, and features that reflect the

core principles of Baby Einstein, including engaging infants in discovery and encouraging parent-child interaction. ★

## 67 **Allied Domecq** ◆ \$165 M Jennifer Bomhoff, Director, The Licensing Company (TLC) (646) 485-4330

Allied Domecq owns 13 of the top 100 international premium spirit brands and is represented by The Licensing Company (TLC). Leading brands include Kahlúa, Stolichnaya Vodkas, Sauza Tequilas, Beefeater, Malibu Flavored Rums, Courvoisier, Canadian Club, and Maker's Mark. TLC has grown these programs to include more than 90 licensees worldwide, ranging from food and beverages to adult apparel and accessories, barware, and gifts. New opportunities in glassware, cakes, cookies, and ice cream, as well as retailer-exclusive programs are being pursued. ★

## 68 **National Trust for Historic Preservation** ■ \$165 M (est.)

**Michelle Alfandari, President, MODA International  
Marketing (212) 687-7640**

The National Trust licensing program leverages the nonprofit's authenticity and credibility to extend into home improvement, home furnishings, and gifts/collectibles. New introductions for 2005 celebrate Design in America featuring products that are crafted for today's lifestyles and inspired by America's diverse design heritage. New and existing product extensions include paint, furniture, glassware/dinnerware, and floor coverings. ★

## 69 **Timex** ■ \$155 M (est.) Helen Prial, VP, Licensing (203) 346-5000

Timex continues pursuit and execution of licensed products in electronics, electronic accessories, and timing. The company seeks licensing partners in home utility, measurement, and monitoring. Other goals: Scope out licensing partners that can utilize technologies developed by Timex, and develop a plan for licensing opportunities in emerging markets for the Timex brand. ★

## 70 **Signatures Network, Inc.** ■ \$145 M\* Matt Hautau, VP, Licensing & Marketing (415) 247-7124; Ruth Ann Garfein, Manager, Licensing (415) 247-7429

The company is launching the Winterland classic rock program, which will develop vintage rock apparel and accessory programs for men, juniors, and kids. The product will feature the Winterland brand on sewn-in labels and hangtags and also will utilize the first-ever hologram authentication program for music merchandise. SNI will support the Winterland program with retail exclusives and

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cross-marketing promotions such as VIP ticket sweepstakes. SNI will continue to expand the Happy Tree Friends licensing program via new agents in Asia (Asian Licensing Group), Latin America (Tycoon/Redibra), and Australia (Gaffney International). With the release of the book sequel to "The English Roses" in spring 2006, SNI will expand "The English Roses" program into department and specialty stores with new product lines such as accessories, domestics, room décor, wireless, and interactive. ★

\*Sales include SNI's tour merchandise sales.

## 71 **The Flavia Company** ■ \$142 M Lisa Mansfield, President (805) 884-9626 x18

Sunrise Greetings is now the exclusive supplier of Flavia Tapestry cards and Flavia's Sketchbook (handmade) cards. Sunrise Greetings also picks up several Legacy Art Studio designs including Princess Anne and Shadows & Light. Cranston fabrics are doing well with Flavia, Bessie Pease, and Legacy Art Studio brands. New Flavia Home designs are featured on Silvestri plaques and Cranston fabrics for a June launch. The company seeks licensees for new Flavia Baby designs debuting this spring. The Flavia Company manufactures art stretched on canvas through its new line, Canvas Style, offering retailers art for all three Flavia Company brands at affordable pricing. ★

## 72 **Cookie Jar Entertainment Inc.** ■ \$130 M John Gildea, SVP, Consumer Products (401) 885-0653

Cookie Jar's preschool brand, *Caillou*, expands with all-new episodes to fuel the consumer products program. Overseas, Germany, Spain, and Portugal take on a more important percentage of the overall business. Cookie Jar launches brand new properties into consumer products including *The Doodlebops*, a new rock band now starring in its own TV series. ★

## 73 **Primedia Enterprises** ■ \$130 M (est.) Sean Holzman, SVP, Sales, Marketing, & Retail Development (323) 782-2935

Primedia Enterprises has established successful licensing programs for *MotorTrend*, *Lowrider*, *Hot Rod*, *Import Tuner*, *Super Street*, and *Truckin'* and will aggressively expand those titles in the apparel, accessories, toys, books, service, wireless, and promotional categories. In 2005, Primedia Enterprises will launch new programs for *Creating Keepsakes*, *Rod & Custom*, *In-Fisherman*, and *Guns & Ammo*. The company will continue to build its international business by expanding its magazines into new territories including Japan, China, Korea, Australia, India, Indonesia, Latin America, and Spain. Additionally, Primedia

Enterprises continues to develop new channels for its business-to-business resources. ★

## 74 **Major League Soccer** ■ \$120 M (est.) Stuart Crystal, VP, Marketing & Consumer Products, Major League Soccer/SUM (212) 450-1234

adidas expands its MLS product offering with new silhouettes and a commitment to five more teams as official supplier. The expansion clubs of CD Chivas USA and Real Salt Lake add excitement along with the rebranding of the Dallas Burn to FC Dallas. Licensees will produce player merchandise to capitalize on the league's rising young stars such as Freddy Adu. ★

## 75 **J.G. Hook Group, LLC** ■ \$100 M (est.) Eric King, Managing Director (631) 325-2020

Key initiatives include expanding the company's presence in home products and pursuing nontraditional retailers to expand brand exposure. ★

## 76 **Jockey International** ■ \$100 M Milou Gwyn, VP, Domestic Licensing (212) 840-4900

Perfect Fit Industries was added to the family of brand extensions to offer Jockey basic bedding. Doris Hosiery is the new licensee for the existing category of women's sheer hosiery. The licensing marketing campaign for 2005 utilizes a combination of consumer, out-of-home, and trade advertisements to showcase the breadth of products offered by the Jockey brand. The company will continue to explore growth opportunities that complement and strengthen the brand's comfort lifestyle position. ★

## 77 **Kraft Foods** ◆ \$100 M (est.) Lori Gould, Senior Manager, Trademark Licensing (973) 503-4557; Bruce Bridges, Manager, IMC Licensing (502) 589-7655

Outbound trademark licensing in select food and non-food categories will reinforce powerful food brand equities such as Oreo, Planters, Jell-O, Kool-Aid, and Kraft Kitchens. The company seeks to broaden relationships with current licensees and evaluate opportunities in frozen desserts, appliances, and housewares. ★

## 78 **Susan Winget** ■ \$100 M (est.) Linda Balogh, President, Courtney Davis, Inc. (800) 432-2614

Susan Winget continues as one of Lang Graphic's top artists supported by the "Wine Country" collection. Winget is a key tabletop designer for Certified International. Home décor

# LEADING LICENSORS

collections include small furniture and home accents with The Lyon Company. A new children's book from HarperCollins, "Tucker's Four Carrot School Day," has licensing potential. ★

## 79 **Wyland** ■ \$100 M Eric Kuskey, President, Creative Brands (805) 686-9499

The key growth factor for 2005 will be adding new licensees in the areas of back-to-school, apparel, and home décor, and growing existing licensees through expanded distribution channels. ★

## 80 **Time Inc. Brand Licensing** ◆ \$95 M (est.) Jim Jacovides, VP, Licensing (212) 522-4758

Time Inc. is working with Cherokee Group to explore retail-direct licenses for *Essence* and relaunching *Essence Eyewear* with Lantis Eyewear. A continuity program for *GOLF* with IMP begins in April 2005: publishing new travel and instruction book titles, and developing wireless applications for scoring, course data, wallpaper, and ringtones. The company also is expanding international licensed editions for *In Style* magazine. The *LIFE* program grows to include kitchen and bath products, stationery, photo albums, and scrapbooking; Time Inc. is exploring opportunities in apparel and furniture. The company is developing product for *Real Simple* including stationery/home office and cleaning tools, and pursuing partners in home organization, plus licensing international editions. ★

## 81 **Polaris** ◆ \$85 M Bob Horton, President and CEO, Trademarking Resources, Inc. (248) 922-9678

A banner year is expected with strong results from new and existing deals. The line of Polaris ATV electric ride-on vehicles licensed to Peg Perego is continually expanding. Interactive Toy Concepts adds a 24-inch version of the Polaris 900 Fusion snowmobile to its radio-controlled vehicles. Lucky Plastics (Zap Toys) builds its line of toys and RC vehicles with a detailed 1/5th scale version of the Victory motorcycle debuting in an RC version due in spring. A major new software deal is on tap for a racing game featuring the full line of Polaris ATVs. The Polaris vehicle replica program with RC2 continues to dominate at retail. ★

## 82 **Invista** ◆ \$80 M (est.) Michelle Alfandari, President, MODA International Marketing (212) 687-7640; Denise Sakuma, Manager, Global Licensing +41 (22) 717 5070

Invista (formerly DuPont) initiated its licensing program with its fashion brand, Lycra. Extending to the cosmetics category, global sales exceeded \$80 million in its first year at retail. Invista's focus

for licensing in 2005 is to continue the Lycra initiative, as well as to extend other ingredient brands from its portfolio including: Coolmax, Thermolite, Supplex, TactelCordura, and Aquator. ★

## 83 **Mary Engelbreit Studios** ■ \$70 M Randi Miller, Manager, Licensing; Claudia Reed, Director, Sales & Marketing (314) 726-5646

Expansion of a strong calendar program with Andrews McMeel will include new licensee MeadWestvaco with novelty formats. "Mary Engelbreit's Mother Goose" launches in fall; companion book "Nursery Tales" will follow in fall 2007. A licensing program is on tap for "The Night Before Christmas" book, as well as new publishing formats. A new consumer products program is set with paper towels and small kitchen appliances. Retail partnerships remain a focus with successful women's sleepwear at Mervyn's and a new home décor fabric program from Cranston Print Works at Hobby Lobby. ★

## 84 **Anheuser-Busch** ◆ \$67 M Cheryl Pfneisel, Manager, Licensing (314) 577-9932

Brand image management is the primary focus for the company's licensing program with nearly 40 licensees across seven product categories. The home entertainment category is an area of concentration with focus on products to furnish or decorate home bars and game rooms. A strong racing licensing program continues in conjunction with NASCAR driver Dale Earnhardt, Jr. ★

## 85 **Kellogg Co.** ◆ \$65 M Kathleen Pavlack, Senior Manager, Licensing (269) 961-2803

Kellogg licensing will focus on strategic brand extensions specifically designed for kids and adults for all of its top national brands including Kellogg cereals, Keebler Snacks, Holiday, Kashi, Eggo, and Pop Tarts. In celebration of Kellogg's 100th anniversary in 2006, Kellogg launched Vintage Kellogg's, which spans the company's vast archive library. Kellogg also will launch Breakfastware in 2006, a new retail category of lifestyle products that offer breakfast solutions for today's consumer. Finally, the company will revitalize its "Team Tony" licensing program with a fresh new approach and artwork called "Kellogg's Kids." ★

## 86 **Mack Trucks** ◆ \$60 M Tim Orenbuch, Director, LMCA (212) 265-7474; Randy DeLillo, Manager, Corporate Stores, Mack Trucks (610) 709-2601

Domestic and global initiatives are underway in the consumer and business-to-business categories, including two toy licensees and an expansive apparel line. Additional lifestyle accessories licensees are sought. Footwear sales continue strong. ★

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# LEADING LICENSORS

## 87 Cadbury Schweppes Americas Beverages Trademark

**Licensing** ♦ **\$59 M (est.) Lewis Goldstein, Director, Licensing (914) 612-4536**

CSAB experienced a watershed year for its brand licensing in 2004. For the first time in its history, the company brought all of its licensing efforts together to form a corporate-wide licensing function. CSAB looks to licensed product to help build awareness, reward loyal brand fans, and reinforce key marketing messages. The company tapped marketing veteran Lewis Goldstein to oversee licensing initiatives across the company. His team is assisted by two outside agencies, Brandgenuity (Snapple, Mott's, Yoo-hoo, Clamato) and EMI (Dr Pepper, 7 UP, Hawaiian Punch). New initiatives for '05 include: Snapple frozen novelties (CoolBrands International), Mott's Hot Cider (IMS), Snapple Real Facts wireless mobile games (Airborne Entertainment), and food products for Clamato and Yoo-hoo. ★

## 88 The Hautman Brothers ■ \$58 M Marty Segelbaum, President, MHS Licensing (952) 544-1377

The Hautman Brothers brand continued to grow by expanding into new categories such as fabric for home sewing with Cranston, home décor items such as lamps with Glassmasters, home textiles such as tapestry throws with Manual Woodworkers and Weavers. MHS Licensing focused thematic growth on female-appeal wildlife such as songbirds and butterflies. This opened new opportunities in female-targeted catalogs and retail outlets. Driving anticipated growth for the coming year will be the introduction of their fourth dedicated wallcoverings book by Seabrook and expanding into the aftermarket auto accessories category. ★

## 89 Paul Brent Designer, Inc. ■ \$57 M Ellen Seay, Director, Licensing (800) 835-2787

Paul Brent expanded his licensing program in 2004 with the addition of several manufacturers, including Flower, Inc., Balloons, which produced an initial product collection of 55 skus featuring two of Brent's image groupings. In a new product direction, Brent partnered with holiday manufacturer Kurt S. Adler to design a line of Coastal Christmas ornaments. Additional new licensees include Highland Graphics, Tam San, and Gango Editions. ★

## 90 Challis & Roos ■ \$41 M (est.) Carter Rennerfeldt, Partner (206) 523-2358

The company intends to move into new product categories including tabletop, bedding, additional crafting products, and

functional home décor. Expanding the range, looks, and styles of Challis & Roos artwork offered to licensees helps the company keep pace with constant consumer demand for newness. The company will continue to build on the strength of current licensing relationships, generating greater sales via established relationships and shared history. ★

## 91 Scholastic Entertainment ♦ \$40 M Peter Van Raalte, VP, Consumer Products, (212) 965-7940

Scholastic Entertainment's breakout hit animated series, *Maya & Miguel*, seen on PBS Kids Go! will get a tremendous amount of focus this year. Product will debut this spring through a retail exclusive, and the new toy line from Toy Play will arrive on shelves in the fall. The Scholastic brand also will get heightened exposure with back-to-school goods from Mead and other key initiatives throughout 2005. The company also builds merchandising programs for its other brands such as *Clifford The Big Red Dog*, *Clifford's Puppy Days*, *I SPY*, *The Magic School Bus*, *Dear America*, and the anticipated introduction of "His Dark Materials." Scholastic serves as licensing agent for the Home Movies and School House Rock franchises, which are expected to have strong success this year. ★

## 92 Rachael Hale ■ \$35 M Eric Kuskey, President, Creative Brands (805) 686-9499

Rachael Hale had a fabulous year building off of her best-selling book, "101 Salvations," by introducing her new book, "101 Cataclysms." More than 300,000 copies of both books have been sold. Hale also added more than 30 new licensees worldwide in the last year. The key growth factors for 2005 are expanding categories with existing licensees and maximizing the growth of new licensees. ★

## 93 The Goodyear Tire & Rubber Co. ♦ \$25 M Dana Smith, President & COO, Equity Management Inc. (858) 558-2500

The Goodyear licensing program is gaining momentum for another breakout year for Goodyear Racing, the Goodyear Blimp, and the corporate Goodyear icon. Significant growth in 2004 was demonstrated by the Goodyear Racing automotive accessories and tool program at Sam's Club and the adidas-Goodyear driver's shoe license at upper-end retail establishments. This year is expected to be even more exciting with the introduction of several highly strategic, equity-driven brand extension licenses across a broad set of product categories with special focus on the home garage and automotive arenas. ★